

# BERKLEY DDA

Retro Feel. Metro Appeal.

BERKLEY  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
Wednesday, August 14, 2019  
8:30 AM – 9:30 AM  
Berkley Public Library Conference Room

## SPECIAL MEETING AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Public Comments
- V. Reading of DDA achievements and goals per MI PA 57 of 2018
- VI. Adjournment

## **DDA Initiatives: February 2017 to July 2020**

- 1. Created dedicated website - DowntownBerkley.com**
  - a. Website Followers to date: 35,500
  - b. Information includes all things related to the DDA as well as a comprehensive business listing with individual website pages
- 2. Rebranded and expanded: Downtown Berkley Facebook Page, Downtown Berkley Twitter account, and Downtown Berkley Instagram account**
  - a. Facebook followers: 2,297
  - b. Instagram Followers: 1,084
- 3. Developed the DDA Strategic Plan, April, 2017**
  - a. Completed a set of goals and actions to guide the DDA; one of the sessions was done in tandem with City Council
  - b. In the process of updating the plan as part of the Downtown Master Plan process – finish date of August 2019 Facade Grant Program
- 4. Developed Façade Grant program that offers free design services through our partnership with MSOC**
  - a. The DDA has helped, or is in the process of helping, 21 business owners with design services and/or facade grants over the past 26 months
  - b. Completed: July 2019 expanded program to include activating surface parking lots
  - c. Future: continue to reach out to business owners about grant and design services opportunities
- 5. Cooperative Advertising Program, started May 2017**
  - a. Completed: Over 20 businesses have been able to take advantage of incredibly affordable rates for one or all of the following: six months of radio advertising on WCSX 94.7, two four-page stand along tab sections in three C&G papers, a two-page spread in Edible Wow Magazine.
  - b. Future: continue to look for innovative ways to partner to expand advertising budgets for business owners and the DDA
- 6. Hired three muralists as part of the Chamber's Street Art Fest to paint murals on buildings along Coolidge Highway**
- 7. New Events 2017 and 2018**
  - a. Completed: Added new Second Friday Art & About events throughout the summer of 2017 and 2018; expanded a one-day Holiday event into a month-long series of events with MerriMonth
  - b. Future: continue to fine-tune current events and look at ways to support and partner with other community events
- 8. Wayfinding Strategy and Sign Concepts, Summer, 2017**
  - a. Completed: Oversaw the wayfinding task force to develop signage concepts and placement
- 9. Created Branded Downtown Berkley Shopping and Dining Map (reprinted July 2019)**
- 10. Partnered with Citizens Bank and BetterLife Bags to create a branded Downtown Berkley Shopping Bag**
- 11. Downtown Market Analysis, February, 2018**
  - a. Completed: a comprehensive retail strategy for Downtown Berkley (12 Mile and Coolidge Corridors)
  - b. Completed: a branded Downtown Berkley Retail Recruitment Brochure
  - c. Future: continue to work with DDA property owners, key commercial brokers and Oakland County's to recruit specialty retail independent businesses and small chainlets
  - d. Future: Develop a rent subsidy program for new businesses
- 12. MSOC Select Level Membership, April 2018**

- a. Completed: Became a National Main Street Community as a Select Level Member of Main Street Oakland County in order to better leverage community and DDA resources to create and develop a proven economic development strategy
- b. Completed: Successfully submitted the application and accepted as a Select Level MSOC community in April, 2018

**13. DDA Design Guidelines, June 2018**

- a. Completed: comprehensive set of design standards for new development and renovations in the Downtown
- b. Completed: Worked in partnership with the Planning Commission to create a Design Overlay District (similar to historic overlay district) and advisory Design Review Board ordinance in order to enhance the quality and compatibility of development, establish consistent architectural and design guidelines, and encourage the most appropriate use of land in the DDA District
- c. Future: adoption by City Council

**14. Coolidge Complete Streets Lane Reduction**

- a. Completed: a TIA traffic analysis that assessed the feasibility of a lane reduction on Coolidge in order to slow traffic, increase safety, and strengthen the economic vitality of the business district
- b. Completed: three public input sessions - 120 plus people participated either in person or online
- c. Completed: Council Resolution of Support
- d. Completed: Comprehensive Metrics Matrix
- e. Completed lane-restriping in May, 2019
- f. Future: Study effectiveness at 6, 12, 18 and 24 months via the Metrics Matrix

**15. Downtown Master Plan & Parking Study Update**

- a. Completed: First Community Open House and online feedback - November 2018;
- b. Completed: Draft State of the Downtown Report; Second Community Open House and online feedback - March 2019
- c. Completed: Second Draft Downtown Plan and updated DDA Strategic Plan, Task Force meeting – April 2019
- d. Completed: Joint presentation to City Council and DDA Board – July 2019
- e. Completed: presentation to Planning Commission July 2019 (August public hearing for adoption)
- f. Future: September presentation to City Council (October adoption)

**16. Multi-Community Planning Process, January - August 2019**

- a. Purpose which was to assess transportation, cyclist, pedestrian, and sustainable infrastructure improvements along the shared Coolidge and 11 Mile corridors
- b. Completed: Grant received from SEMCOG for planning process, Spalding DeDecker hired to lead the process
- c. Completed: public input sessions to be held in each of the three communities in February and March 2019
- d. Completed: August 2019 presentation of Final Draft to City Council
- e. Future: Mid- to long term plans: TAP grant funds, local foundation support to support potential road diets, mid-block crosswalks, bike lanes, sustainable infrastructure to help mitigate stormwater run-off in HW, OP, and Berkley, and major streetscape, road reconstruction on Coolidge in Berkley

**17. Certified as a National Main Street Community, February 2019**

**18. DDA Strategic Plan update, August 2019**

**19. SE Oakland County MoGo expansion project**

- a. Completed: DDA partnered with five other communities on a TAP Grant to bring MoGo bike stations into Oakland County and Northwest Detroit

- b. Future: two bike stations will be installed – one at Robina and 12 Mile and one at Wiltshire and Coolidge
- 20. Future: Wayfinding Sign production and Installation, Fourth quarter 2019**
- 21. Future: Finalize creation of Downtown Berkley Partnership, the DDA's non-profit partner, September 2019**
- 22. Future: Create New Business / Business Expansion Step by Step Online Guide, August 2019 to March 2020**
- 23. Future: Create Branded banners for 12 Mile**
- 24. Future: Partner with Jeri Brand/Tootie and Tallulah's on a branded Downtown Berkley mural**
- 25. Future: Implementation of short-term Master Plan goals**