



**Parks and Recreation Board Agenda
Department of Public Services
851 South Eton-Conference Room
Tuesday, March 3, 2020
6:30 PM**

- I. Call to order**
- II. Welcome Student Representatives:** Hayden Watkinson, Seaholm Student
Mallory Windsor, Seaholm Student
- III. Roll Call**
- IV. Approval of the minutes of:** Tuesday, February 4, 2020 (*regular meeting*)
- V. Agenda Items**-Written and submitted by 5pm Monday at the Birmingham Ice Sports Arena, one week prior to the meeting.
 - 1. 2019 Annual Golf Report
 - 2. Request for Board Review of First Draft of The Birmingham Plan
- VI. Communications/Discussion Items**
- VII. Unfinished Business**
- VIII. New Business**
- IX. Open To The Public for Items Not On the Agenda**
- X. Next Regular Meeting – Tuesday, April 7, 2020 (DPS)**

Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 at least one day in advance of the public meeting.
Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al (248) 530-1880 por lo menos el día antes de la reunión pública.
(Title VI of the Civil Rights Act of 1964).

*If you cannot attend the meetings, please contact Connie Folk at the Birmingham Ice Arena (248) 530-1642.
Minutes are available for review at the Birmingham Ice Sports Arena, 2300 East Lincoln, Birmingham, MI 48009*

PARKS & RECREATION BOARD MISSION STATEMENT

The Parks and Recreation Board strives to provide opportunities for the enjoyment, education, and inspiration for present and future generations of residents and visitors through stewardship of natural, cultural and recreational resources. By continuously elevating the beauty and quality of the parks and recreation system of Birmingham, the Parks and Recreation Board will promote health and wellbeing, and strengthen the community.

PARKS AND RECREATION BOARD MEETING MINUTES

February 4, 2020

Heather Carmona, Vice-Chairperson, called the meeting to order at 6:30 p.m. at 2300 East Lincoln.

MEMBERS PRESENT: Heather Carmona, Pam Graham, Ross Kaplan,
Ellie Noble, Dominick Pulis, John Rusche and Bill Wiebrecht

MEMBERS ABSENT: John Meehan

**STUDENT
REPRESENTATIVES PRESENT:** John Butcher, Seaholm High School

ADMINISTRATION: Lauren A. Wood, Director of Public Services
Carrie A. Laird, Parks and Recreation Manager
Connie J. Folk, Recreation Coordinator

PRESENTER: Robert Stempien, Senior Vice President Plante Moran

GUESTS: Susan Collins, Cindy Rose and David Young

It was moved by Bill Wiebrecht, seconded by Dominick Pulis to approve the minutes of the January 7, 2020 regular meeting as amended.

Yeas –7 Heather Carmona, Pam Graham, Ross Kaplan,
Ellie Noble, Dominick Pulis, John Rusche and Bill Wiebrecht

Nays – 0

Absent-1 John Meehan

AGENDA ITEMS:
No Agenda Items Presented

COMMUNICATION/DISCUSSION ITEM #1: Parks and Recreation Improvement Funding Update, LRP session 1/25/2020

Lauren stated she wanted to provide the information as it was presented at the Long Range Planning Session.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #2: Parks and Recreation Funding Opportunity, LRP session 1/25/2020

Lauren stated that Mr. Valentine had presented the Parks and Recreation Funding Opportunity at the Long Range Planning Session and wanted to provide the information to the Parks and Recreation Board members.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #3: Presentation of Birmingham Ice Sports Arena Facilities Assessment, 1/25/2020

Lauren introduced Robert Stempien, Senior Vice President from Plante Moran who presented the facilities analysis of the Birmingham Ice Sports Arena.

Robert reviewed the facility assessment with the Parks and recreation Board that included lighting, roofing and mechanical equipment components.

Robert stated that the Birmingham Ice Arena was built in 1973 and still has most of the original equipment.

Robert stated that Birmingham Ice Sports Arena has been very well maintained compared to surrounding ice arenas that were built the same year.

Robert stated that the mechanical controls are outdated, lobby seating was installed in 1973, existing knob hardware needs to be replaced with ADA lever handles.

Robert stated that the opening behind the player's benches adjacent to the walkway leading to the locker rooms is very tight and is not ADA but is grandfathered in.

Pam Graham asked if proposed new equipment would be energy efficient. Robert stated that are a quite a few energy savings advancements for the different components located at the Birmingham Ice Sports Arena.

Bill Wiebrecht asked if the upgrades are not made to the Birmingham Ice Sports Arena isn't it true that the facility could be closed. Robert stated the ice pad needs to be seriously looked at.

Robert stated that Berkley had a leak in the floor and the mechanicals were in bad shape so they sent it to the voters for approval which was not approved. Berkley ended up shutting down.

Robert stated that in a 10 mile radius there are about seven ice arenas to rent. But keep in mind that some of these facilities are private institutions and already have programmed activities.

Dominick asked about the districts associated with ice arenas. Robert stated that hockey teams can only accept so many different hockey players from the different districts.

Heather asked if there is a relationship with the other ice arenas if there is a problem and the teams need ice. Connie stated that the arena managers have a good relationship and we all do work together.

Robert continued through the report on pro's & cons of a new ice arena, and the pro's & cons of renovating the existing facility.

Parks and Recreation Board Meeting 2/4/2020

Dominick asked about revenue on a yearlong basis so that the Parks and Recreation Board are armed with the information to share with the public when asked about future renovations to the Birmingham Ice Sports Arena and why the renovations make sense to proceed.

Robert stated that typically ice arenas don't make money and are break even facilities.

Susan Collins stated that there are not a lot of places that you can purchase ice. Deborah stated that the Birmingham Ice Sports Arena is a great place to be.

Connie stated that the Birmingham Hockey Association has a strong membership, the Learn to Skate program is growing, and the Birmingham High School Varsity and JV teams have skated at the facility for the last three years and the Figure Skating Club of Birmingham skate out of Birmingham.

Robert stated that the Birmingham Ice Sports Arena is a jewel based on the other surrounding arenas that had been built in the same time period.

Robert stated that renovations would occur during the summer months.

UNFINISHED BUSINESS:

Carrie stated Barnum Ice Arena was opened but has been closed due to the warm weather.

Dominick asked when the Parks Rules and Regulations will be reviewed by the Parks and Recreation Board.

Connie stated that hopefully in March.

NEW BUSINESS:

Carrie stated that the department will be recommending to the City Commission at an upcoming meeting a LED lighting replacement project for the Birmingham Ice Sports Arena.

OPEN TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA:

No items presented

Heather Carmona stated the next regular meeting will be held on Tuesday, March 3, 2020 at 6:30 pm at DPS.

Meeting was adjourned at 7:19 pm
Connie J. Folk, Recreation Coordinator

Parks and Recreation Board Meeting 2/4/2020



2019 Annual Golf Report



Department of Public Services

Lincoln Hills GC
2666 W 14 Mile
248.530.1670

Springdale GC
316 Strathmore
248.530.1660

www.golfbirmingham.org

Table of Contents

2019 In Review	1
Memberships.....	2
Rounds	3
Junior Golf Program	6
Food & Beverage	7
Capital Improvements.....	8
End of Season Survey.....	9
Financials	10
Lincoln Hills.....	11
Springdale.....	13
Statement of Operations	15
2020 Prospectus	18
2020 Tournament Schedule	19



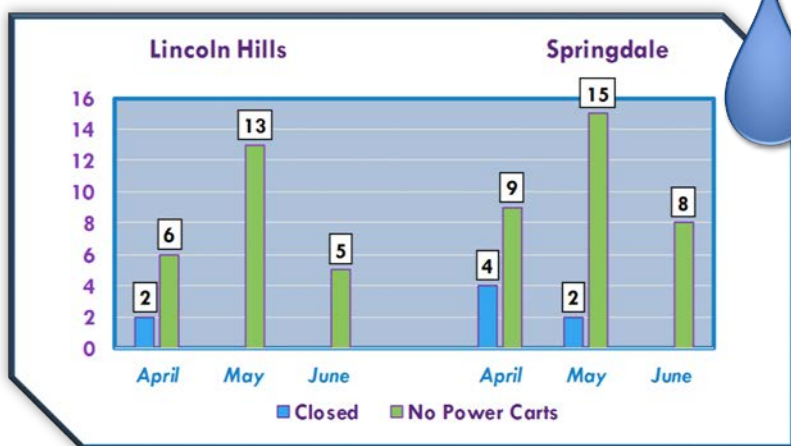
Behind #4 Green at LH

Review 2019

We would like to take a moment to thank all our employees for their dedication and hard work to make it a successful season! A special “Thank You” to the members of the exemplary Parks and Recreation Board for their support throughout the year.

We are pleased to report that we finished the season with an **operating income** of \$247,422 and after Depreciation (\$92,703) and the contribution to the General Fund (\$150,000), the courses ended with a **net surplus** of \$4,719.

