

**BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
Wednesday, April 12, 2023 8:30 AM
Berkley Public Safety - 2nd Floor Conference Room**



MISSION: The Berkley Downtown Development Authority exists to spur economic vitality, improve the streetscape, enhance visitors' diverse experiences, and create connections to the community on Coolidge and Twelve Mile Road in downtown Berkley, Michigan.

AGENDA

- I. **Call to Order**
- II. **Roll Call**
 - A. Attendance Taken and Quorum Determined
 - B. Congratulations to Newest Board Member Katie Forte, Approved by City Council
 - C. Congratulations to Berkley City Council Liaison Steve Baker on his Engagement
- III. **Approval of Agenda**
- IV. **Approval of Minutes**
 - A. Regular Meeting Minutes of March 8, 2023
- V. **Liaison Reports**
 - A. City Council – Steve Baker
 - B. Community Development – Kristen Kapelanski
 - C. Planning Commission – Lisa Kempner
 - D. Public Works – Shawn Young and Ric Chalmers
 - E. Chamber of Commerce – Tim Murad
- VI. **Treasurer's Report**
- VII. **Action Items**
 - A. Downtown Berkley Mural Program Application Updates
 - B. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates
 - C. MHG Jewelry Studio Mural Program Application
 - D. Alice's Perfect Fit Alterations Mural Program Application
 - E. Chazzano Coffee Roasters Mural Program Application
 - F. Nawab Indian Cuisine Façade Grant Application
- VIII. **Discussion Items**
 - A. Berkley Outdoor Social Scene (B.O.S.S.) Social District Approved by City Council
 - B. Parking Study Progress, Community Engagement
 - C. Coolidge Complete Streets Enactment, Crosswalks Enhancements
 - D. Main Street Oakland County Summit April 20, 2023 (9-11 am) at Waterford Oaks
- IX. **Student Board Member Updates**
- X. **Board Committee Updates**
 - A. Art & Design
 - B. Business Development
 - i. Collaboration with Oakland County Business Forward Initiative
 - C. Downtown Events
 - i. March Promotional Events Undertaken
 - ii. Ladies Night Out May 4, 2023
 - iii. Berkley Days Support, Scavenger Hunt
 - iv. Berkley Pride Planning Underway
 - D. Marketing Strategies
 - E. Organization
 - F. West Twelve Mile
- XI. **Executive Director Updates**
 - A. Main Street America Annual Conference Participation
 - B. Michigan Downtown Association Spring Workshop Presentation
- XII. **Board of Directors' Comments**
- XIII. **Public Comments**
- XIV. **Adjournment**

APPROVAL OF MINUTES

REGULAR MEETING OF THE BOARD OF DIRECTORS FOR MARCH 8, 2023



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO APPROVE THE MINUTES FOR THE REGULAR MEETING OF MARCH 8, 2023

BACKGROUND:

Penelope Morris has ably prepared a thorough account of the most recent meeting of the Berkley Downtown Development Authority Board of Directors, which took place on Wednesday, March 8, 2023. She shared an initial draft of minutes with me to review for corrections, and then circulated the draft minutes to the entire Board of Directors ahead of this Board Meeting. The draft minutes are also posted and available on our Downtown Berkley website for public viewing.

Please advise if there are any corrections needed. Once all corrections have been made, and upon an affirmative vote by the Board of Directors approving the March 8, 2023 meeting minutes, I shall post the adopted minutes to the Downtown Development Authority's website in order for the public, as well as members of this body, to access as needed in the future. A copy of the adopted minutes is also provided to the City of Berkley for their records.

- **Mike McGuinness, Executive Director. April 7, 2023.**

**MEETING MINUTES
BERKLEY DOWNTOWN DEVELOPMENT AUTHORITY
MEETING OF THE BOARD OF TRUSTEES
Wednesday, March 8, 2023, 8:30 AM
Berkley Public Safety, 2nd Floor, Conference Room**



- I. **CALL TO ORDER:** The meeting was called to order at 8:31 AM with Chair Andy Gilbert presiding.
- II. **ROLL CALL:**
 - Present:* Matthew Baumgarten
Chris Gross
Donna Dirkse
Desiree Dutcher
Justin Findling
Scott Francis
Andy Gilbert
Uli Laczkovich
Ashley Poirier
Talia Wittenberg
Brian Zifkin
 - Absent:* Tim Barnes – *excused*
Matteo Passalacqua – *excused*
Garrett Wyatt
 - Also present:* Steve Baker, City Council Liaison
Ric Chalmers,, DPW Liaison
Katie Forte, June and December, Board Nominee
Kristen Kapelanski, Community Development Director
Mike McGuinness, DDA Executive Director
Tim Murad, Chamber of Commerce Liaison
Joel Ulferts, Resident
- III. **APPROVAL OF AGENDA:**

On motion by Poirier and second by Dirkse, the agenda was unanimously approved by the Board.
- IV. **APPROVAL OF MINUTES**
 - A. **Regular Meeting of February 8, 2023**

On motion by Francis and second by Dutcher, the minutes of the regular meeting of February 8, 2023 were unanimously approved by the Board.
- V. **LIAISON REPORTS**
 - A. **City Council – Steve Baker**

Baker reported that the Library painting project will begin soon. At the last meeting Council had the first reading of an ordinance that first, would not allow retail sale of puppies and kittens in the city, and the second part dealt with existing businesses that provide that kind of service to their customers. That second part was tabled. If the second reading passes, the ordinance would go into effect 30 days later. March was designated as Women’s History Month and highlights “Women Who Tell Our Stories.” Baker turned the spotlight on those women of Berkley (artists, authors, political and community leaders, and such).

B. Community Development – Kristen Kapelanski

Kapelanski reported ongoing discussion about establishing “social districts” on 12 Mile that would allow patrons to purchase alcoholic beverages at licensed businesses and then move around common spaces with them. Numerous forms are required by the Liquor Control Commission, and the businesses that sell the beverages have to be approved by the MLCC and City Council. Late spring/early summer is the target date for implementation. Liability when the patron is in the social district needs to be clarified.

Another issue for Community Development is setting up “parklets” in public parking spaces, small community gathering spots. These would be temporary set-ups, and ground rules need to be established. The parklet structures cost @\$10,000-20,000 with that expense covered by the entity setting up there. Questions remain on responsibility for keeping the area clean and maintained and design issues. Details on developing the ordinance to govern parklets are being worked out.

There will be a public hearing on the proposed outdoor seating ordinance in March with a final version of the ordinance sent from the Planning Commission to City Council sometime in April. Businesses would only require administrative review and approval.

C. Planning Commission – Matteo Passalacqua

Absent – no report.

D. Public Works – Shawn Young and Ric Chalmers

Chalmers had nothing to report.

E. Chamber of Commerce – Tim Murad

Murad reported the Hometown Art initiative is winding up. They are still looking for an events coordinator but have temporary help.

VI. TREASURER’S REPORT:

A. Financial Report for February 2023

Gross reported that after reviewing the January and February financials, there is @\$385,000 available to spend, and an ending fund balance of @\$434,000. The largest expenditures in that time period were the Berkley Plaza project and Holiday Lights.

Dutcher moved to receive and accept the Treasurer’s Report for January and February 2023, Baumgarten seconded, and the motion was approved unanimously by the Board.

VII. ACTION ITEMS:

A. Recommendation of Katie Forte for Appointment to Board of Directors

Gilbert introduced Katie Forte, owner of June and December on Coolidge, who was recommended for appointment to the vacant Coolidge seat by the Organization Committee. She has volunteered at and supported DDA events for several years since opening the business, which does wholesale and retail sales of the products they create.

Poirier moved to appoint Katie Forte to fill the Coolidge vacancy on the Board and make a formal recommendation to City Council that she be appointed, Gross seconded, and the motion was unanimously approved by the Board. The DDA’s recommendation will be forwarded to City Council, which makes the formal appointment.

B. Proposed DDA Budget for Fiscal Year 2023-2024 (third reading)

McGuinness reported the Board would be sending their final proposed 2023/24 budget, approved today, on to City Council to be incorporated into the City’s overall budget for fiscal year 2023/24. A copy had been included in the Board packet emailed prior to the meeting along with changes proposed by Board members in the interim. Those changes include: Increasing the Consultant line

item from \$0 to \$6,000.00; under Events, increasing the line item by \$20,000.00, from \$25,000.00 to \$45,000.00 (to allow more funds for trolleys and BOO!kley); also under Events, increasing the Holiday Lights contribution from \$40,000.00 to \$50,000.00; and increasing Streetscape Improvements from \$60,000.00 to \$160,000.00 (Robina North enhancements). Included with the budget breakdown is an analysis of the DDA's revenue sources for the current fiscal year. McGuinness noted the budget as originally presented is conservative and assumes "stagnant growth" in revenues, although he actually expects revenues to be more "robust."

He asked the Board to consider individually the proposed changes presented by Board members as the budget discussions have progressed.

Dutcher moved to approve the 2023/24 DDA Budget as currently presented, Baumgarten seconded, and the motion was approved unanimously by the Board.

Increasing the Consultant line item from \$0 to \$6,000.00: as needed on a case by case basis (such as additional, short-term social media work or promotional event assistance). There was no support for this budget addition.

Under Events, increasing the line item by \$20,000.00, from \$25,000.00 to \$45,000.00 (to allow more funds for trolleys, October block party, and BOO!kley).

Poirier moved to approve increasing the Events line item \$20,000.00, from \$25,000.00 to \$45,000.00, Dirkse seconded, and the motion was approved unanimously by the Board.

Under Events, increasing the Holiday Lights contribution from \$40,000.00 to \$50,000.00 (for expanded installation throughout downtown plus energy costs).

Dutcher moved to approve increasing the DDA Holiday Lights contribution from \$40,000.00 to \$50,000.00, Laczkovich seconded, and the motion was approved unanimously by the Board.

Increasing the Streetscape Improvements line item from \$60,000.00 to \$160,000.00 (for future Robina North enhancements). An HRC opinion regarding probable costs for crosswalk activation/construction was also given to the Board. Costs would be shared with the City. The current requested increase is directed toward Coolidge crosswalk costs. Funds remain in the 2021/22 budget for crosswalk activation.

