

Charter Township of Lyon
Board of Trustees, Planning Commission and DDA
Special Meeting Minutes
August 27, 2009

Approved: September 14, 2009 as written

Supervisor Young explained that this effort began with the intention to promote business growth in the downtown New Hudson Hamlet area and Lyon Center Area along Grand River, but to accomplish that goal there needed to be a formal plan in place. There was a charette held at the Township Hall in February of 2009 and that vision has been formalized and the Master Plan will incorporate the ideas.

Jay Howie called the meeting to order for the DDA at 7:05 p.m.

Mike Barber called the meeting to order for the Planning Commission at 7:05 p.m.

Lannie Young called the meeting to order for the Board of Trustees at 7:05 p.m.

Roll Call of the DDA: John Bell, Jay Howie, Tim Miner, Mark Mitra, Tamra Ward

Roll Call of the Planning Commission: Mike Barber, Chairman, Lise Blades, Michael Conflitti,
Jim Hamilton, Vice Chair, Sean O'Neil, Carl Towne

Roll Call for the Board of Trustees: Patricia Carcone, Treasurer, Michele Cash, Clerk,
John Dolan, Trustee, Steven Fletcher, Trustee, Brent Hemker, Trustee, John Hicks, Trustee,
Lannie Young, Supervisor

Also Present: Chris Doozan, McKenna Associates
Matthew Quinn, Township Attorney
Loren Crandall, Giffels/Webster
Michele Aniol, McKenna Associates
Courtney Piotrowski, McKenna Associates
Stefan Kogler
Library Board members
Al Hogan, Building Official
Michael Hawkins, Zoning Board of Appeals

Ms. Blades explained that she has been working with Richard Perry on developing a Film Festival for the South Lyon and Lyon Township area titled Three Minutes of Lyon. It is a joint effort to bring an amateur Film Festival to the area. The target group would be high school and middle school students and it has to be filmed within South Lyon or Lyon Township.

Mr. Kogler presented a slide show which gave an overview of the marketing vision plan for

Lyon Township. He explained that the objective is to bring and build awareness for the township and communicate that effectively. To accomplish this goal, they have come up with strategic position, the mission of the community and the brand identity of the township which will combine with a communication plan to attract residents and new business owners to the community.

Mr. Kogler reviewed the important attributes that residents and businesses were looking for such as businesses wanting partnership and annual events, advertising and communication about the downtown. Residents wanted small businesses, not all big box stores, a strong tax structure, a sense of pride and public gathering spaces.

Mr. Kogler stated that the brand identity for Lyon Township is “Honoring Yesterday, Building Tomorrow” He explained that a sound brand positioning would have the following four requirements:

- Desirable by the consumer
- Distinctive from the competition
- Deliverable by the township
- Durable over time

Mr. Kogler reviewed how the brand for the township would look regarding colors, fonts and a style that would be used for all communications in flyers, business cards, brochures and even t-shirts and hats. He reviewed the logo for the township as well as the color palette that will be used.

Mr. Kogler reviewed some ideas for innovative marketing plans for the township including ideas such as using vacant buildings for a variety of college classrooms and make those an environment of learning as well as offering health benefits through the community versus the work place. He felt there is a window of opportunity right now to put Lyon Township on the map and raise the awareness of Lyon Township.

Mr. Conflitti asked Mr. Kogler to provide some examples of downtown diversity. Mr. Kogler explained it would be having a Starbucks, an art gallery or a wine shop, a craft store or a cigar shop a diversity of stores. They are looking for dwell time establishments, somewhere a person could go while waiting to get into a restaurant or go for a walk and window shop after eating out.

Mr. Chuck stated that he likes the ideas that have presented.

Ms. Blades commented that she had received a comment from a resident who looked at the brochure and thought that the photo choices were generic and it didn't represent Lyon Township. Mr. Howie explained that there was a not a large time frame given when the brochure was made. Mr. Kogler stated that as this moved along they would be building a library with photos and art work of the township. Mr. Bell commented that at the ICSC Conference there were over 200 exhibitors and he heard comments that this brochure was the best document that they have seen to sell a township.

Mr. Howie stated that this is a start; it will grow year after year.

Ms. Piotrowski, Director of Design from McKenna Associates, gave a presentation regarding the Lyon Center Vision Plan. She explained that they went through this process in order to establish goals and establish a vision reference. This will create an action plan, a 50 year vision. She reviewed the outcome of the charette that was held at the Township Hall and how that provided the beginning of the plan. During the charette the participants collectively supported the idea that the New Hudson area of Lyon Center should develop as a Hamlet. The Hamlet model will allow Lyon to build upon the existing free standing architecture of the New Hudson area, create infill and expansion opportunity in the downtown, and to revive a historic development model that characterized early development in Southeastern Michigan. In creating the Hamlet they would require good architecture, parks, open spaces, walkability and sustainability.

Ms. Piotrowski reviewed basic ideas of greenways, street designs, building location, height and design as well as parking.

Mr. Barber commented that he liked the plan.

Mr. Mitra asked for examples of where the Hamlet concept has worked. Ms. Piotrowski gave the examples of Franklin, Clarkston, Harbor Springs and Saugatuck that offer the Hamlet concept in Michigan.