Lincoln Hills opened the season on March 27th and Springdale opened on April 6th. We hoped for a better Spring, but unfortunately, it did not come. It was a continuation of the 2018 fall with cold temperatures and rainy days in April, May, and early June. In fact, Lincoln Hills was closed for two (2) days during this period, and there were twenty-four (24) days that



no power carts went out due to the wet conditions. Springdale was closed for six (6) days and endured thirty-two (32) days without power carts. This had a huge impact on our cart revenues and delayed the start of many leagues due to the restriction of “walking only” days. The wet conditions can cause turf damage if power carts are used.

November came in with a blast from “Jack Frost” on November 11th and brought nine inches of snow and forced Lincoln Hills to close on November 10th. Each fall, one course will close early, around mid-October, while the other course remains open as long as weather permits. Springdale was the course to close early as its last day of play was October 20th.

In 2020, we had to cancel the Annual Turkey Shoot tournament, because it was too cold to play. This year, the event was moved up a week to November 9th, and we were so fortunate. The morning was cold and brisk, but we kept the golfers warm with a fire and a hearty luncheon, and fun was enjoyed by all. Our members brought 27 huge frozen turkeys with numerous non-perishable food items that were donated to “The Lighthouse of Oakland County.” This organization helps so many local families and we are so happy to be a part of it because of this annual event.

MEMBERSHIPS

Overall, memberships remained steady, but there was a slight decline in the Residents and Business categories. The last two seasons, our marketing strategies focused on the Non-Residents with the promotion, “Just A Drive Away.” A direct mailer went out to the surrounding non-Birmingham communities that offered a small discount for those who never been a member, and this year it generated 27 new members. This season, our target market in 2020 will be directed to the Residents and local Businesses with a special invitation to our “Welcome Back” outing on April 18th at Lincoln Hills. This will be a good opportunity to showcase the course improvements, advertise the club events, meet the staff, enjoy a bite to eat, and to hear their comments.

Membership Analysis 2014 - 2019

	CY 2014		CY 2015		CY 2016		CY 2017		CY 2018		CY Nov 2019	
RESIDENT MEMBERSHIPS	#		#		#		#		#		#	
Resident	1,733		2,090		1,874		1,898		1,744		1,675	

	CY 2014		CY 2015		CY 2016		CY 2017		CY 2018		CY Nov 2019	
MEMBERSHIPS	#	%	#	%	#	%	#	%	#	%	#	%
Business	102	13%	109	13%	109	13%	92	10%	107	12%	89	10%
Non-Resident - Individual	406	53%	475	55%	465	54%	502	56%	499	56%	539	59%
Non-Resident - Dual	175	23%	194	23%	209	24%	220	24%	222	25%	219	24%
Non-Resident - Family	77	10%	78	9%	85	10%	84	9%	59	7%	64	7%
Total	760	100%	856	100%	868	100%	898	100%	887	100%	911	100%

TOTAL MEMBERSHIPS 2,493

2,946

2,742

2,796

2,631

2,586

In March, the “Early Bonus” membership drive was another success. For those who sign up during this period, they receive a complimentary round that is valid through May 31st. It was implemented in 2015 and has been well received by the members as it grows each season.

2015 - 2019



ROUNDS

Considering the slow start to our season, the courses finished with 49,583 combined total rounds, an increase of 2,967 from 2018, or 6%. Lincoln Hills totaled 27,020 rounds, an increase of 975, or 3.7%. Springdale had 22,563 rounds, an increase of 1,992, or 9.6%. The last two seasons have suffered from inclement weather and capital projects that hindered play, but our objective in 2020 is to increase rounds compared to 2017. We will be introducing additional events and tournaments to increase play with aggressive local marketing to our lapsed Residents and Business members.

ROUND COMPARISON CY 2015 - 2019

MONTH	2015			2016			2017			2018			2019		
	LH	SD	Total	LH	SD	Total	LH	SD	Total	LH	SD	Total	LH	SD	Total
January	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	0	0	0	321	0	321	60	0	60	0	0	0	297	0	297
April	3,087	1,713	4,800	2,389	1,616	4,005	2,816	1,383	4,199	2,471	0	2,471	2,157	1,569	3,726
May	4,892	4,293	9,185	5,461	3,910	9,371	4,759	3,975	8,734	4,303	2,410	6,713	3,425	2,819	6,244
June	5,556	4,268	9,824	5,595	4,269	9,864	5,812	4,431	10,243	5,245	4,544	9,789	5,322	4,232	9,554
July	5,718	5,218	10,936	5,788	4,856	10,644	6,027	4,720	10,747	5,858	5,027	10,885	5,518	4,788	10,306
August	4,408	4,403	8,811	4,273	3,873	8,146	3,631	3,974	7,605	3,950	3,893	7,843	4,459	4,461	8,920
September	3,411	3,059	6,470	3,163	2,698	5,861	3,057	3,089	6,146	2,929	2,828	5,757	3,026	2,998	6,024
October	2,666	908	3,574	2,037	1,990	4,027	2,556	1,610	4,166	1,289	1,486	2,775	2,510	1,696	4,206
November	1,489	0	1,489	2	1,545	1,547	610	0	610	0	383	383	306	0	306
December	514	0	514	0	54	54	185	0	185	0	0	0	0	0	0
TOTALS	31,741	23,862	55,603	29,029	24,811	53,840	29,513	23,182	52,695	26,045	20,571	46,616	27,020	22,563	49,583

ROUNDS AT LINCOLN HILLS

The round matrix is a great tool for knowing what segments we need to work on next season as shown in the chart below. Our objective in 2019 focused on weekend rounds and I am happy to report those rounds were up by 1,262, or 17%. If Spring had been a bit nicer, the weekday rounds would have been much higher, especially with league play and twilight.

LINCOLN HILLS							
Weekday				Weekend			
Resident	2018	2019	Difference		2018	2019	Difference
Adult	935	835	(100)		762	1,143	381
Junior	145	239	94		117	122	5
Senior	1,418	1,533	115		920	938	18
Property Owner							
Adult	15	15	0		15	46	31
Junior	0	0	0		0	0	0
Senior	56	50	(6)		35	39	4
Non-Resident							
Adult	586	658	72		702	425	(277)
Junior	178	118	(60)		163	215	52
Senior	2,676	2,675	(1)		1,914	1,966	52
Business							
Adult	102	50	(52)		69	48	(21)
Junior	1	0	(1)		0	1	1
Senior	192	153	(39)		80	58	(22)
Guest							
Adult	1,041	1,196	155		862	1,021	159
Junior	234	238	4		199	199	0
Senior	1,781	1,913	132		952	1,249	297
City Employee							
Adult	3	4	1		4	0	(4)
Junior	13		(13)		0	0	0
Senior	14	35	21		42	50	8
High Schools							
Birmingham	627	504	(123)				
Non Birmingham	7	72	65				
Other							
Junior Golf	2,392	2,240	(152)				
Leagues	4,674	4,312	(362)				
Outings	153	411	258		156	175	19
Promotions	15	23	8				
Twilight	1,437	1,106	(331)		86	528	442
Unlimited	272	300	28			117	117
TOTAL ROUNDS	18,967	18,680	(287)		7,078	8,340	1,262

ROUNDS AT SPRINGDALE

The increase of rounds at Springdale was expected, because the course opened on time, with no course closures as in 2018 with the bridge renovations. A major marketing campaign this year to our members, is simple, play "One More Round." In addition, E-blast promotions as we monitor play patterns throughout the season.

SPRINGDALE							
Resident	Weekday				Weekend		
	2018	2019	Difference		2018	2019	Difference
Adult	617	796	179		1,055	1,100	45
Junior	126	144	18		96	94	(2)
Senior	1,583	1,813	230		894	962	68
Property Owner							
Adult	11	75	64		18	40	22
Junior	0	0	0		0	0	0
Senior	173	64	(109)		63	32	(31)
Non-Resident							
Adult	332	431	99		58	91	33
Junior	124	136	12		84	136	52
Senior	2,799	3,160	361		1,656	1,644	(12)
Business							
Adult	58	34	(24)		30	22	(8)
Junior	1	0	(1)		0	0	
Senior	185	135	(50)		104	138	34
Guest							
Adult	705	923	218		585	871	286
Junior	166	229	63		116	174	58
Senior	1,871	2,124	253		1,125	1,256	131
City Employee							
Adult	1	11	10		1	0	(1)
Junior	2	1	(1)		1	0	(1)
Senior	5	7	2		11	21	10
High Schools							
Birmingham	343	408	65				
Non Birmingham	41	76	35				
Other							
Junior Golf							
Leagues	3,642	3,601	(41)				
Outings	104	138	34		136	78	(58)
Promotions	17	5	(12)				
Twilight	1,068	977	(91)		334	286	(48)
Unlimited	215	315	100		15	15	0
TOTAL ROUNDS	14,189	15,603	1,414		6,382	6,960	578

JUNIOR GOLF

The weather cooperated with our program this year with very few hot & humid days unlike last season. We did utilize college students as additional instructors whom all came through our program, played on high school teams and now play collegiate golf. They did bring the “fun” element to the children and overall feedback was positive.