Poirier moved to approve increasing the Streetscape Improvements line item from \$60,000.00 to \$160,000.00, Francis seconded, and the motion was approved unanimously by the Board.

Zifkin noted that even though private investment in the DDA area on the west end of 12 Mile has increased substantially in the time he has been a DDA Board member, the amount of the DDA investment in that area has not kept pace. He believes that DDA district should be homogenous, reflecting the district's investment throughout the downtown, especially in terms of beautification. He proposed increasing the line item for flower baskets/planters from the current \$28,000.00 to \$78,000.00. He believes holiday lights should also be extended in the area.

Increasing the Streetscape line item covering flower baskets/flower planters program from \$28,000.00 to \$78,000.00.

Zifkin moved to approve increasing the line item covering flower baskets/flower planters from \$28,000.00 to \$78,000.00, Gilbert seconded, and the motion was approved unanimously by the Board.

Dutcher moved to approve the 2023/24 DDA Budget as presented and amended, Baumgarten seconded, and the motion was approved by the Board with Poirier abstaining.

C. Downtown Berkley Mural Program Application Updates

McGuinness noted consulting with Oakland County, neighboring communities with mural programs, and legal professionals, and changes to the mural program application were presented to the Board. A proposed change would state in the application that in the event of removal or change to the mural before five years have elapsed, the DDA has the right to require repayment from the property owner of all or part of the funds the DDA originally awarded for the mural.

Dutcher moved to approve the Downtown Berkley Mural Program Application Updates, and Baumgarten seconded.

Zifkin strongly suggested that the applicant have “skin in the game” and that the DDA should not be funding the full costs of any mural’s installation, and Poirier agreed.

Zifkin moved to add language to the application that it is a matching program with the DDA funding up to 50% of the mural cost, and Gilbert seconded.

McGuinness noted that subjectivity couldn’t be removed from the Board’s decision process. Laczkovich proposed that final approval of the application updates be postponed and that the Board investigate how other municipalities with mural programs administer theirs. There could be backlash/legal action from applicants who don’t fully understand the “subjectivity” of the Board’s mural award decisions.

Baumgarten moved to postpone a vote on the mural application updates for one month, Laczkovich seconded, and the motion was approved unanimously by the Board.

D. Downtown Berkley Façade and Parking Lot Improvement Grant Application Updates

E. MHG Jewelry Studio Mural Program Application

F. Alice’s Perfect Fit Alterations Mural Program Application

G. Chazzano Coffee Roasters Mural Program Application

H. Nawab Indian Cuisine Façade Grant Application

Baumgarten moved to postpone a vote on Action Items D.-H. for one month, Zifkin seconded, and the motion was approved unanimously by the Board.

VIII. DISCUSSION ITEMS

A. Downtown Promotional Efforts for March

No report.

- 1. Downtown Leprechauns Scavenger Hunt (March 9-19)**
- 2. Leprechauns Days Out (March 16-19)**
- 3. Downtown Block Party at O’Mara’s (March 18)**

B. Parking Study Progress, Community Engagement

No report.

C. Coolidge Complete Streets Enactment, Crosswalks Enhancements

No report.

D. Robina North Design Concepts Progress

No report.

E. Main Street Oakland County Summit April 20, 2023 (9-11 AM) at Waterford Oaks

No report.

IX. STUDENT BOARD MEMBER UPDATES

No report.

X. BOARD COMMITTEE UPDATES: None.

A. Art & Design Committee – Matteo Passalacqua

B. Business Development Committee

1. Core (LP) Fitness at 3165 Twelve Mile

2. La Collection by Cotton 'N Things at 4105 Twelve Mile

3. Be Well LifeStyle Center at 2959 Twelve Mile

4. Jewels Pet Cuisine at 2790 Twelve Mile

C. Downtown Events Committee

D. Marketing Strategies Committee – Ashley Poirier

E. Organization Committee – Scott Francis

F. West 12-Mile Committee – Brian Zifkin

EXECUTIVE DIRECTOR UPDATES

None.

XI. BOARD OF DIRECTORS' COMMENTS: None

XII. PUBLIC COMMENTS: The opportunity for public comment was offered. Gilbert asked that anyone with comments or questions e-mail them to the DDA to be answered within five business days.

Ulferts questioned whether the crosswalk installation included overhead lights, as he didn't see that listed in the HRC proposal. McGuinness noted that it did not. Ulferts also questioned the revenue sharing for the parking study, as he didn't see that in the DDA budget, and McGuinness noted he would have to look back in the minutes to see when that was approved. Ulferts suggested that the Capital Improvement Plan and Master Plan should be used as templates for making investments in future downtown improvements.

XIII. Adjournment:

The meeting was adjourned at 10:12 AM on motion by Zifkin and second by Baumgarten.

TREASURER'S REPORT

FEBRUARY 2023 BALANCE SHEET, REVENUE AND EXPENDITURE REPORT FOR DDA



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RECOMMENDATION:

FYI ONLY. NO MOTION NEEDED.

BACKGROUND:

The most recent documentation the City of Berkley Finance Department has provided the Berkley Downtown Development Authority are the Balance Sheet and Revenue and Expenditure Report for the month of February 2023. Those reports for March 2023 were requested, but have not yet been received.

Since those reports were received and voted upon at last month's Board of Directors meeting, no new action is needed. Board Treasurer Gross is traveling and out of town for this month's meeting, so no verbal Treasurer's Report will be provided.

All questions are welcomed and encouraged.

- **Mike McGuinness, Executive Director, April 10, 2023.**

Fund 814 DDA

GL Number	Description	PERIOD ENDED 02/28/2022	PERIOD ENDED 02/28/2023
*** Assets ***			
814-000-001-000	CASH IN BANK	447,537.81	452,797.65
814-000-004-000	CASH - IMPREST PAYROLL	0.00	(6,630.04)
814-000-005-000	PETTY CASH	300.00	300.00
814-000-026-000	DELINQUENT PPT RECEIVABLE	2,585.20	2,897.13
Total Assets		450,423.01	449,364.74
*** Liabilities ***			
814-000-202-001	ACCOUNTS PAYABLE - MANUAL	0.00	8,244.53
814-000-232-000	EMPLOYEE PENSION DEDUCTIONS-DB	1,482.50	2,668.87
814-000-241-000	FICA TAXES	89.32	171.64
814-000-257-000	ACCRUED PAYROLL	1,167.61	2,266.47
814-000-259-000	ACCRUED HEALTH CARE	596.84	1,050.07
814-000-285-000	UNEARNED REVENUE	(1,586.87)	1,264.16
Total Liabilities		1,749.40	15,665.74
*** Fund Balance ***			
814-000-390-000	FUND BALANCE	386,500.75	314,861.13
Total Fund Balance		386,500.75	314,861.13
Beginning Fund Balance		386,500.75	314,861.13
Net of Revenues VS Expenditures		62,172.86	118,837.87
Ending Fund Balance		448,673.61	433,699.00
Total Liabilities And Fund Balance		450,423.01	449,364.74

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 02/28/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/28/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 814 - DDA						
Dept 001 - REVENUES						
814-001-401-000	PROPERTY TAXES	37,000.00	35,793.48	0.00	1,206.52	96.74
814-001-401-001	PROPERTY TAX CAPTURE - DDA	361,000.00	336,553.42	0.00	24,446.58	93.23
814-001-539-000	STATE GRANTS	10,000.00	0.00	0.00	10,000.00	0.00
814-001-573-000	LOCAL COMMUNITY STABILIZATION SHARE-PPT	14,000.00	0.00	0.00	14,000.00	0.00
814-001-664-000	INVESTMENT EARNINGS (LOSSES)	3,000.00	5,200.91	0.00	(2,200.91)	173.36
814-001-674-005	MERCHANDISE REVENUE	500.00	1,728.49	0.00	(1,228.49)	345.70
814-001-675-005	CORPORATE DONATIONS	5,000.00	500.00	0.00	4,500.00	10.00
814-001-675-814	EVENT SPONSORSHIPS	2,500.00	5,696.25	0.00	(3,196.25)	227.85
Net - Dept 001 - REVENUES		433,000.00	385,472.55	0.00	47,527.45	
Dept 175 - DDA ADMINISTRATION						
814-175-704-000	FULL TIME EMPLOYEES	77,250.00	50,423.00	5,942.30	26,827.00	65.27
814-175-715-000	FICA	5,909.00	3,818.77	450.04	2,090.23	64.63
814-175-725-000	WORKERS COMPENSATION	255.00	0.00	0.00	255.00	0.00
814-175-728-000	OFFICE SUPPLIES	500.00	0.00	0.00	500.00	0.00
814-175-817-008	BOARD TRAININGS	2,000.00	0.00	0.00	2,000.00	0.00
814-175-960-000	PROFESSIONAL DEVELOPMENT	3,000.00	886.75	318.54	2,113.25	29.56
Net - Dept 175 - DDA ADMINISTRATION		(88,914.00)	(55,128.52)	(6,710.88)	(33,785.48)	
Dept 265 - CITY HALL						
814-265-921-100	TRIBUNAL/BOARD OF REVIEW TAX EXPENSE	2,000.00	0.00	0.00	2,000.00	0.00
Net - Dept 265 - CITY HALL		(2,000.00)	0.00	0.00	(2,000.00)	
Dept 822 - DDA OPERATIONS						
814-822-727-100	INTERNAL SRVC - LABOR & ADMIN	20,000.00	10,000.00	0.00	10,000.00	50.00
814-822-730-000	POSTAGE-PRINTING-MAILING	300.00	0.00	0.00	300.00	0.00
814-822-803-000	MEMBERSHIPS AND DUES	1,100.00	725.00	475.00	375.00	65.91
814-822-807-000	AUDIT SERVICES	1,800.00	900.00	0.00	900.00	50.00
814-822-818-205	SECRETARIAL SERVICES	2,000.00	1,050.00	0.00	950.00	52.50
814-822-824-000	LEGAL SERVICES	2,500.00	0.00	0.00	2,500.00	0.00
814-822-853-000	TELEPHONE	600.00	282.70	80.72	317.30	47.12
814-822-865-000	DOWNTOWN BERKLEY PARTNERS NON PROFIT	100.00	0.00	0.00	100.00	0.00
814-822-866-000	SUBSCRIPTION SERVICES	300.00	0.00	0.00	300.00	0.00
814-822-904-000	PRINTING	300.00	0.00	0.00	300.00	0.00
Net - Dept 822 - DDA OPERATIONS		(29,000.00)	(12,957.70)	(555.72)	(16,042.30)	
Dept 824 - SPECIAL EVENTS						
814-824-817-004	DDA - EVENTS	24,000.00	38,743.54	0.00	(14,743.54)	161.43
814-824-817-015	HOLIDAY LIGHTS	40,000.00	37,615.15	5,298.15	2,384.85	94.04
814-824-901-000	ADVERTISING	0.00	136.25	0.00	(136.25)	100.00
Net - Dept 824 - SPECIAL EVENTS		(64,000.00)	(76,494.94)	(5,298.15)	12,494.94	
Dept 826 - MARKETING AND ADVERTISING						
814-826-814-000	WEBSITE	500.00	40.34	0.00	459.66	8.07
814-826-817-002	DOWNTOWN MERCHANDISE EXPENDITURES	3,000.00	205.02	0.00	2,794.98	6.83
814-826-818-000	CONTRACTUAL SERVICES	7,200.00	13,484.91	0.00	(6,284.91)	187.29