Mr. Mitra commented that Lyon Township is a huge area and wondered how they will draw business to the rest of the community. Ms. Piotrowski explained that the Hamlet is only addressing the 6 block area and there are other portions in the township. Mr. Doozan stated that the key would be working through the Master Plan to handle that. Mr. Fletcher had the same concern about focusing on the New Hudson area and that Lyon Township is much bigger. Supervisor Young stated that this plan is focused on this 6 block area since this is where the DDA has funds that can only be spent in this area. He continued that this is the first step and the focus is primarily on the Lyon Center Area.

Mr. Towne stated that they were missing out on Pontiac Trail and he felt it should be tied in to the Hamlet. Ms. Piotrowski stated that it was a good point and these types of questions would spur conversations and add those items to the list. Mr. Miner stated that they have to start somewhere and take small steps. Ms. Aniol commented that those are all action items that will give them the structure to develop the economic development program through the Master Plan.

Ms. Blades questioned if there is a plan to get people into the park? Ms. Piotrowski reviewed the circulation plan and the potential of linking open and green spaces through the core of the park area.

Mr. Conflitti asked how important the parking in the front is. Ms. Piotrowski stated it is a balance and this plan will have front parking as well as on the side through slip streets.

Mr. Mitra stated that the whole concept is walkability and he asked if there is a plan for redirecting truck traffic. Ms. Piotrowski stated that they would work closely with the Road Commission.

Ms. Blades expressed her concern that the name of New Hudson is important to the residents. She felt New Hudson is an immediate identifier and she likes the look of the plan. She stated that 64% of the residents, on a ballot in 2004, stated that they wanted to maintain the designation of New Hudson. She could not support the name of Lyon Center. Ms. Piotrowski stated that there is no intention to rename the area Lyon Center; it is only being used as a planning term. Ms. Carcone also commented that the older residents love New Hudson and the newer residents like Lyon Township. Mr. Towne commented that everything does not have to be incorporated, it's a conceptual plan. Ms. Blades clarified that she is not in favor of using the name Lyon Center but she is in full support of the brand and marketing of Lyon Township.

Motion by Ward, second by Bell

To support the vision plan as a guide for the overall development of the downtown area.

**Roll Call Vote: Ayes: Bell, Howie, Miner, Mitra, Ward, Young
 Nays: None**

MOTION APPROVED

Motion be O'Neil, second by Hamilton

To adopt the Lyon Center Vision Plan, and hereby resolves to use the Vision Plan as a guide to the overall development of Lyon Center, and be it further resolved that the Planning Commission commits to research the avenues by which the Vision Plan can be incorporated into the Lyon Township Master Plan as soon as feasible.

Ms. Blades stated that she cannot support it if it has the name Lyon Center in it, once the name is in there it will become that. If it is a working name she could support it. After discussion it was decided to remove Lyon Center and call it the Vision Plan.

Mr. O'Neil amended his motion to consider this the resolution of the Planning Commission adopting the Vision Plan. Mr. Hamilton continued support of the motion.

**Roll Call Vote: Ayes: Barber, Towne, Dolan, Hamilton, O'Neil
 Nays: Blades, Conflitti**

MOTION APPROVED

Motion by O'Neil, second Hamilton

To approve the resolution of the Planning Commission to adopt the Vision Plan.

Roll Call Vote: **Ayes:** Towne, Dolan, Barber, O'Neil, Hamilton,
Conflitti
Nays: Blades

MOTION APPROVED

Motion by Carcone, second by Hicks
To adopt the Vision Plan as presented.

Roll Call Vote: **Ayes:** Carcone, Cash, Dolan, Fletcher, Hemker, Hicks,
Young
Nays: None

MOTION APPROVED

Motion by Ward, second by Miner
To approve the design guide except for the communication section.

Voice Vote: **Ayes:** Unanimous
Nays: None

MOTION APPROVED

Motion by Towne, second by O'Neil
To accept the strategic/marketing plan.

Voice Vote: **Ayes:** Unanimous
Nays: None

MOTION APPROVED

Motion by Carcone, second by Hicks
To accept the Strategic Marketing Plan as presented by Stefan Kogler.

Voice Vote: **Ayes:** Unanimous
Nays: None

MOTION APPROVED

ADJOURNMENT

Motion by Mitra, second by Bell
To adjourn the special meeting at 9:06 p.m.

Voice Vote: **Ayes:** Unanimous
Nays: None

MOTION APPROVED

**Motion by Barber, second by Towne
To adjourn the special meeting at 9:06 p.m.**

**Voice Vote: Ayes: Unanimous
 Nays: None**

MOTION APPROVED

**Motion by Carcone, second by Fletcher
To adjourn the special meeting at 9:06 p.m.**

**Voice Vote: Ayes: Unanimous
 Nays: None**

MOTION APPROVED

The Special Meeting of the Board of Trustees, Planning Commission and the DDA was adjourned at 9:06 p.m.

Respectfully Submitted,

Kellie Angelosanto

Kellie Angelosanto
Recording Secretary

Michele Cash
Clerk