Another change implemented this season was putting a cap on the number of registrations for the Aces program to 44 students. It has always been an “open-ended” registration and over the past few seasons, it has been difficult to finish the required three private lessons that these students receive. We did decrease the revenues by approximately \$2,695, but it did allow for the lessons to be completed and it was very successful.

Jr Golf Program Analysis 2016-2019



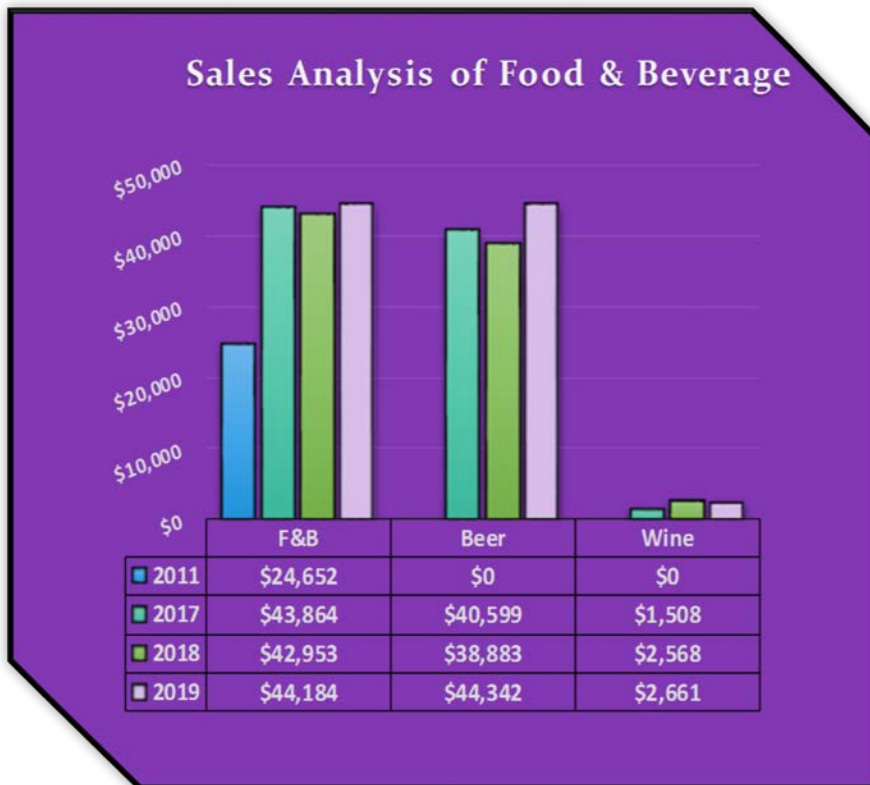
This program generated revenues of \$87,328 and expenses totaled \$25,828, which produced a **net income** of \$57,947.

In 2020, we will be utilizing **PGA Coach** program. The PGA of America introduced this new method of coaching and developing new players. This program is built on the principals of the American Development Model (ADM), a proven, long-term athlete development model that has been successfully implemented by the United States Olympic Committee, USA Hockey, USA Basketball, and USA Lacrosse.

ADM creates positive experiences early for all athletes, will keep more players engaged and retained in our sport. This program offers many resources, tools and structured teaching plans that will enhance the program this summer.

FOOD & BEVERAGE

This department is slowly growing each season and we are pleased to report revenues of \$91,187, an increase of \$6,783, or 8% over last year. The food and beverage items had a slight increase over 2018 (\$1,231, or 2%), but the main contributor was the beer sales (\$5,459, or 14%). A majority of these sales are generated by the leagues, tournaments and our club events.



Being a municipality, our pricing is quite reasonable compared to the local restaurant and bars. Our objective is to offer another amenity to our members. We are constantly training new staff each year to create quality and consistent menu items for all to enjoy.

We apply all four methods of menu pricing as we review all the items at the end of the year. Ideal Food Cost Pricing, Competition Pricing, Demand Driving Pricing, and Evaluate Current Profitability.



CAPITAL IMPROVEMENTS

Each year, we continue to reinvest into the courses with upgrades through annual capital projects, operating and other contractual expenses. With the undertaking of the bridge renovations at Springdale last season, this year the focus was Lincoln Hills. Installation of new drainage in the fairway of #9 and adjacent to #3 tee box was desperately needed due to the wet playing conditions. New cart paths were installed in a few specific areas located near tee boxes and greens to eliminate the distressed turf and compaction produced by power cart usage. The latter was delayed due to the awful spring, but it was well worth the wait as indicated by the members and their guests.



#7 Tee Box



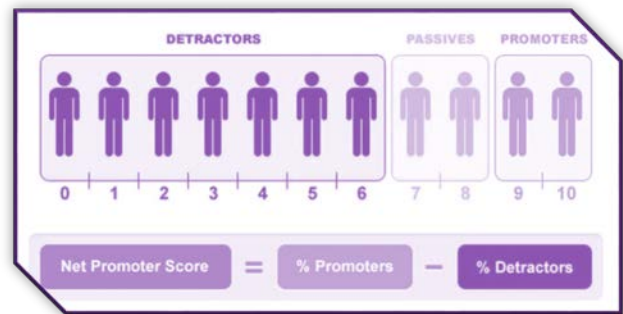
#6 Tee Box



#9 Fairway

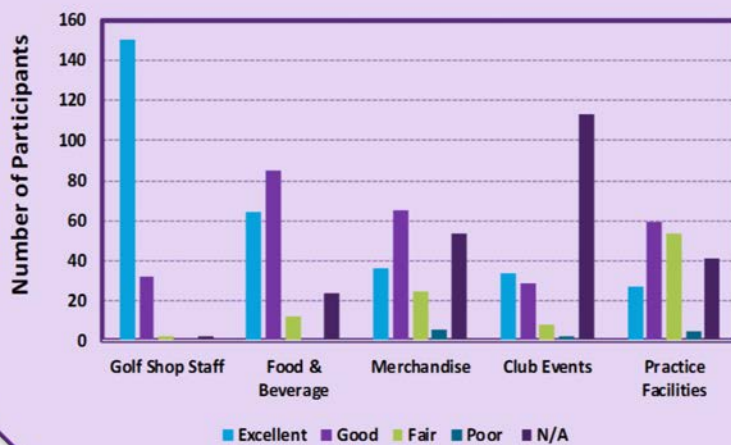
2019 MEMBER SURVEY

At the end of each season, the membership receives our “**End of the Season**” Survey, and it is a great opportunity to hear what they like or dislike about their courses. Only a small percentage of the entire membership responds, but it is always great information. This year we had about the same respondents, 186. No matter how we look at it, golf club operation/business is a service. As such our interest is to measure the performance and satisfaction to attract new golfers and golf club members, but also to retain existing ones. A great tool is the

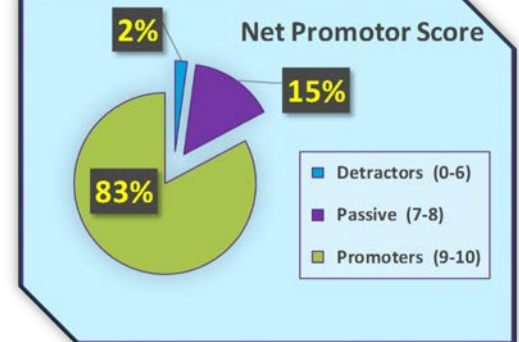


Net Promoter Score (NPS). This tool shows who and how many of our customers are either promoting or detracting our service. We are pleased to report we received an 83%, it is a very positive percentage and we are delighted to been rated so high.