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 02/28/2023 NORMAL (ABNORMAL)	ACTIVITY FOR MONTH 02/28/2023 INCREASE (DECREASE)	AVAILABLE BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 814 - DDA						
814-826-901-000	ADVERTISING/MARKETING	37,800.00	4,747.99	64.00	33,052.01	12.56
814-826-901-001	MAP UPDATE & REPRINT	1,500.00	0.00	0.00	1,500.00	0.00
Net - Dept 826 - MARKETING AND ADVERTISING		(50,000.00)	(18,478.26)	(64.00)	(31,521.74)	
Dept 829 - STREETScape & DESIGN						
814-829-818-200	FLOWER BASKET PROGRAM	28,000.00	10,336.68	0.00	17,663.32	36.92
814-829-818-201	PUBLIC ART/PLACEMARKING	40,000.00	27,680.86	0.00	12,319.14	69.20
814-829-818-207	PEST CONTROL	500.00	280.00	0.00	220.00	56.00
814-829-974-001	FACADE GRANT INCENTIVE PROGRAM	15,000.00	5,000.00	0.00	10,000.00	33.33
Net - Dept 829 - STREETScape & DESIGN		(83,500.00)	(43,297.54)	0.00	(40,202.46)	
Dept 940 - PUBLIC IMPROVEMENT						
814-940-974-002	STREETScape IMPROVEMENTS	60,000.00	24,051.78	0.00	35,948.22	40.09
814-940-974-005	WAYFINDING	7,000.00	0.00	0.00	7,000.00	0.00
814-940-974-007	BERKLEY PLAZA PROJECT	5,500.00	14,915.00	7,115.00	(9,415.00)	271.18
Net - Dept 940 - PUBLIC IMPROVEMENT		(72,500.00)	(38,966.78)	(7,115.00)	(33,533.22)	
Dept 952 - ACTIVE EMPLOYEE BENEFITS						
814-952-716-000	DENTAL/VISION/LIFE-LTD/RHCS	3,000.00	2,016.98	237.70	983.02	67.23
814-952-716-500	HEALTH CARE COSTS - BC/BS	12,800.00	6,453.36	0.00	6,346.64	50.42
814-952-718-000	RETIREMENT-DB MERS	27,000.00	12,840.60	0.00	14,159.40	47.56
Net - Dept 952 - ACTIVE EMPLOYEE BENEFITS		(42,800.00)	(21,310.94)	(237.70)	(21,489.06)	
Fund 814 - DDA:						
TOTAL REVENUES		433,000.00	385,472.55	0.00	47,527.45	89.02
TOTAL EXPENDITURES		432,714.00	266,634.68	19,981.45	166,079.32	61.62
NET OF REVENUES & EXPENDITURES		286.00	118,837.87	(19,981.45)	(118,551.87)	1,551.70

ACTION ITEM – A

**DOWNTOWN BERKLEY MURAL
PROGRAM APPLICATION UPDATES**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE UPDATED DOWNTOWN BERKLEY
MURAL PROGRAM APPLICATION WITH CHANGES AS
DECIDED UPON BY THE BOARD OF DIRECTORS**

QUESTIONS TO DETERMINE:

New Language for Financial Impact if Mural Impacted or Building Sold

Whether it Should be a Matching Grant (*currently not a matching grant*)

Level of Limitation to Maximum Financial Support (*currently \$5,000*)

Any Additional Changes Sought by Board of Directors

DOCUMENTS PROVIDED:

Existing Mural Program Application

Draft Application Update with Financial Impact Language Included

- Mike McGuinness, Executive Director. April 7, 2023.

BERKLEY DDA MURAL PROGRAM

Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley DDA has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Public Art Committee. Applications for new outdoor murals are reviewed by the Public Art Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.

Eligibility

Any individual or organization wishing to create an outdoor mural in DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source.

Applicants may be:

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensures mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

Murals in the Berkley DDA District will be approved based on the following criteria:

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression
- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Public Art Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of Approval and a Notice to Proceed
 - a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.

10. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help the Berkley DDA's Public Art Committee to find a suitable artist to do the repairs.

11. Alterations to or removal of, the mural within the first five years of the date of completion are permitted under the following circumstances:

- a. The building on which mural is located is sold; or
- b. The building or property is substantially remodeled or altered in way that precludes continuance of mural. Alterations or removal must be approved by the Berkley DDA Public Art Committee.

12. At the conclusion of the 5-year Agreement, the Applicant and the Public Art Committee reviews the condition of the mural and, based on the condition, either allow it to remain or make plans to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

Name of Applicant or Sponsoring Organization

Name of Contact Person

Email

Phone

Artist Information

Artist's Name

Artist's Signature

Email

Website

Artist's Mailing Address

City/State/Zip

Phone

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.

Property Information

Proposed Mural Location (building or business name)

Street Address/Intersection

Property Owner's Name

Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date

Completion Date

SUBMIT MATERIALS TO:

Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form
- Resume of each artist involved in the project
- Signature of artist
- Six (6) digital images of the artist's original work that shows ability as a muralist. (e-mailed or provided on CD or flash drive.)
- Artist's rendering of the proposed mural with dimensions
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.
- Signature of building owner

SUBMIT MATERIALS TO:

Jennifer Finney, Executive Director
Berkley DDA
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: director@downtownberkley.com

DOWNTOWN BERKLEY MURAL PROGRAM

*Brought to you by the Berkley
Downtown Development Authority*



Overview

Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art. Murals can also provide an avenue for involving youth and others in artistic expression.

To better serve these purposes, the Berkley Downtown Development Authority (DDA) has created the Berkley DDA Mural Program. The Berkley DDA Mural Program is administered by the Berkley DDA and its Art & Design Committee. Applications for new outdoor murals are reviewed by the Art & Design Committee composed of community stakeholders and artists. Murals approved through this program are exempt from the city sign code.

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

Eligibility

Any individual, building owner, or organization wishing to create an outdoor mural within the DDA District must apply for approval through the Berkley DDA Public Art Committee, regardless of the funding source. If a building owner or artist has been found to violate the terms of the mural program in a previous instance, they are ineligible to participate in a new mural program application project.

Applicants may be:

1. An individual artist or group of artists
2. A building owner
3. A not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Mural Requirements

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensure mural longevity and durability.
3. Paint on a surface and structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for the DDA District.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access. In the event that the safety plan submitted is not being adhered to, and the DDA has identified a safety risk to either the artist and/or the public, the DDA has the right to stop work until such time that safety issues or concerns are addressed by the artist.

Approval Criteria

Murals in the Berkley DDA District will be approved based on the following criteria:

- Completed application has been submitted to the Public Art Committee
- The applicant has provided signed permission from the building owner who must commit to keep the mural unchanged for a minimum of 5 years and to help maintain the mural during that time
- Artistic quality: Strength of the artist's concept and demonstrated technical skills and experience
- Context: Appropriate to the architecture, geographic, socio-cultural and historic setting in scale and expression
- Feasibility: Reasonable budget, timeline, qualifications of participants
- Originality: Unique expression

- Permanence: Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration

Mural Approval and Installation Process

1. Applicant meets with Berkley DDA's Executive Director for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a Public Art Mural Application which includes:
 - a. Concept drawing of proposed mural with colors and dimensions
 - b. Photographs of site and physical surroundings
 - c. Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating
 - d. Written description of individuals and groups involved and how they will participate
 - e. Evidence of support such as letters from the building owner, adjacent neighbors, and businesses
 - f. Project timeline
 - g. A plan that addresses safety of the artists and the public while painting the mural
 - h. Contact person for the project
3. The DDA Executive Director will bring the proposal to the Art & Design Committee
4. The DDA Executive Director confirms that there are no outstanding issues with City of Berkley codes
5. The Public Art Committee recommendation is reviewed by the Berkley DDA Board of Directors at its next scheduled meeting. If the proposal is approved, the DDA Executive Director sends the artist a Notice of approval and a Notice to Proceed.

- a. In the case that a mural is not approved, the DDA Executive Director will communicate to the applicant in writing the reasons for the decision of the Board Directors. The applicant is encouraged to address the concerns of the Board and submit a revised proposal to the Public Art Committee.
6. Building owner commits to keep the mural unchanged for a minimum of 5 years and to do his or her best to maintain the mural during that time.
7. Artist begins painting mural.
8. Applicant contacts the DDA when mural is completed in accordance with the approved project timeline or on a mutually agreed upon modification of the timeline.
9. Applicant provides digital images of completed mural for the DDA's public art collection records.
10. If any portion of the mural project's costs was approved to receive DDA funding, the DDA Executive Director will submit an invoice for payment for that portion upon confirmation of the mural completion, submission of an invoice from the artist, and submission of a 990-tax form for the artist.
11. Muralists and building owners are encouraged to consider protective clear top coatings, cleanable surfaces, and/or other measures that will discourage vandalism or facilitate easier and cheaper repair of the mural if needed. If a mural needs to be repaired, the building owner should contact the artist to make the repairs. If the artist is unavailable or unwilling to make the repairs, the building owner can seek the help of the Berkley DDA's Art & Design Committee to find a suitable artist to do the repairs.

Funding Availability

The Berkley DDA may appropriate as part of their annual budget, funding to support mural projects in the DDA District. No single mural project is able to receive more than

\$5,000 of Berkley DDA funds; it is determined by a vote of the Berkley DDA Board of Directors what level of funding each approved mural project merits receiving.

Duration of Completed Mural

The mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. If a building owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the building owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. At the conclusion of the five-year duration, the Applicant and the Art & Design Committee may review the condition of the mural and, based on a review, either allow it to remain or makes plan to remove or paint over the mural.

BERKLEY DDA MURAL PROGRAM APPLICATION

Applicant Information

Name of Applicant or Sponsoring Organization

Name of Contact Person

Email

Phone

Artist Information

Artist's Name

Artist's Signature

Email

Website

Artist's Mailing Address

City/State/Zip

Phone

The artist agrees that the commissioned work is a work for hire and that the DDA is the author for purposes of copyright ownership; and that the artist assigns and waives all rights in the art, including copyrights and rights under the Visual Artists Rights Act, if any, so that the public can fully benefit from the art.

Property Information

Proposed Mural Location (Building or business name)

Street Address/Intersection

Property Owner's Name

Property Owner's Email

Property Owner's Phone

Property Owner's Signature

Start Date

Completion Date

The property owner agrees the mural must remain up for a duration of at least five years. If the building owner opts to remove or substantially alter the mural, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation. If a property owner pursues the sale of their building that has the completed mural on that building prior to the conclusion of the five-year duration since the mural was completed, the Berkley DDA has the right to require the property owner to repay all or part of the funds expended by the Berkley DDA for the mural's installation.

SUBMIT MATERIALS TO:

**Mike McGuinness, Executive Director
Berkley DDA,
Berkley City Hall
3338 Coolidge Hwy, Berkley, MI 48072
Email: mmcguinness@berklemich.net**

CHECKLIST OF REQUIRED MATERIALS

- Completed Application Form**
- Resume of each artist involved in the project**
- Signature of artist**
- Six (6) digital images of the artist's original work that shows ability as a muralist. (E-mailed or provided on CD or flash drive.)**
- Artist's rendering of the proposed mural with dimensions**
- History of the sponsoring organization (if applicable) including a brief narrative, date established, community served and contact information.**
- If working on the mural involves blocking a public right of way such as a sidewalk or street, or the use of scaffolding or ladders, include a plan for insuring the access and safety of the public and the artists.**
- Signature of building owner**

ACTION ITEM – B

DOWNTOWN BERKLEY FAÇADE AND PARKING LOT IMPROVEMENT GRANT APPLICATION UPDATES



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE UPDATED DOWNTOWN BERKLEY
FAÇADE AND PARKING LOT IMPROVEMENT GRANT
APPLICATION WITH CHANGES AS DECIDED UPON BY THE
BOARD OF DIRECTORS**

QUESTIONS TO DETERMINE:

New Language for Financial Impact if Façade Destroyed or Building Sold

Whether it Should be a Matching Grant *(currently a matching grant)*

Level of Limitation to Maximum Financial Support *(currently \$5,000)*

Any Additional Changes Sought by Board of Directors

DOCUMENTS PROVIDED:

Existing Façade and Parking Lot Improvement Grant Application

Review of All Past Façade Grant Funding Approved Since Inception

- **Mike McGuinness, Executive Director. April 7, 2023.**

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT PROGRAM

Retro Feel. Metro Appeal.

PROGRAM OBJECTIVES (PLEASE READ CAREFULLY)

The Berkley Downtown Development Authority's (DDA) goal is to improve the quality of life for its citizens and business owners by fostering attractive, economically viable commercial districts along 12 Mile Road and Coolidge Highway. In order to reach this goal, the Berkley DDA has established a Façade & Parking Lot Enhancement Grant Program.

The program is administered by the Berkley DDA's Design Committee. As part of this program, the DDA can offer design assistance and financial support to commercial property owners and business owners within the DDA District seeking to renovate or restore the exterior of their buildings, and/or enhance their private parking lots.

Grant funding will be allocated to building rehabilitation and renovation projects in the form of a 50/50 matching grant. For example, if an applicant is painting his/her building and it costs \$1,500.00 the amount of assistance made would be a maximum of \$750.00. If, for instance, more significant improvements were made to the tune of \$20,000.00, the maximum grant assistance would be up to \$5,000.00.



APPLICANTS ARE NOT GUARANTEED THE MAXIMUM AMOUNT. Funding will be based on how the project measures up to the Grant Criteria (page 2) as well as on the fund's current balance.

Facade Grants will be distributed through a tiered system based on the improvements made (specific examples can be found on page 3):

1. Up to \$1,000 for paint and other basic cosmetic updates
2. Up to \$2,500 for paint, signage, awnings, and lighting
3. Up to \$5,000 for paint, signage, awnings, lighting, glazing, historic building renovations/restoration, and other significant building enhancements.

Parking Lot Enhancement Grants will be distributed as a 50/50 match up to \$5,000 (specific examples can be found on page 4):

- Landscaping or hardscaping that buffers and beautifies the surface parking lot from the street or sidewalk
- Artwork or greenery that camouflages chain link fencing
- Restoration of a surface lot to an activated space such as outdoor dining/sitting area or play area

Applications will be accepted on a rolling basis for the fiscal year (July 1, 20XX to June 30, 20XX). A business or property owner can apply once per fiscal year for either the facade grant or parking lot grant.

ELIGIBILITY CRITERIA

A Facade & Parking Lot Grant application must come to the Berkley DDA *BEFORE* it is seen by the City of Berkley, the City of Berkley Downtown Design Review Board, or the City of Berkley Planning Commission *AND* before any work has begun. All improvements must comply with standards set forth in the Downtown Design Guidelines, City of Berkley Zoning Ordinance, and all applicable Building and Property Maintenance Codes.

AWARDED GRANTS

Funding for façade & parking lot projects will be paid through a reimbursement process. Only after the applicant has paid for work to be done will the applicant be reimbursed for up to 50% of that amount. How much each applicant gets is determined by how many grant applications are received and how the project is scored. New applicants will be given preference.

FUNDING AVAILABILITY

Grant assistance is limited to the amount available to the Berkley DDA. The Berkley DDA reserves the right to discontinue or modify funding for this program; however, all approved grants will be fulfilled as per contracted agreement.

THE EVALUATIVE CRITERIA AND THEIR RESPECTIVE WEIGHTS ARE AS FOLLOWS:

☉IMPACT (50%)

Overall impact of the project on the Downtown Development Authority District. Are inappropriate design elements removed? Will the project eliminate what was previously an eyesore in the commercial district? Does the project seek to restore the historical or architectural significance of the building? Does the project raise the visual appeal of the DDA district?

☉PERMANENCE (20%)

How permanent are the improvements and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease? Business and property owners will need to assure the DDA that the improvements will remain in place for a minimum of two to five years based on the level of grant funds they receive.

☉COMMUNITY CONTRIBUTION (30%)

Is the applicant a good neighbor? Is the area around the business clean and free of debris on a consistent basis? Does the business participate in organized DDA promotions or other community activities? Does the applicant actively promote Downtown Berkley and their own business?

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT Retro Feel. Metro Appeal. **PROGRAM**

FIND OUT IF YOU ARE ELIGIBLE TO APPLY

This program is for properties located in the DDA District (see map on page 1). Applicants for participation in the program can be property owners or tenants.

☉TENANT APPLICATIONS*

- Tenants with a minimum of two years remaining on their lease may apply for Level One funding
- Tenants who have three or more years remaining on their lease may apply for Level One, Level Two, or Level Three funding.

**All tenants must have the property owner's signature on the application before the grant can be reviewed.*

NOTE: Taxes for property must be up to date including personal property taxes if applicable.

☉ELIGIBLE FAÇADE IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

- ✓ Removal of materials which cover original architectural details
- ✓ Repair and/or restoration of original architectural details
- ✓ Replacement of original architectural details
- ✓ Signage
- ✓ Repainting and repair of facade*
- ✓ Exterior lighting
- ✓ Glazing and exterior door replacement

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉INELIGIBLE FAÇADE IMPROVEMENTS

Some examples of projects that are ineligible for funding:

- X ANY improvements made prior to Grant proposal
- X Interior improvements
- X Removal of architecturally important features
- X New construction and additions
- X Sweat equity or applicant's own personal labor
- X Planting or landscaping
- X Residential properties, excluding mixed-use

**Suggestions for paint removal and applications are best to be left to the installer but the DDA recommends properly prepping brick exterior walls and using masonry paints that allow the moisture in the wall to escape. Please find the following recommendations for your façade project: Paint/Stain Remover: Smart Strip by Dumond, Masonry Paint: Sherwin Williams - Loxon Concrete & Masonry; Benjamin Moore - Ultra Spec Masonry Elastomeric Waterproof Coating; or Farrow & Ball - Exterior Masonry*

☉ ELIGIBLE PARKING LOT IMPROVEMENTS*

Some examples of projects that are eligible for funding (more examples can be found in the DDA Design Guidelines):

- ✓ Dividing large parking area into small “pods” with a green landscape
- ✓ Landscaped islands
- ✓ Signage with greenery and natural elements
- ✓ Hardscape such as site walls
- ✓ Decorative fencing
- ✓ Public art
- ✓ Bike racks

✓ Converting underutilized parking spaces into adaptive reuse (outdoor dining, passive seating areas, product displays, parklets, etc.) *must meet all City Ordinances and City Codes to confirm correct number of parking spaces remain available*

***Other improvements can be made if they meet the objectives of the program and have prior written approval from the Berkley DDA.**

☉ INELIGIBLE PARKING LOT IMPROVEMENTS

Some examples of projects that are ineligible for funding:

- X ANY improvements made prior to Grant proposal
- X Re-sealing
- X Re-striping
- X Sweat equity or applicant’s own personal labor
- X Residential properties, excluding mixed-use

Process for applying for the DDA Façade & Parking Lot Enhancement Grant

1. INTRODUCTORY MEETING WITH BERKLEY DDA EXECUTIVE DIRECTOR

Must take place before any project submission has been made to the city and/or work has begun.