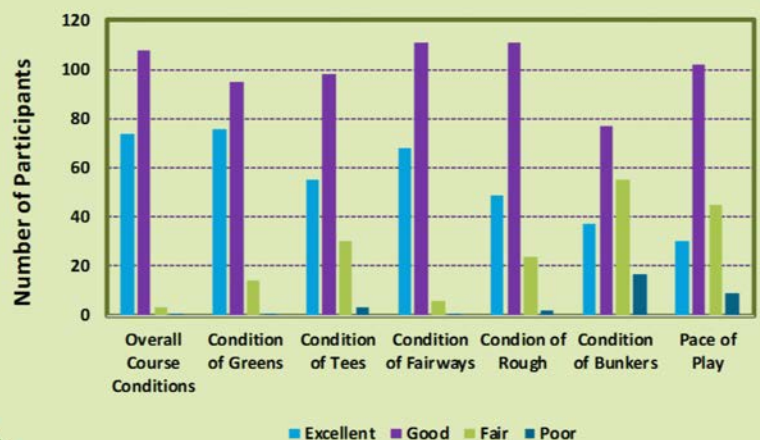
Level of Satisfaction of Clubhouse



Net Promoter Score

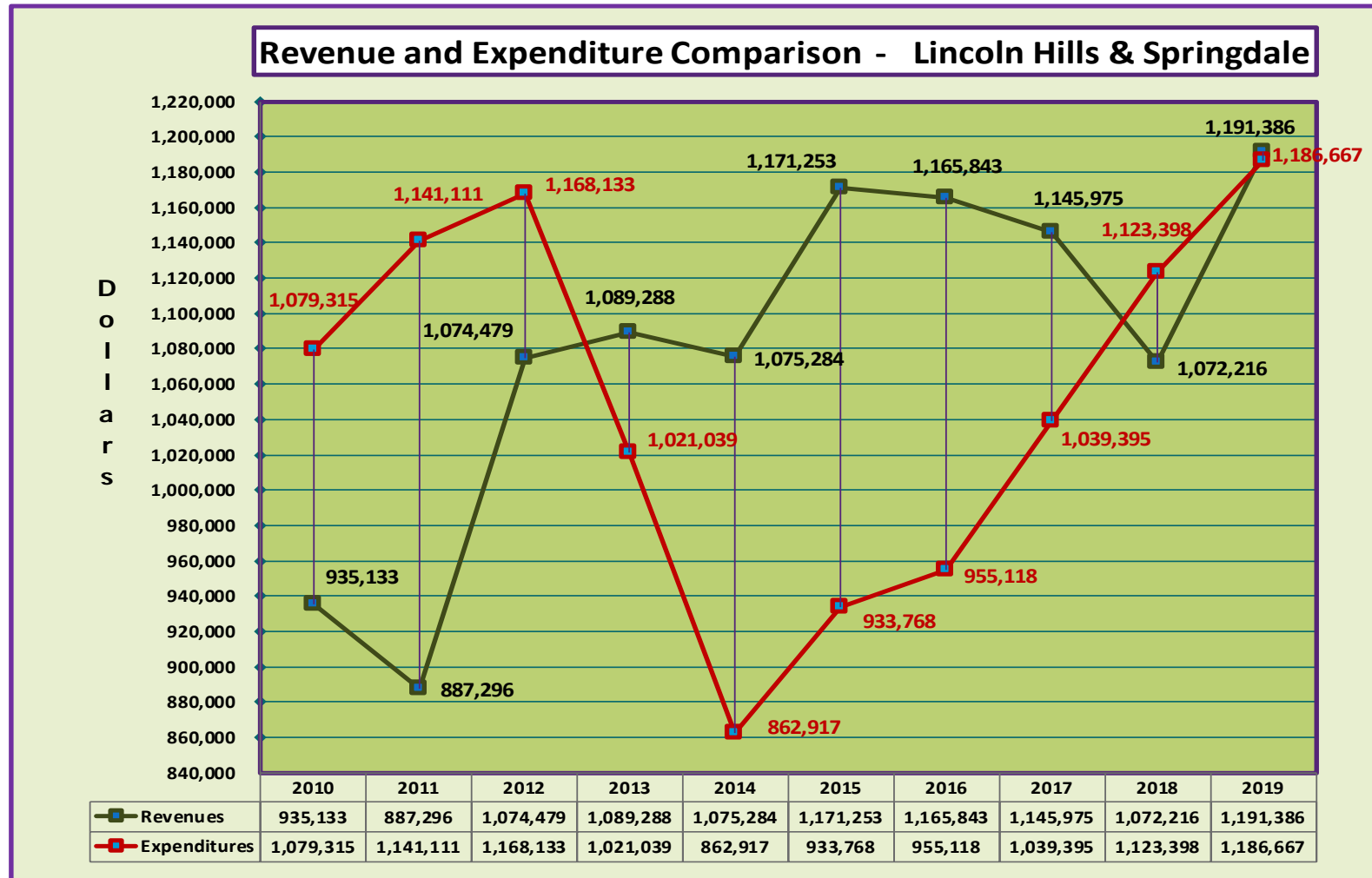


Level of Satisfaction of Golf Course



FINANCIALS

The last two years, the courses have been upgraded with the accumulated net operating funds generated by calendar years 2014 through 2017. Considering the weather and the contribution to the general fund, we are happy to report a net operating profit of \$4,719.








LINCOLN HILLS

Overall, we did maintain a firm control on the expenses while able to fund additional projects in the maintenance department as shown below. The new cart paths were needed and a great addition, and we hope to add additional paths in the seasons to come.



CALENDAR YEAR 5-YEAR ANALYSIS (2015 - 2019)

LINCOLN HILLS G.C.	2015	2016	2017	2018	2019
REVENUES	717,911	694,533	698,328	677,380	745,864
EXPENDITURES	446,476	459,098	475,304	471,306	486,140
OPERATING INCOME/(LOSS) Before Dep	271,436	235,435	223,024	206,075	259,724
DEPRECIATION	60,634	58,207	57,130	56,445	46,293
CONTRIBUTION TO G.F.			50,000	100,000	150,000
NET SURPLUS/(LOSS)	210,802	177,228	115,895	49,629	63,431





Additional Expenses for Maintenance:

-  New drainage adjacent to #3 Tee Box \$4,420
-  Restoration along new cart paths \$3,380
-  New pull carts \$601
-  Critter Control to remove fox \$800
-  Usage of new nutrients & chemicals \$11,000

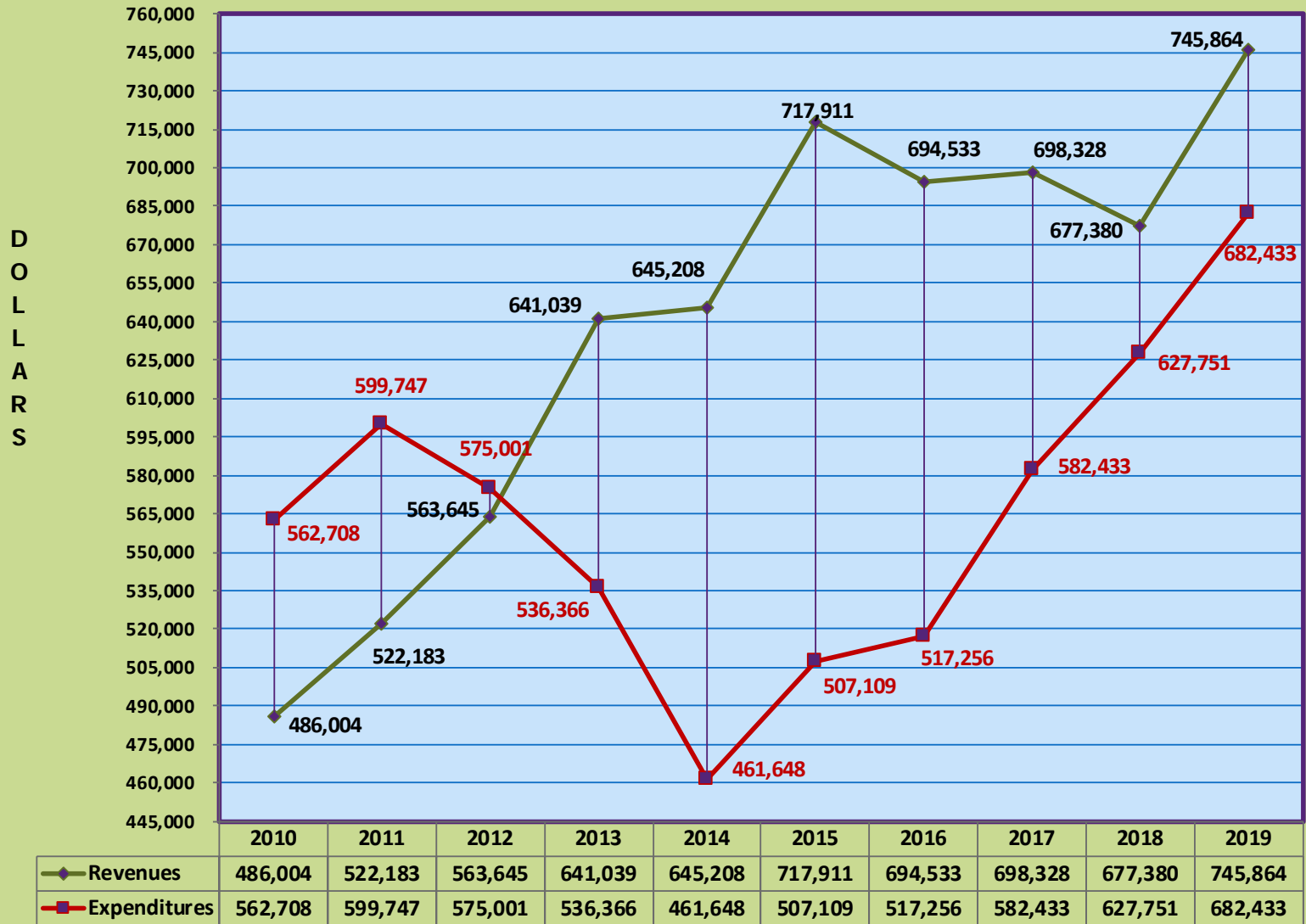
Additional Expenses for Clubhouse:

-  General Fund Contribution \$50,000
-  Repair Solar Lights in Parking Lot \$2,015

2020 Capital Projects:

-  New Benches at Tee Boxes
-  New Drainage on #4 Fairway
-  New Landscape Beds
-  Retro Light Fixtures to Dimmers in Clubhouse

Lincoln Hills - Revenues and Expenditures Comparison







SPRINGDALE

From history, this course does not bring as much revenue as its sister course, Lincoln Hills. This was the main reason we were aggressively marketing to the communities surrounding the course to increase rounds through the Non-Resident memberships. The increase in the expenditures over the past two seasons were contributed to wages and benefits. The workforce has been changing drastically over the past few years and the golf industry has been challenged by this dilemma. We have increased wages and benefits to respond to the needs of this new employee pool.

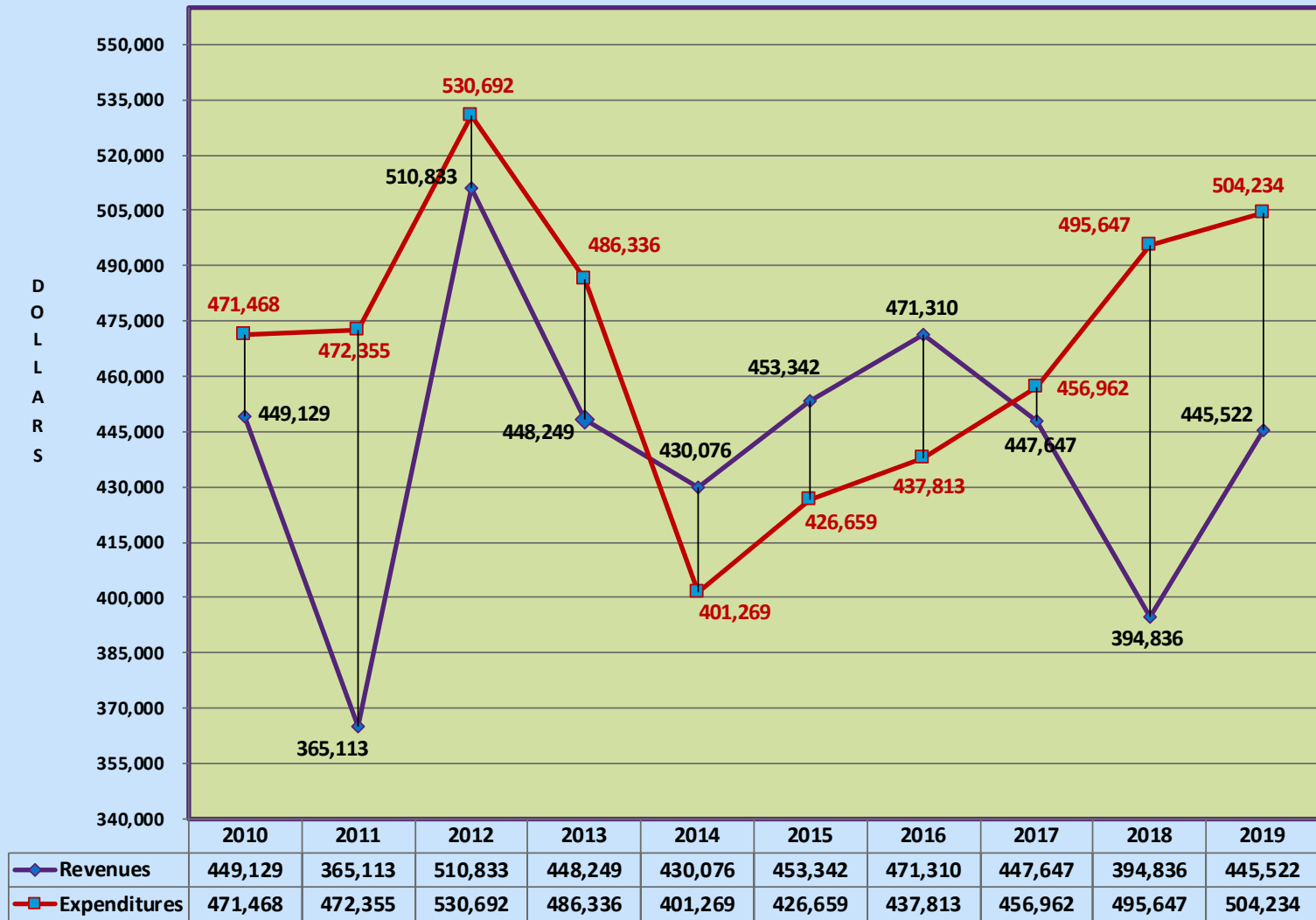
CALENDAR YEAR 5-YEAR ANALYSIS (2015 - 2019)

SPRINGDALE G.C.	2015	2016	2017	2018	2019
REVENUES	453,342	471,310	447,647	394,836	445,522
EXPENDITURES	376,739	386,006	406,184	440,231	457,824
OPERATING INCOME/(LOSS) Before Dep	76,603	85,304	41,463	(45,394)	(12,303)
DEPRECIATION	49,919	51,807	50,776	55,417	46,410
NET SURPLUS/(LOSS)	26,683	33,497	(9,314)	(100,811)	(58,712)

2020 Capital Projects:

-  Renovating Existing Cart Paths and Adding New
-  New Fabricated Bathroom on Course
-  Renovate Patio with Flooring & Pergola
-  New Tee Signs

Springdale - Revenues and Expenditures Comparison



OPERATING STATEMENT – CALENDAR YEARS 2017-2019

	2017			2018			2019		
REVENUES:	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL
WEEKDAY GREENS FEES	192,391	172,679	365,069	180,992	159,215	340,207	179,511	167,828	347,339
WEEKEND GREENS FEES	117,206	89,434	206,640	88,557	71,265	159,822	99,711	85,889	185,600
FOOD & BEVERAGE	51,298	34,673	85,971	49,979	34,425	84,404	53,385	37,801	91,187
MERCHANDISE	14,794	8,201	22,995	13,404	8,260	21,664	19,027	9,166	28,192
PULL CART RENTAL	5,215	5,280	10,495	4,694	4,147	8,842	5,319	5,548	10,867
GOLF CART RENTAL	93,172	76,266	169,438	84,175	73,636	157,810	84,991	72,628	157,620
GAM HANDICAP	1,937	671	2,608	2,408	806	3,214	2,756	1,001	3,757
CLASSES	87,357	0	87,357	91,287	0	91,287	87,328	0	87,328
BUSINESS MEMBERSHIPS	6,600	2,480	9,080	8,960	1,900	10,860	7,500	1,400	8,900
NON-RESIDENT MEMBERSHIPS	106,350	33,255	139,605	114,965	18,260	133,225	106,040	34,650	140,690
UNLIMITED GOLF PASS	3,020	1,300	4,320	4,200	0	4,200	7,000	1,000	8,000
PACKAGE CLUB PASSES	334	0	334	0	0	0	145	26	171
TOURNAMENT ENTRY FEES	5,082	4,146	9,228	4,702	2,384	7,086	7,527	2,754	10,281
INTEREST INCOME	6,222	0	6,222	21,449	0	21,449	77,791	0	77,791
LEASE INCOME	6,929	19,200	26,129	7,137	20,580	27,717	7,351	25,688	33,040
SALE OF EQUIPMENT	0	0	0	0	0	0	0	0	0
MISCELLANEOUS INCOME	449	62	511	472	91	562	411	68	479
CASH OVERAGE/(SHORTAGE)	-27	1	-26	-1	-132	-133	70	75	145
GENERAL FUND CONTRIBUTION	0	0	0	0	0	0	0	0	0
TOTAL REVENUES	698,328	447,647	1,145,975	677,380	394,836	1,072,216	745,864	445,522	1,191,386

	2017			2018			2019		
EXPENSES:	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL
ADMINISTRATIVE CHARGE	16,905	16,905	33,810	16,964	16,964	33,928	18,324	18,324	36,648
AUDIT	710	710	1,420	675	675	1,350	743	743	1,486
SUB-TOTAL ADMINISTRATIVE	17,615	17,615	35,230	17,639	17,639	35,278	19,067	19,067	38,134

	2017			2018			2019		
MAINTENANCE	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL
SALARIES AND WAGES	68,588	57,198	125,787	70,046	75,012	145,058	72,787	77,364	150,151
OVERTIME PAY	3,581	409	3,990	81	1,114	1,195	1	185	186
LONGEVITY	24	24	48	28	28	57	28	28	57
FICA	5,530	4,360	9,891	4,826	5,286	10,112	5,569	5,934	11,503
HOSPITALIZATION	5,739	5,286	11,025	8,202	8,152	16,354	8,481	10,929	19,410
LIFE	186	183	369	180	180	360	180	180	360
RETIREE HEALTH CARE	2,345	2,347	4,692	5,957	5,981	11,938	7,791	7,840	15,632
DENTAL/OPTICAL	669	657	1,326	667	665	1,331	693	692	1,385
DISABILITY INSURANCE	294	289	583	292	292	584	304	305	609
WORKER'S COMPENSATION	674	547	1,222	580	632	1,212	810	857	1,667
SICK TIME PAY OUT	0	0	0	0	0	0	0	0	0
RETIREMENT CONTRIBUTION	2,774	2,846	5,620	6,453	6,474	12,927	6,361	6,458	12,819
HRA BENEFIT	10	10	20	10	10	20	10	10	20
HSA CONTRIBUTION/ RETIRE EMPR	3,851	3,780	7,631	3,822	3,810	7,632	4,156	4,150	8,306
OPERATING SUPPLIES	52,470	39,891	92,361	33,313	37,874	71,187	47,266	43,059	90,325
OTHER CONTRACTUAL SERVICE	3,939	5,730	9,670	4,882	17,944	22,826	13,362	12,181	25,543
TELEPHONE	0	0	0	0	0	0	0	0	0
ELECTRICITY	10,437	3,199	13,636	10,096	4,006	14,102	3,867	2,836	6,704
GAS	1,046	1,457	2,503	1,015	1,052	2,067	1,273	1,529	2,802
WATER	330	0	330	365	0	365	272	0	272
TRAINING	422	357	779	565	682	1,247	175	175	349
PRINTING & PUBLISHING	0	0	0	0	0	0	0	0	0
EQUIPMENT RENTAL	29,999	30,042	60,041	29,049	29,500	58,549	29,109	30,214	59,323
BUILDINGS	0	0	0	0	0	0	0	0	0
MACHINERY & EQUIPMENT	0	0	0	0	0	0	0	0	0
PUBLIC IIMPROVEMENTS	0	0	0	0	140,886	140,886	57,264	0	57,264
CONTRIBUTED EXP - CAP OUTLAY	0	0	0	0	(140,886)	(140,886)	(57,264)	0	(57,264)
SUB-TOTAL MAINTENANCE	192,911	158,615	351,526	180,431	198,693	379,124	202,497	204,927	407,424

	2017			2018			2019		
CLUBHOUSE:	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL	LINC. HILLS	SPRINGDALE	TOTAL
SALARIES AND WAGES	120,901	96,068	216,969	114,727	89,336	204,063	97,653	84,369	182,021
OVERTIME	420	577	996	629	573	1,202	567	2,288	2,855
LONGEVITY	35	35	70	41	41	83	41	41	83
FICA	9,230	7,344	16,573	8,995	6,360	15,355	6,791	6,623	13,414
HOSPITALIZATION	15,637	18,150	33,787	13,373	13,324	26,698	14,155	15,469	29,623
LIFE	24	21	45	22	21	43	21	21	42
RETIREE HEALTH CARE	2,418	2,404	4,822	6,095	6,124	12,220	7,950	7,992	15,942
DENTAL/OPTICAL	747	735	1,482	804	803	1,607	800	801	1,601
DISABILITY	328	323	651	355	353	707	359	359	717
WORKER'S COMPENSATION	1,154	909	2,063	1,011	768	1,779	1,040	939	1,979
SICK TIME PAYOUT	0	0	0	0	0	0	0	0	0
RETIREMENT CONTRIBUTION	3,174	3,162	6,336	7,122	7,154	14,276	6,945	7,029	13,974
HRA BENEFIT	20	20	40	20	20	40	20	20	40
HSA CONTRIBUTION/ RETIRE EMPR	4,255	4,196	8,451	4,291	4,252	8,543	4,497	4,497	8,994
OPERATING SUPPLIES	16,673	13,598	30,271	15,381	11,872	27,253	19,080	12,126	31,206
FOOD & BEVERAGE	16,028	11,948	27,976	17,364	10,844	28,208	16,297	11,990	28,287
BEER & WINE PURCHASES	6,274	7,582	13,856	6,640	6,207	12,847	7,825	7,105	14,930
OTHER CONTRACTUAL SERVICES	13,804	11,629	25,432	14,976	10,075	25,052	14,772	11,714	26,486
TELEPHONE	1,136	1,239	2,376	1,680	1,721	3,401	512	822	1,333
MERCHANDISE	7,649	5,311	12,960	11,297	6,041	17,338	14,329	10,360	24,689
CONTRACTUAL ALARM	3,128	946	4,073	1,772	965	2,737	1,830	992	2,822
ELECTRICITY	0	4,519	4,519	0	3,527	3,527	5,117	4,639	9,756
GAS	245	1,614	1,859	279	1,279	1,558	257	1,757	2,014
WATER	1,925	1,700	3,625	3,783	1,806	5,589	953	1,789	2,743
LIQUOR LICENSE	1,253	1,253	2,505	1,253	1,253	2,505	1,253	1,253	2,505
PRINTING & PUBLISHING	2,452	1,469	3,921	3,690	2,105	5,795	1,397	1,234	2,632
MARKETING & ADVERTISING	5,647	1,864	7,512	3,018	3,125	6,143	7,485	5,225	12,709
MISCELLANEOUS	0	0	0	0	0	0	0	0	0
DEPRECIATION	57,130	50,776	107,906	56,445	55,417	111,862	46,293	46,410	92,703
EQUIPMENT RENTAL	15,923	17,044	32,967	18,244	17,569	35,813	18,000	17,750	35,750
TRAINING	135	135	270	2,403	2,403	4,806	812	812	1,624
LIABILITY INSURANCE	14,162	14,162	28,324	13,970	13,970	27,939	13,819	13,819	27,638
CONTRIBUTED EXP. - CAP. OUTLAY	0	0	0	(4,388)	0	(4,388)	(3,162)	0	(3,162)
MACHINERY & EQUIPMENT	0	0	0	0	9	9	3,162	0	3,162
FURNITURE	0	0	0	0	0	0	0	0	0
BUILDINGS	0	0	0	0	0	0	0	0	0
PUBLIC IMPROVEMENTS	0	0	0	4,388	0	4,388	0	0	0
CONTRIBUTION TO GENERAL FUND	50,000	0	50,000	100,000	0	100,000	150,000	0	150,000
SUB-TOTAL CLUBHOUSE	371,907	280,732	652,639	429,681	279,315	708,996	460,869	280,243	741,112
TOTAL OPERATING EXPENSE	582,433	456,962	1,039,395	627,751	495,647	1,123,398	682,433	504,234	1,186,667
TOTAL REVENUES	698,328	447,647	1,145,975	677,380	394,836	1,072,216	745,864	445,522	1,191,386
OPERATING INCOME (LOSS)	115,895	(-9,314)	106,580	49,629	(100,811)	(51,182)	63,431	(58,712)	4,719

2020 PROSPECTUS

Our main objective is simple, sell golf memberships. Members are the lifeblood of the courses and we want to ensure that Lincoln Hills and Springdale are well manicured to attract new members and retain the existing. We also understand the importance of service from the moment they step foot on the property to the moment they leave. They are the best advocates and we want them to “rave” of their experiences to their family and friends to grow the membership base.

LOCAL MEDIA VENUES

- ❖ Full Page Ad in Birmingham Bloomfield Chamber of Commerce Membership Directory
- ❖ Monthly E-Blasts with the Birmingham Bloomfield Chamber of Commerce
- ❖ Advertisement in SEEN Magazine
- ❖ Advertisement in Jewish News
- ❖ Advertisement in St Hugo’s in the Hills Bulletin
- ❖ Golf Association of Michigan (GAM)– E-Blast specific golf database
- ❖ Postcard Direct Mailer – invite the lapsed Residents to Welcome Back Outing
- ❖ E-Blast in the LittleGuide – great resource to advertise our Jr Golf Program

IN HOUSE MARKETING

- ❖ Utilize our website for all communications – [.golfbirmingham.org](http://golfbirmingham.org)
- ❖ Creating a “Member’s Only” page on the website for additional communications
- ❖ Utilize our golf software to constantly E-Blast membership on promotions and events
- ❖ Utilize BSD to market specifically Birmingham Businesses
- ❖ Create Press Releases throughout the season regarding memberships, events, Jr Golf Program, leagues, and winter sports
- ❖ Send out “Welcome Packets” to new Residents - Golf Course Rack Card and Information
- ❖ Advertise promotions and events on the golf carts via the cart sign
- ❖ Flyers posted around clubhouse, counters, and bathrooms
- ❖ “Hit the Pavement” to local organizations and businesses to make them aware of the two amazing courses
- ❖ “Word of Mouth” by all staff members

NEW CAMPAIGNS

- ❖ **“One More Round”** – if the members played just one more time than 2019, they would generate 3,000 rounds in 2020
- ❖ **“Youth on Course”** Program sponsored by GAM – to be used ONLY during a couple of slow periods
- ❖ **“We Miss You”** letters to all lapsed Residents to come back and visit to see all the new upgrades and the fun events during the season
- ❖ **“Learn, Play & Bring A Guest”** – alternate between the range and course in a fun, relaxed environment

2020 Tournament Schedule

MARCH

“Early Sign-Up Bonus”

Purchase your membership during this time period at Lincoln Hills and receive a complimentary round of golf (valid through May 31, 2020).