It is strongly encouraged that all potential applicants meet with the DDA Director prior to filling out the application. Staff will assist the applicant by explaining the program, application requirements, selection process. Staff can also explain the opportunity for design assistance, either through Main Street Oakland County or through DDA volunteers.

2. SUBMISSION OF APPLICATION

Must take place before any project submission has been made to the city and/or work has begun.

Applicant will submit their request to DDA Director who will review it to make sure they have supplied all the necessary information including photographs, detailed sketches or drawings (including exact colors, materials to be used, dimensions, etc.), bids from contractors (on letterhead), requested grant amount, and any other information that can assist the application. During this review process, City staff will work on creating an outline of what the property/business owner can expect during the approval process from the DDA/City. This outline will include dates, what can be expected during each step, and contact information in case questions arise. *This effort is to ensure that all approval processes don't slow down the project and that everyone involved is on the same page.* After review by the DDA Director, the Façade & Parking Lot Grant application will be brought to the DDA's Design Committee for feedback and scoring.

3. REVIEW OF APPLICATION/SCORING PROCESS

The Berkley DDA Design Committee will review all applicants and determine which projects get funded and at what amounts each will receive. Applications will be scored based on need, project, and impact to the downtown. Projects that score higher will be given higher funding priority. Projects that do not score high may not be funded or will be funded at a lesser amount. Once approved by the Design Committee, a recommendation will be made to the DDA Board of Directors for final funding approval. *All effort possible will be made to expediently review the application so as not to slow down the improvement process. Please note, the DDA Design Committee and DDA Board of Directors meet once a month. Please contact the Executive Director for exact dates.*

5. COMMENCE WORK

Once the project has been approved by the Berkley DDA Board of Directors and all City permits and approvals are received, the applicant may begin work. Work must start within 60 days of notification of approval. Work must be completed within four months from date of approval. The DDA Director has the right to conduct weekly site inspections. *Any changes in the approved work must be approved by the DDA Executive Director and the DDA Design Committee.*

6. REIMBURSEMENT

Once the project is completed the applicant must submit copies of cost documentation (invoices, etc.) along with copies of all cleared checks to the Berkley DDA for reimbursement. Reimbursement will be made to the applicant within 30 days of receipt of project payment documents.

BERKLEY DDA DOWNTOWN COMMERCIAL FAÇADE & PARKING LOT ENHANCEMENT GRANT
Retro Feel. Metro Appeal. PROGRAM

GENERAL INFORMATION

1. Applicant's Name: _____
2. Property Address: _____
3. Is the applicant the property owner? Yes _____ No _____
4. Is the property occupied? Yes _____ No _____
5. Business Name: _____
6. Business Owner Name: _____
7. Business Mailing Address: _____
8. Business Owner Phone: _____
9. Business Owner Email: _____
10. Property Owner Name: _____
11. Property Owner Address: _____
12. Property Owner Phone: _____
13. Property Owner Email: _____
14. Number of Building Stories: _____ Linear frontage of building: _____
15. Present use of building? Retail Office Service Mixed Other
16. Have you secured all financial resources necessary for this renovation project including the matching grant funds that would be reimbursed to you? Yes _____ No _____

17. On a separate sheet of paper, please give a detailed explanation of the work that you propose performing. Give as much information as you have, including drawings and photos. Bids or quotes for the proposed work must be included. Requested grant amount must also be part of this explanation.

I (we) have reviewed the Berkley DDA Façade & Parking Lot Improvement Guidelines and understand that our renovations must conform. I (we) certify that the information contained in this application is, to the best of my (our) knowledge, correct and accurate as of this date. I (we) understand that this application does not obligate me (us) or the DDA to any additional financial arrangements made under this Façade & Parking Lot Grant Program.

I (we) further certify that all work to be done under the Façade & Parking Lot Grant Program must meet all applicable State of Michigan and Berkley City building codes.

I (we) agree to maintain the improvements made to my (our) building and/or parking lot through the Façade & Parking Lot Grant Program.

Property Owner Signature: _____ Date: _____

Business Owner Signature: _____ Date: _____

The DDA reserves the right to approve and reject any and all requests. Partial or full funding may be awarded.

April 3, 2023

FAÇADE GRANTS



The Berkley Downtown Development Authority Façade Grant Program was adopted by the Board of Directors at their April 12, 2017 meeting.

Here are all Façade Grants awarded since its inception:

Reforming Foundations – July 5, 2017 – \$2,000
Sum Girls Boutique – September 13, 2017 -- \$2,000
MHG Jewelers – November 29, 2017 -- \$2,000
Country Oven – November 29, 2017 -- \$1,400
Decypher – February 14, 2017 -- \$1,800
Vitrine – April 11, 2018 -- \$2,000
Kopy Katz Salon – June 13, 2018 -- \$700
Tootie and Tallulah's – October 10, 2018 -- \$2,000
Folio Offices – November 14, 2018 -- \$5,000
Chemistry Salon – December 12, 2018 -- \$2,000
Ullman's Health & Beauty – February 13, 2019 -- \$5,000
Pure Cure – July 10, 2019 -- \$1,000
Articipate – August 12, 2020 -- \$1,858
Fresh Collective – August 12, 2020 -- \$950
Amici's Kitchen and Living Room – September 9, 2020 -- \$5,000
Pinspiration Berkley – September 9, 2020 -- \$2,500
Christ the Good Shepherd - June 9, 2021 -- \$3,380.27
Making Waves – October 13, 2021 -- \$2,500
The Lunch Café – October 13, 2021 -- \$1,250
Reware Vintage – October 13, 2021 -- \$732.50
Council Resale – April 13, 2022 -- \$942.50
Peninsulas – April 13, 2022 -- \$5,000
Michigan Graphics & Awards – July 13, 2022 – \$4,300

**MHG JEWELRY STUDIO MURAL
PROGRAM APPLICATION APPROVAL**



retro feel. metro appeal.

RECOMMENDATION:

**MOTION TO APPROVE THE 2689 COOLIDGE
MURAL PROGRAM PROPOSAL FOR \$2,500**

BACKGROUND:

Existing downtown business MHG Jewelry Studio at 2689 Coolidge is a longtime part of the downtown community, and proprietor Matthew Gross volunteered as a DDA Board of Directors member for years.

MHG Jewelry Studio has applied for the DDA Mural Program and their vision is for a mural on the rear exterior of their building. They've connected with mural artist Luna Shaaya, who recently completed the mural at Nova Chiropractic, to undertake the project. They have shared that the mural can be completed for \$2,500.

The DDA Art & Design Committee will be reviewing the mural concept, but has not yet had an opportunity to provide feedback due to timing.

A copy of the mural rendering is enclosed.

- **Mike McGuinness, Executive Director. August 8, 2022.**

MHG JEWELERS APPEAL OF MURAL PROGRAM APPLICATION DENIAL



retro feel. metro appeal.

POSSIBLE BOARD OPTIONS:

- **MOTION TO REVERSE DENIAL, APPROVE**
- **LET PREVIOUS MURAL DENIAL STAND**
- **TABLE DECISION TO LATER DATE**

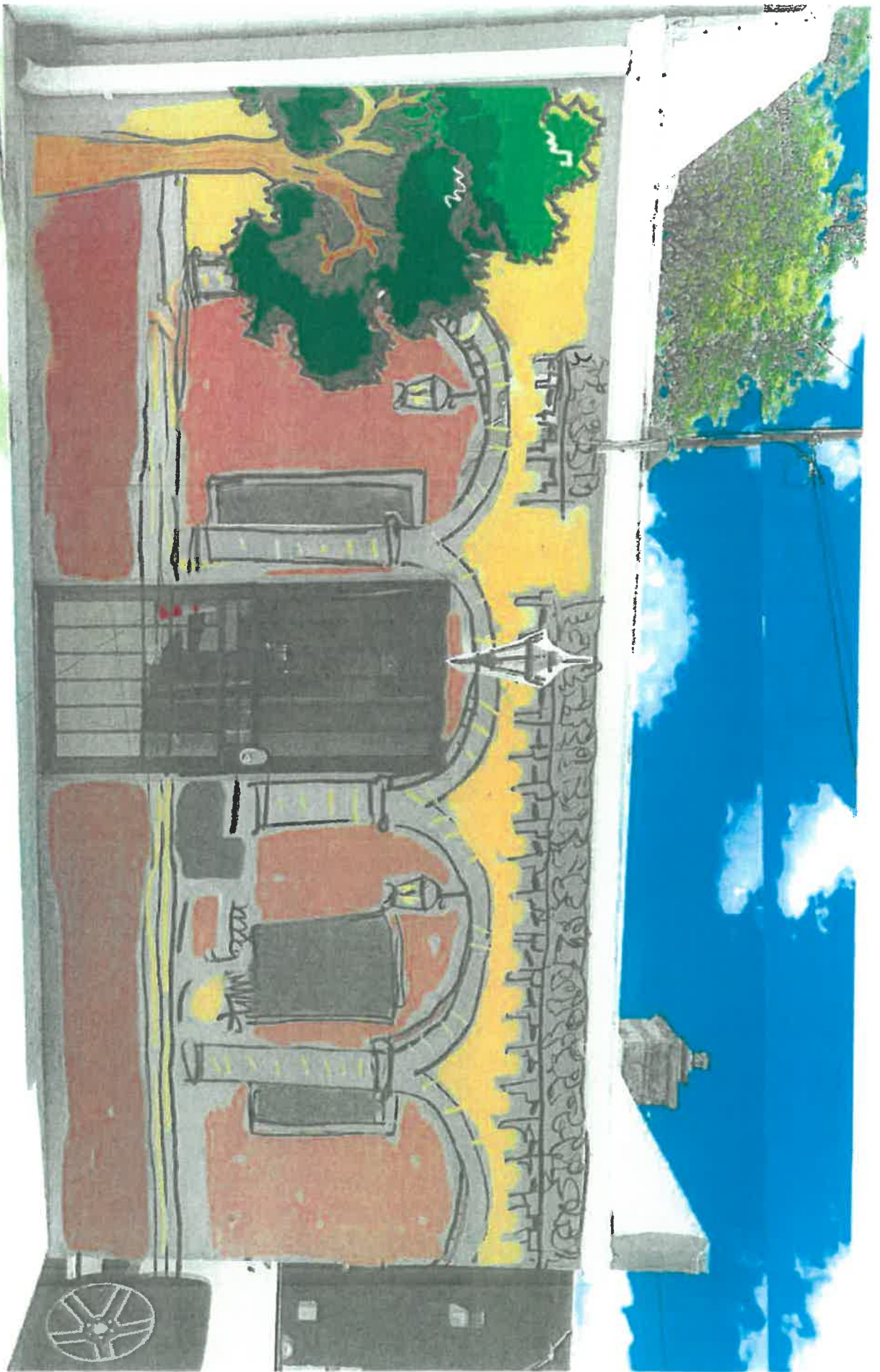
BACKGROUND:

MHG Jewelry Studio, located at 2689 Coolidge in Downtown Berkley, is a longstanding business. Proprietor Matthew Gross is an important part of the downtown community and previously served for many years on this DDA Board. Mr. Gross applied this summer for DDA funding through our Mural Program. He sought to have a mural scene painted on the rear of his building, with funding support of \$2,500 for the project.

At the September 14, 2022 Board Meeting, the Board of Directors voted to deny the funding for the proposed mural. They found the business, the building, the proprietor, and the artwork all deserving – but the deliberations centered on the impact and value of the proposed mural considering its placement. Facing the alley that sees very limited public usage, they felt it was not a prudent use of the limited funds available for mural initiatives downtown.

Mr. Gross would like to appeal that denial, and has prepared a presentation to amplify his case.

- **Mike McGuinness, Executive Director. October 8, 2022.**



ACTION ITEM –

Alice's Perfect Fit Alterations Mural Program Application



retro feel. metro appeal.

RECOMMENDATION:

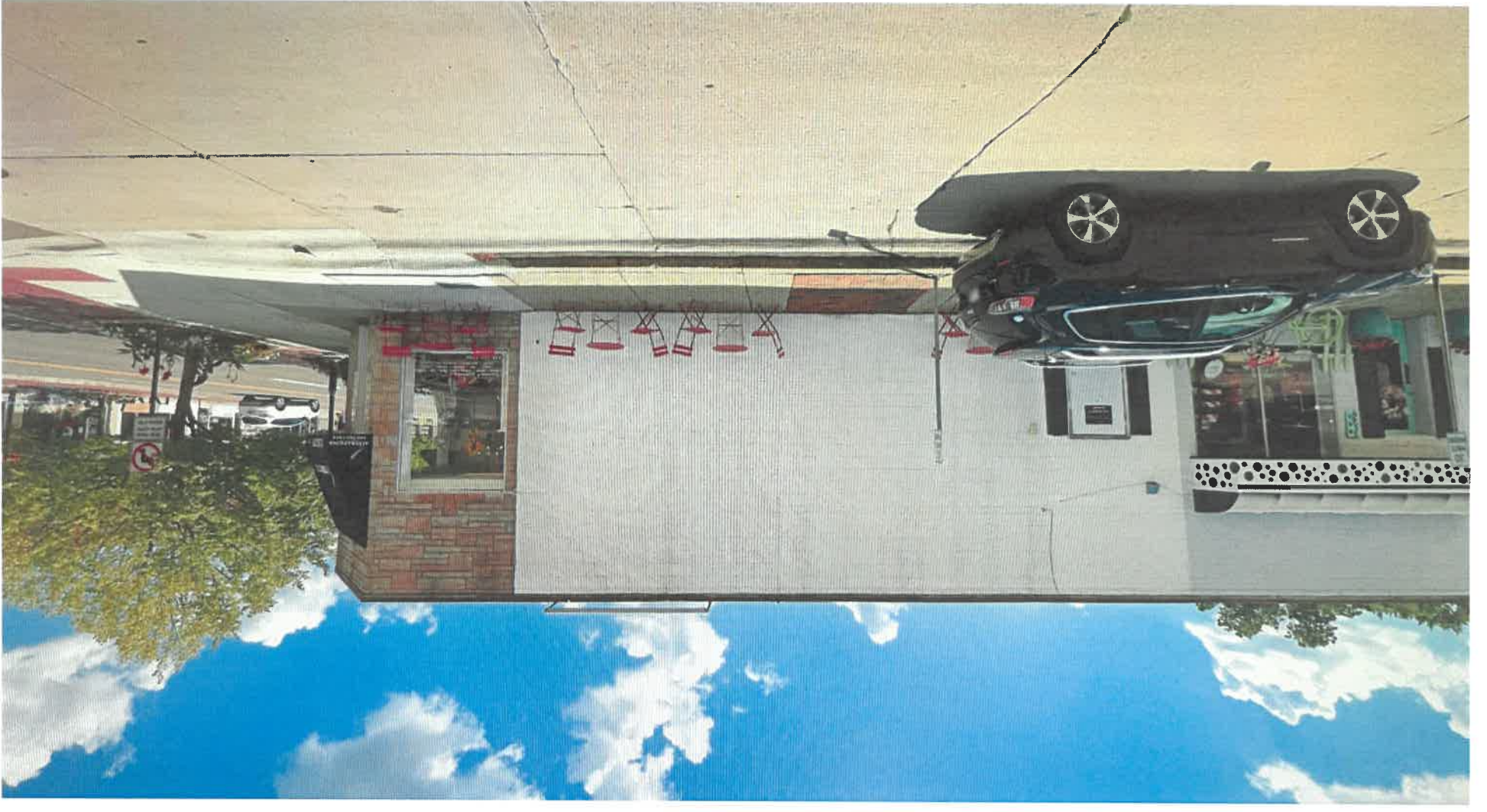
APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT ALICE'S PERFECT FIT ALTERATIONS, LOCATED AT 3013 W. TWELVE MILE

BACKGROUND:

This prominent location at Robina and Twelve Mile Road is an ideal mural target. Proprietor Kathy Abrahamian has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Lisa Littell.

- **Mike McGuinness, Executive Director. February 6, 2023.**





ACTION ITEM –

**Chazzano Coffee Roasters Mural
Program Application**



retro feel. metro appeal.

RECOMMENDATION:

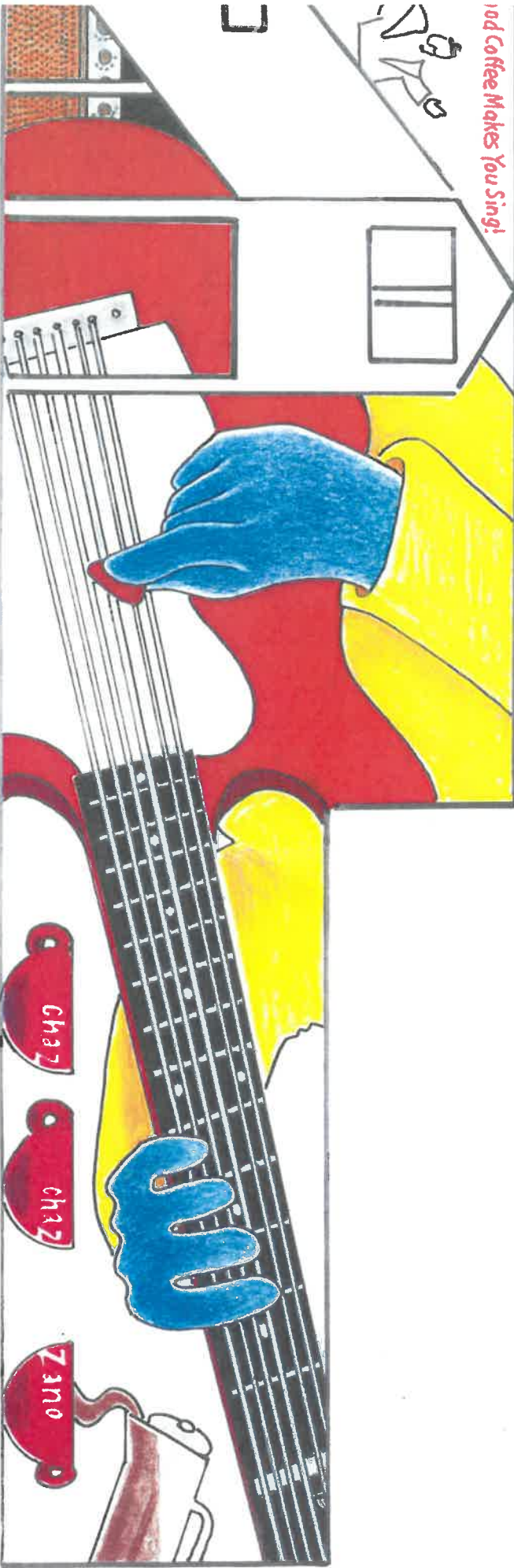
**APPROVAL OF \$5,000 FOR MURAL INSTALLATION AT CHAZZANO
COFFEE ROASTERS, LOCATED AT 2725 W. TWELVE MILE**

BACKGROUND:

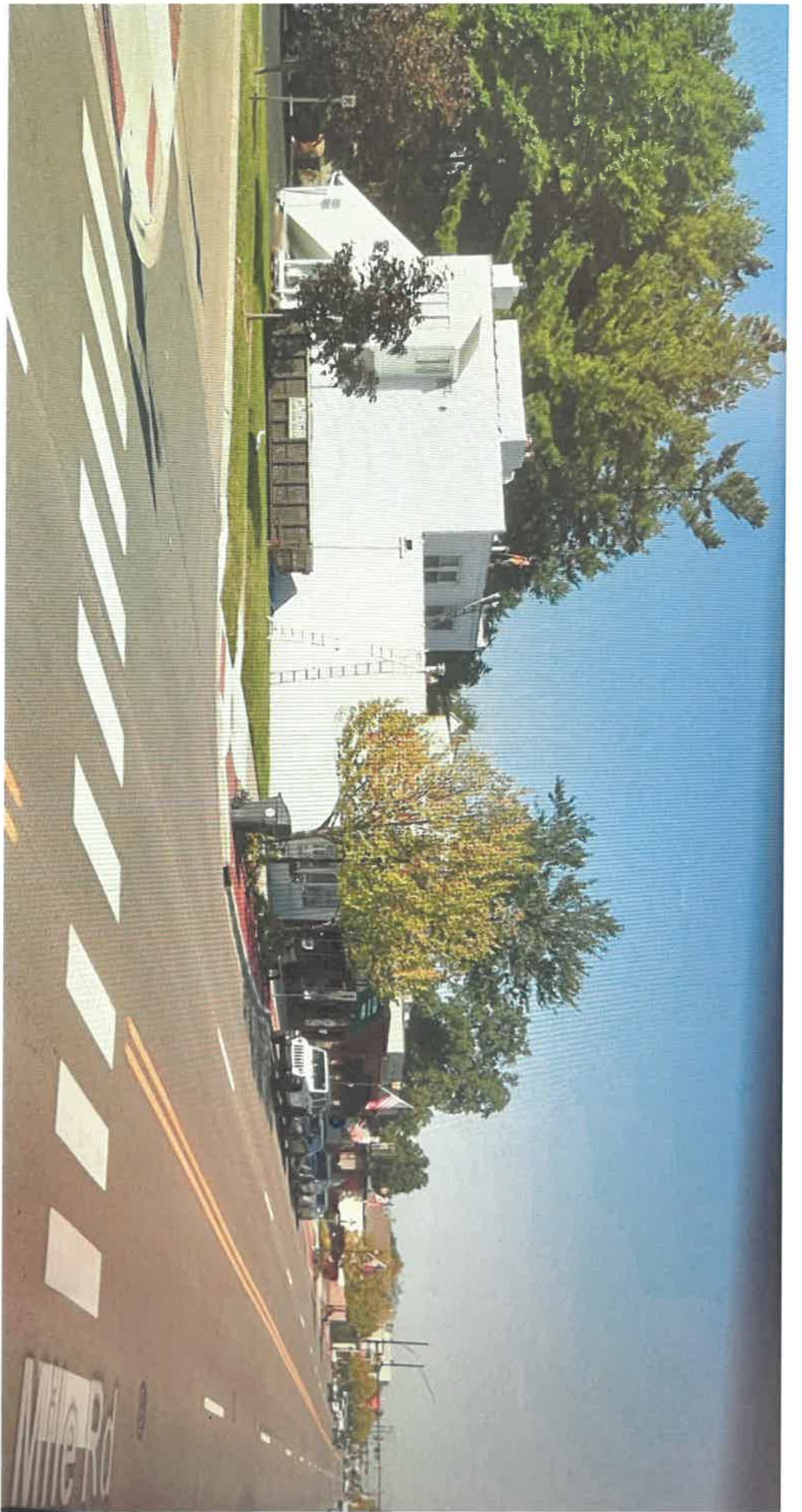
This prominent location at Cumberland and Twelve Mile Road is an ideal mural target. Proprietor Frank Lanzkron has identified the subject matter, the aesthetic, and the artist that she wishes to pursue. The proposed design is included for your consideration. The mural artist is Howard Fridson.

- **Mike McGuinness, Executive Director. February 6, 2023.**

rod Coffee Makes You Sing!



HOWARD FRIDSON 2023



ACTION ITEM –

NAWAB BRITISH INDIAN CUISINE FAÇADE GRANT APPLICATION APPROVAL



retro feel. metro appeal.

RECOMMENDATION:

MOTION TO TABLE THE 3354 W. TWELVE MILE ROAD DOWNTOWN COMMERCIAL FAÇADE GRANT PROGRAM APPLICATION

BACKGROUND:

At this address has been the Grill & Curry restaurant in Downtown Berkley for a number of years. There is a new restaurant in the space, Nawab British Indian Cuisine. They have requested façade grant program support from the Berkley DDA. The work proposed so far is the removal of the faded canopy awning and replacement with a sign. The sign content has been submitted, but budgetary documentation has not been received. I recommend it be tabled until that additional information is submitted, and that the business owners can be consulted with further on additional façade enhancement opportunities for the front and rear of the building.

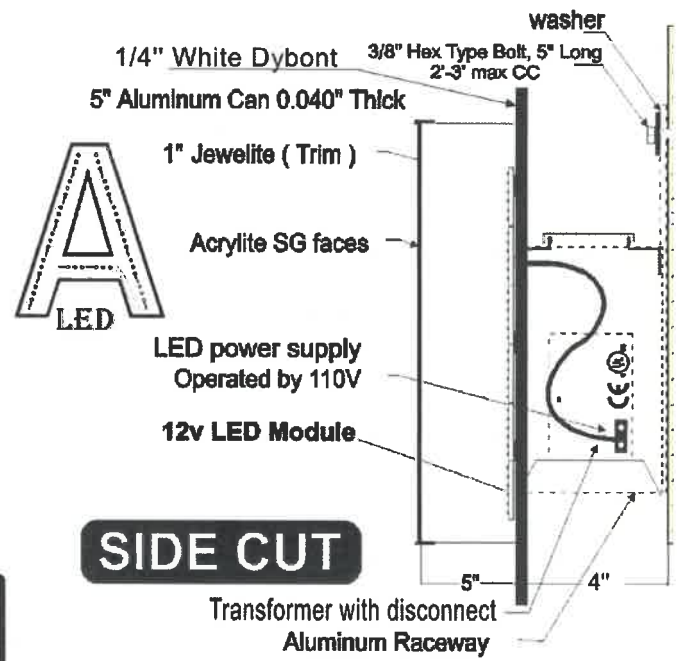
- **Mike McGuinness, Executive Director. February 6, 2023.**

DNT



1- channel letter sign
 raceway mount
 aluminum returns
 acrylic faces
 1"jewelite trim
 internally lit w/LED's

2- capsule box
 race mount
 aluminum returns
 acrylic face
 1" jewelite trim
 internally lit w/led's
 vinyl graphics



SIDE CUT

thickness of the channel letters usually they are 5 inches but for chann letters with LED we are doing them at 3 inches thick or 2 and 1/2 inche depending on the city ordnance or the way the customer orders. The reason we do it 3 in is because the LED doesnot require tube supports to make it bigger. the electrical specs are Input 100-240 volts AC the output just only 12 volt 0.5A and 50/60 Hz It means that it is very safe and you can touch it by hand, doesnt cause fire. since the channel letters are LED the sign will be very light it doesnt require raceway like neon signs and we can hang it easily using 1 by 1 inch galvanized metal just to keep it in the same level and to hold it egainst the wall actually the weight of thus particular sign is no more then 40-50 lb.

**3354 TWELVE MILE RD
 BERKLEY MI 48072**

DISCUSSION ITEM

COOLIDGE COMPLETE STREETS ENACTMENT, CROSSWALKS ENHANCEMENTS



retro feel. metro appeal.

DOCUMENT PROVIDED:

Hubbell, Roth & Clark, Inc. Consulting Engineers' Opinion of Probable Construction Cost, for the Coolidge Crosswalk and Pavement Marking Improvements

Provided at last month's Board of Directors meeting, and incorporated into budget decision for approaching fiscal year, including once more for Board of Directors frame of reference with this discussion item

- **Mike McGuinness, Executive Director. April 7, 2023.**



HUBBELL, ROTH & CLARK, INC
CONSULTING ENGINEERS SINCE 1915

555 Hulet Dr., Bloomfield Hills, MI 48302 ph. (248) 454-6300

PROJECT: Coolidge Highway Crosswalk and Pavement Marking Improvements

ENGINEER'S OPINION OF PROBABLE CONSTRUCTION COST

DATE: 3/7/2023

LOCATION: Coolidge Highway (12 Mile to 11 Mile)

PROJECT NO. 20220780

BASIS FOR ESTIMATE PRELIMINARY FINAL

ESTIMATOR: mas

WORK:

CHECKED BY: edz

Project includes the installation of 4 curb extensions and pedestrian safety improvements on Coolidge at Dorothea and Earlmont. It also includes the conversion of one thru lane at the Southbound 12 Mile intersection into a right-turn lane, replacement of pavement markings at major intersections and striping of parking spaces along Coolidge.