March	–	Mon - Fri	10am – 6pm	Lincoln Hills GC
March	–	Mon - Fri	10am – 6pm	Lincoln Hills GC

APRIL

“Welcome Back”

A special invitation sent out to all Residents that have not rejoined in the past few seasons to invite them back to enjoy golf, food and drink.

April	Saturday	3pm – 7pm	Lincoln Hills GC
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“Bring a Guest” Day

Our members are the greatest advocates and we offer them a discounted rate for their guests to play. If they choose to join by the end of April, they would receive a discount of \$25 off of their Non-Resident Membership.

April , ,	Saturday	All Day	Lincoln Hills & Springdale GC
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MAY

“Tres de Mayo” Scramble

Our First Annual Cinco de Mayo golf tournament last year was a success on Sunday afternoon. Unfortunately, it falls on a Tuesday in 2020, so we are calling this event “Tres de Mayo” to have it again on a Sunday afternoon. It is a fun themed tournament with Mexican food stations, contests and prizes

May	Sunday	3pm – 7pm	Lincoln Hills GC
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Who Dunnit – “Murder on the 10th Hole”

A “Hole-In-One” Murder Mystery Comedy Tournament. The suspects will tee off at 5pm and then they will arrive for dinner and drinks. With the talented crew from the Murder Mystery Company, they will determine the true murderer by the end of the evening.

May	Saturday	5pm – 10pm	Lincoln Hills GC
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Mother's Day "Closest to the Pin" Contest

This is a contest for all of our ladies that play at either course and the winner will receive a special prize.

May Sunday 7am – 6pm Lincoln Hills & Springdale GC

Memorial Day "Closest to the Pin" Contest

This is a contest for all of our members that play at either course and the winner will receive a special prize.

May Monday 7am – 6pm Lincoln Hills & Springdale GC

Nite Golf

Join us and play golf under the moon. We begin the night with a Taco Bar and beverages and when the sun has set, we send them out for a night full of adventure.

May Friday 7:30pm – 12am Springdale GC

June

The 7th Annual NEXT Golf Classic

This charity tournament is open to all golfers and the fun begins with a putting contest at 1pm. The golfers will start play at 2pm followed by a Cocktail Hour, and Dinner Served at 5:30pm.

June Monday 1pm – 7pm Lincoln Hills GC

2nd Annual Women's Golf Day (Global)

This is a global event and is geared to increase women participation in the game of golf.

June Tuesday 9-2pm Lincoln Hills GC

Father's Day "Closest to the Pin" Contest

This is a contest for all of our men that play at either course and the winner will receive a special prize.

June Sunday 7am – 6pm Lincoln Hills & Springdale GC

Parent/Child Scramble

Marshmallow long drive contest followed by a 2-person scramble. An awards luncheon will follow with prizes and ice cream. What a great way to have some fun with the family.

June Sunday 2pm-7pm Springdale GC

JULY

Fourth of July "Closest to the Pin" Contest

This is a contest for all of our men that play at either course and the winner will receive a special prize.

July 4th Saturday 7am – 6pm Lincoln Hills & Springdale GC

Parent/Child Alternate Shot

Marshmallow long drive contest followed by a 2-person Alternate Shot format. An awards luncheon will follow with prizes and brownies. What a great way to have some fun with the family.

June Sunday n 2pm-7pm Springdale GC

1st Annual "Luau"

Our members and their guests will play a fun themed 9-hole tournament followed by a pig roast, drinks and Hawaiian music. Prizes for the "Best Dressed".

July Saturday 5:00pm – 10pm Lincoln Hills GC

AUGUST

Club Championship

We are proud to host our annual 2-day Championship to determine our Ladies and Men's Club Champions and Senior Champions. The field will play eighteen holes at Springdale on the first day followed by another eighteen holes at Lincoln Hills on the second day of play. The winners will advance to play in the GAM's Tournament of Champions as our guests.

August & 2nd Sat & Sun Tee Times 8am Springdale & Lincoln Hills GC

Junior Club Championship

This tournament is well received by all of our juniors and it gives them an opportunity to put their skills and talents to the test. We offer many divisions for all levels and have awards luncheon with lots of trophies.

August Thursday 8am Lincoln Hills GC

Nite Golf

Join us and play golf under the moon. We begin the night with a Taco Bar and beverages and when the sun has set, we send them out for a night full of adventure. Prizes for "Best Dressed".

August Friday 6:30pm – 12am Springdale GC

SEPTEMBER

Nine Dine Sing

Our popular "Dueling Pianos" gets the crowd singing after a fun 9-Hole Scramble and Dinner. This is a must and be sure to "Save the Date."

Sept Saturday 5pm – 10pm Lincoln Hills GC

OCTOBER

Halloween Nite Golf

Join us and play golf under the moon. We begin the night with a Taco Bar and beverages and when the sun has set, we send them out for a night full of adventure. Prizes for “Best Dressed”.

Oct Friday 6pm – 11pm Springdale GC

NOVEMBER

8TH Annual Turkey Shoot

Rain, Snow or Shine. We end the season with this charity event that benefits The Lighthouse in Pontiac. We have given many turkeys and non-perishable items over the years and it has become a staple in our events.

Nov Saturday 11am – 3pm Springdale GC

MONTHLY EVENTS

Senior Scramble Day

We will host a monthly senior scramble event followed by lunch and prizes.

May thru Aug Thursday Tee Times @ 10 AM Alternate Courses

“Family Day”

Bring your child, grandchild, neighbor on a Sunday afternoon and the junior plays free. We also have forward tees to make it more enjoyable for all.

May thru Aug Sunday Tee Times @ 4pm-5pm Alternate Courses

Women’s Beginner League

To introduce the game of a lifetime in a fun, stress-free environment. Objective is to develop new players that will become “core-golfers” in the future.

June thru Aug Monday Tee Times Start at 7pm Springdale GC



MEMORANDUM

Office of the City Manager

DATE: February 7, 2020

TO: City Boards, Commissions & Committees

FROM: Joseph A. Valentine, City Manager

SUBJECT: Request for Board Review of First Draft of The Birmingham Plan

Let us hear from you! Over the past year, the DPZ team hired by the City to update our comprehensive master plan has been conducting information gathering sessions with members of the public. The team conducted multiple surveys and stakeholder meetings during 2019 to solicit detailed input on the City's needs, specific concerns and recommendations for the future vision of the City.

While many board/commission/committee members may have participated individually in one or more of the public engagement activities noted above, at this time the City is asking each group to participate together as a board/commission/committee in the review of the first draft of the master plan, entitled "The Birmingham Plan" and provide your collective comments.

Specifically, each group is requested to place a review of The Birmingham Plan on an upcoming agenda and to conduct a public discussion and review as a board/commission/committee at a meeting within the next two months. Each board/commission/committee is asked to review the draft plan with regard to all concepts, findings and recommendations within the scope of their review authority and to use their specific experience and expertise in this area to provide collective comments as a board/commission/committee on the first draft of The Birmingham Plan. For example, the Parks Board should review the findings and recommendations related to City parks, the Advisory Parking Committee should review the findings and recommendations related to parking standards and parking initiatives, and so on. **Each board/commission/committee is requested to provide collective comments to Jana Ecker, Planning Director, on or before April 10, 2020 through your respective staff liaison.**

To assist each board/commission/committee, enclosed you will find a summary of the review process; a detailed list of all recommendations in the draft plan; and key illustrations from the plan. Also enclosed you will find the schedule of meetings dates when the Planning Board will be reviewing specific sections of the plan.

Board/commission/committee members can also go to TheBirminghamPlan.com website and review the full version of the draft master plan for further details.

Thank you for your participation in shaping the future of Birmingham.