	Description	Quantity	Unit	Unit Price	Total Cost
1	Mobilization (Max. 5%)	1	LS	\$ 7,000.00	\$ 7,000.00
2	Rem Spec Mrkg	1,980	Sft	\$ 3.00	\$ 5,940.00
3	Pavt Mrkg, Ovly Cold Plastic, 6 inch, Crosswalk	650	Lft	\$ 3.00	\$ 1,950.00
4	Pavt Mrkg, Ovly Cold Plastic, 12 inch, Crosswalk	1,350	Lft	\$ 6.00	\$ 8,100.00
5	Pavt Mrkg, Ovly Cold Plastic, 12 inch, Cross Hatching, White	1,900	Lft	\$ 6.00	\$ 11,400.00
6	Pavt Mrkg, Ovly Cold Plastic, 24 inch, Stop Bar	550	Lft	\$ 11.00	\$ 6,050.00
7	Pavt Mrkg, Ovly Cold Plastic, Bike, Small Sym	32	Ea	\$ 150.00	\$ 4,800.00
8	Pavt Mrkg, Ovly Cold Plastic, Directional Arrow (Bike)	32	Ea	\$ 125.00	\$ 4,000.00
9	Pavt Mrkg, Waterborne, 6 inch, White	865	Lft	\$ 3.00	\$ 2,595.00
10	Pavt Mrkg, Waterborne, 6 inch, Yellow	1,950	Lft	\$ 3.00	\$ 5,850.00
11	Curb, Rem	175	Lft	\$ 20.00	\$ 3,500.00
12	Sidewalk, Rem	165	Syd	\$ 18.00	\$ 2,970.00
13	Pavt, Rem	125	Syd	\$ 18.00	\$ 2,250.00
14	Aggregate Base, MDOT 21AA, 6 inch	250	Syd	\$ 15.00	\$ 3,750.00
15	Sidewalk, Conc, Mix 3500, 4 inch	1,625	Sft	\$ 8.00	\$ 13,000.00
16	Sidewalk Ramp, Conc, Mix 3500, 6 inch	625	Sft	\$ 12.00	\$ 7,500.00
17	Detectable Warning Surface	6	Ea	\$ 400.00	\$ 2,400.00
18	Ductile Iron Trench Grate, 10"x24"	60	Ea	\$ 200.00	\$ 12,000.00
19	Sign, Type III, Rem	10	Ea	\$ 10.00	\$ 100.00
20	Sign, Type IIIB	128	Sft	\$ 20.00	\$ 2,560.00
21	Reflective Panel for Permanent Sign Support, 6 foot	8	Ea	\$ 30.00	\$ 240.00
22	Crash Rated Bollard, Furn	16	Ea	\$ 625.00	\$ 10,000.00
23	In Street Pedestrian Crossing Sign and Support	8	Ea	\$ 750.00	\$ 6,000.00
24	Crash Rated Bollard, Install	1	Dlr	\$ 2,500.00	\$ 2,500.00
25	Channelizing Device, 42 inch, Fluorescent, Furn	40	Ea	\$ 20.00	\$ 800.00
26	Channelizing Device, 42 inch, Fluorescent, Oper	40	Ea	\$ 1.00	\$ 40.00
27	Lighted Arrow, Type C, Furn	2	Ea	\$ 500.00	\$ 1,000.00
28	Lighted Arrow, Type C, Oper	2	Ea	\$ 50.00	\$ 100.00
29	Minor Traf Devices	1	LSUM	\$ 2,500.00	\$ 2,500.00
30	Sign, Type B, Temp, Prismatic, Furn	72	Sft	\$ 5.00	\$ 360.00
31	Sign, Type B, Temp, Prismatic, Oper	72	Sft	\$ 1.00	\$ 72.00
32	Traf Regulator Control	1	LSUM	\$ 5,000.00	\$ 5,000.00
33	Flsh Beacon, Solar Power, Rem	4	Ea	\$ 500.00	\$ 2,000.00

34	Pedestal, Alum, Salv	4	Ea	\$ 300.00	\$ 1,200.00
35	Pedestal, Fdn	4	Ea	\$ 1,000.00	\$ 4,000.00
36	Pedestal Fdn, Rem	4	Ea	\$ 250.00	\$ 1,000.00
37	Pedestal, Rem	4	Ea	\$ 100.00	\$ 400.00
38	Pushbutton, Rem	4	Ea	\$ 80.00	\$ 320.00
39	Pushbutton and Sign, Salv	4	Ea	\$ 400.00	\$ 1,600.00
40	Flsh Beacon, Solar Power, Salv	4	Ea	\$ 500.00	\$ 2,000.00
41	Observation Crew Days	15	Ea	\$ 800.00	\$ 12,000.00
Subtotal					\$ 160,847.00
Subtotal - Construction Cost					\$ 160,847.00
Contingencies (15%)					\$ 24,127.05
Subtotal - Construction Cost w/ Contingencies					\$ 184,974.05
TOTAL CONSTRUCTION BUDGET					\$ 184,974.05

DISCUSSION ITEM

**MAIN STREET OAKLAND COUNTY
SUMMIT APRIL 20, 2023**



retro feel. metro appeal.

DOCUMENT PROVIDED:

Promotional Flyer for Main Street Oakland County Summit, happening from 9:00 to 11:00 am on April 20, 2023 and held at Waterford Oaks Activity Center

Members of the Board of Directors are Invited and Encouraged to Participate in the Summit, with an approaching RSVP deadline for the gathering

- **Mike McGuinness, Executive Director. April 7, 2023.**

2023

Main Street Oakland County SUMMIT

By Invitation Only | In Person



BERKLEY
BIRMINGHAM
AUBURN HILLS
CLARKSTON
CLAWSON
FARMINGTON
FERNDAL
FRANKLIN
GROVELAND
HAZEL PARK
HIGHLAND
HOLLY
HOLLY TOWNSHIP
HURON CORRIDOR-PONTIAC
LAKE ORION
LATHRUP VILLAGE
LEONARD
LYON TOWNSHIP
MADISON HEIGHTS
OAK PARK
ORTONVILLE
OXFORD
PONTIAC
ROCHESTER
ROYAL OAK
SOUTH LYON
WIXOM

APR 20 2023
9 - 11 AM

Waterford Oaks Activity Center

2800 Watkins Lake Road
Waterford Township, MI

NOTE: Online mapping may be incorrect for this address. Enter at Waterford Oaks Park sign off Watkins Lake Road.

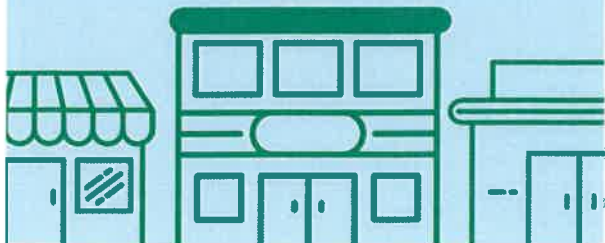
RSVP BY APRIL 17 AT
AdvantageOakland.EventBrite.com

While you and your community continue to face many challenges creatively and effectively, Oakland County leadership and staff remain your partners. We want to hear from you. Your feedback continues to guide and direct the priorities and planning for the MSOC program for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic corridors for success.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD



MSOC SUMMIT 2023 Preliminary Agenda

- 9:00 AM** **Welcome**
Oakland County Executive David Coulter
- 9:15 AM** **Introductions and Summit Goals**
*Moderator: John Bry, Administrator,
Main Street Oakland County Coordinating Program*
- 9:25 AM** **Share Community Successes from 2022**
— Utilizing the Four Points of Main Street
Organization | Promotion | Design | Economic Vitality
MSOC Directors and Local Leadership
- 10:00 AM** **Outline Current Challenges and
What is Needed to Be Successful**
 - o For your district
 - o For your organization*MSOC Directors and Local Leadership*
- 10:30 AM** **Stand and Stretch...But Please Don't Leave**
- 10:40 AM** **Determine 2023-2024 Top Goals for
Main Street Oakland County to Address**
MSOC Directors and Local Leadership
- 11:00 AM** **Describe What Your District/Organization Needs
from County Leadership to be Successful**
MSOC Directors and Local Leadership
- 11:20 AM** **Closing Thoughts**
All Attendees
- 11:30 AM** **Adjourn**

**Main Street America
Four-Point Approach for
Economic Development
OVERVIEW**

ORGANIZATION

Community in agreement and working toward common mission, vision and goals—with the resources to do it

PROMOTION

Marketing the district's unique characteristics and assets—to attract and retain residents, businesses, and visitors

DESIGN

Developing and maintaining the physical shape of district—while preserving local character and creating a welcoming and attractive environment

ECONOMIC VITALITY

Supporting local business development, including attracting, strengthening and retaining the right mix of businesses and housing in the district—diversifying the economic base



SEEKING VENDORS,
ENTERTAINERS, & SPONSORS

BERKLEY Pride

DOWNTOWN
BERKLEY

BLOCK PARTY

retro feel. metro appeal.

SUNDAY, JUNE 25 - 12-4PM

DOWNTOWN BERKLEY /// ROBINA AT 12 MILE

**HOST A BOOTH
PROVIDE ENTERTAINMENT
BECOME A SPONSOR
VOLUNTEER**



Let us know how you fit into our outdoor street festival.

No cost to participate or host a booth,
but donations of any level are appreciated.

VISIT BERKLEYPRIDE.COM

or email hello@berkeleypride.com



**FREE
FAMILY
FUN
& FREE
PARKING**



SPONSORSHIP OPPORTUNITIES

PRESENTING \$5,000
YELLOW \$2,500
GREEN \$1,000
BLUE \$500
PURPLE \$250

PRE-EVENT RECOGNITION & PERKS

Social Media Acknowledgment	3x DEDICATED	1x DEDICATED	2x GROUPED	1x GROUPED	1x GROUPED
Website & Email Acknowledgement	PROMINENT LOGO	MEDIUM LOGO	SMALL LOGO	LISTED	LISTED
Print Materials (Flyer & Poster)	PROMINENT	LISTED			
PR Announcement/Recognition	PROMINENT	LISTED	LISTED		

DAY OF EVENT RECOGNITION & PERKS

Event Signage Provided By Us	2 DEDICATED BANNERS	2 GROUPED BANNERS	1 GROUPED SIGN	1 GROUPED SIGN	
Bring Your Own Signage	UP TO 3	UP TO 2	UP TO 1		
On Event T-Shirt	PROMINENT LOGO	LOGO	LISTED	LISTED	LISTED
Verbal Acknowledged By Emcee	5x DEDICATED	2x DEDICATED	2x GROUPED	1x GROUPED	1x GROUPED
Booth at Event	PRIME LOCATION	BOOTH	BOOTH	BOOTH	BOOTH

Sunday, June 25, 2023 from 12-4pm in Downtown Berkley

SECURE YOUR SPONSORSHIP AT BERKLEYPRIDE.COM

DEADLINES FOR COMMITMENT

- 4/5/2023 to be on printed marketing materials
- 5/25/2023 to be on t-shirt and event signage
- 6/1/2023 for all other sponsors to receive all recognition benefits

CONTACT

For sponsorship-specific questions, inquiries, or to customize your support, contact us at sponsor@berkeleypride.com