Meeting Dates	Areas of Review
February 12, 2020	Master Plan Premises The Future City (Vision)
March 11, 2020	Neighborhood Components
April 7, 2020	Neighborhood Plans
May 13, 2020	Mixed Use Districts Maple & Woodward Market North
June 10, 2020	Haynes Square South Woodward Gateway Rail District

INTRO

Residents of Birmingham have recognized the value of planning since 1929, when Birmingham was still a village. The very first master plan was primarily concerned with land use and zoning, but subsequent plans reflected the changing landscape of Birmingham as downtown development, growing neighborhoods, parks and mass transit drew increased focus from planners and residents. In 2020, as we engage in comprehensive planning for Birmingham, input from our residents is essential to success.

The Planning Board has scheduled a series of meetings on key aspects of the master plan draft. Beginning in February with an overview of the City's vision, five meetings will be held to solicit resident input. We invite you to join us for one or all of the meetings. If you are unable to attend in person, all Planning Board meetings are broadcast on the BCTV government access channel and posted to the City's website. You can get full information on the plan and the planning process at www.thebirminghamplan.com. The site includes relevant data, surveys and documents and an email communication option that allows residents to send comments directly to the planning team. Please make sure your voice is heard.

THE FUTURE CITY – February 12, 2020

The first meeting seeks input around the overall vision for Birmingham, its downtown and commercial centers and its neighborhoods. A key concept is the establishment of the **"Neighborhood Unit"** as a structural guide for the City. Neighborhoods are defined and areas within are designated low-, medium- and high-density based on the fabric of the neighborhood, which includes an assessment of housing, residential and "collector" streets, and major arteries. Planning will use the designations to maintain and strengthen the character and appeal of each neighborhood.

The proposal also calls for discussion around the establishment of three land-use categories high-intensity mixed-use (Maple and Woodward), medium-intensity mixed-use (Haynes Square) and low-intensity mixed use (Market North and the Rail District).

Transit proposals include a Neighborhood Loop bicycle boulevard, a potential internal Birmingham bus circulator and a connector to the Troy Transit Center. Automobile traffic proposals under discussion include: adjustments to the Woodward and Old Woodward intersection at Haynes Square, adjustments to both Adams and Elm, and traffic interventions at Maple and Woodward.

There are several proposals around parks and public spaces concerning splash pads, public art and dog runs. The plan proposed that all parks improvements would promote environmentally sustainable best practices, while engaging residents and neighborhood stakeholders in the design and selection of park elements. The plan also recommends that Birmingham develop and implement a master plan for the Rouge River ecosystem in cooperation with Bloomfield and Beverly Hills.

Finally, the overall program outlines a selection of environmental programs including: composting, increased availability of recycling bins, and potential programs to encourage businesses to reduce use of plastics and Styrofoam.

FULL DETAILS ARE AVAILABLE ON OUR WEBSITE AT www.thebirminghamplan.com.

NEIGHBORHOOD COMPONENTS – MARCH 11, 2020

The Neighborhood Components discussion will focus on establishing standards and processes to maintain the unique character of each Birmingham neighborhood. Proposals include aligning zoning districts and regulations, incentives to encourage additions to existing homes rather than new builds, increased setbacks and other requirements to ensure new construction better matches existing homes and new requirements around accessory dwelling units (ADU), multi-family units and cottage courts.

Also included under neighborhood components are consistent parking permitting, evaluating open spaces, potential zoning for Neighborhood Commercial destinations to ensure alignment with the character of each neighborhood and establishing a City position of Neighborhood Coordinator to assist and support neighborhood associations.

FULL DETAILS ARE AVAILABLE ON OUR WEBSITE AT www.thebirminghamplan.com.

NEIGHBORHOOD PLANS – APRIL 7, 2020

The Master Plan envisions each Birmingham neighborhood as a community with park and civic spaces and transit options designed to encourage connectivity within the neighborhood and with adjacent neighborhoods. This meeting will discuss the neighborhood components outlined in the March meeting as they apply to individual neighborhoods. Neighborhood components include a variety of topics such as zoning, commercial centers, lighting, parking, green spaces and street improvements.

The Neighborhood Plans discussion will consider each Birmingham neighborhood in the following order: 1) Quarton 2) Holy Name 3) The Ravines 4) Poppleton 5) Derby 6)

Pembroke 7) Torry 8) Kenning 9) Pierce 10) Barnum 11) Crestview 12) Birmingham Farms 13) Lincoln Hills 14) Linden 15) Seaholm.

FULL DETAILS ARE AVAILABLE ON OUR WEBSITE AT www.thebirminghamplan.com.

DOWNTOWN MIXED-USE DISTRICTS, MAPLE & WOODWARD, MARKET NORTH – MAY 13, 2020

Birmingham is fortunate to have several, vibrant mixed-use districts in the City. These districts enhance our quality of life, but growth and utilization must be carefully managed to ensure the district functions for all users. In May, discussion will involve the two Downtown mixed-use districts Maple & Woodward and Market North.

Issues for discussion include: branding, signage and streetscape elements to clearly define the districts, new retail frontage and dining deck requirements, park improvements, expanded downtown housing with functional parking solutions and additional public parking solutions. Proposed plans also call for numerous new amenities such as café service in Shain and Booth Parks, a Farmers Market pavilion, additional public art and pedestrian safety and traffic-calming measures.

FULL DETAILS ARE AVAILABLE ON OUR WEBSITE AT www.thebirminghamplan.com.

HAYNES SQUARE, SOUTH WOODWARD GATEWAY, RAIL DISTRICT – JUNE 10, 2020

The three additional mixed-use districts in the City – Haynes Square, Woodward Gateway and the Rail District – are still emerging and will benefit from intelligent planning and development. Residents will be asked to review funding recommendations and siting for additional public parking, zoning standards to encourage development at Adams Square, shared-use alleys, potential access to the Troy Transit Center and the activation of the lower Rail District as an incubator for new and innovative businesses. A number of amenities are outlined in the plan including creating a public square at Haynes Square, enhanced streetscape and landscape improvements, and new pedestrian walkways to improve walkability and connectivity to other mixed-use districts.

FULL DETAILS ARE AVAILABLE ON OUR WEBSITE AT www.thebirminghamplan.com.

CLOSE

All Planning Board meetings are broadcast on the BCTV government access channel and are available on the City's website. Please visit www.thebirminghamplan.com for complete information on the plan and planning process, and an email option that allows residents to

provide comments directly to the planning team. The City will likely host additional round-table discussions and a multi-day drop-in clinic in the months ahead. We encourage residents to attend the meetings whenever possible and we welcome your comments at any and all points of the process. Please sign up for email alerts through the City's Enotify system at www.bhamgov.org/enotify/.

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

The Future City (Vision) – February 12, 2020

Adopt an official neighborhood map and names	A.2-03
Adopt official boundaries for each center	
Discuss and evaluate the appropriateness of policies and proposals based upon neighborhoods, centers, and their interactions	
See additional recommendations in Chapter B.1, Associations and Representation	
Adopt the Neighborhood Unit as a structural guide for neighborhoods.	A.2-07
Adopt the following Future Land Use categories: a. Neighborhood Fabric i. Identified as low, medium, and high intensity, neighborhood fabric consists of single-family housing within a narrow range of size and character, arranged in blocks bounded by low speed, pedestrian and bicyclist-centric roads, lined with mature street trees. Neighborhoods may be mapped with a single fabric intensity, protecting its overall character. ii. Low Intensity Fabric includes R1-A and R1 zoning districts. iii. Medium Intensity Fabric includes R1 and R2 zoning districts. iv. High Intensity Fabric includes R2, R3, and R4 zoning districts. b. Neighborhood Seam i. Identified as low, medium, and high intensity, neighborhood seams consist of a variety of single-family and multi-family housing types, limited according to intensity, home-based businesses, and some size-limited businesses in high intensity seams. Neighborhood seams are located along the edges of neighborhoods, typically at collector and arterial roads like Lincoln, Fourteen Mile, Southfield, Maple, Cranbrook, and similar roads, and along the edges of mixed-use districts where they meet neighborhoods. The intensity of Neighborhood Seams is directly related to the Neighborhood Fabric intensity and the size of the adjacent roadway. High Intensity Seams are very limited in application, only appropriate adjacent to mixed use centers and the intersections of major and Sectionline roads. ii. Low Intensity Seams include the TZ-1 zoning district, as amended in this plan. iii. Medium Intensity Seams include the TZ-2 zoning district, as amended and defined in this plan. iv. High Intensity Seams include the TZ-3 zoning district, as amended in this plan. c. Neighborhood Destination i. A low intensity commercial center providing services, dining, and places to gather for surrounding neighborhoods. Neighborhood Destinations are limited in total square footage, the size of individual businesses, allowable business types, and the location and size of off-street parking. ii. A new zoning district is proposed for Neighborhood Destinations, to be completed in later drafts of the master plan.	A.2-07
Define, sign, and market three distinct Downtown districts: Market North, Maple and Woodward, and Haynes Square.	A.2-13

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Adopt the following land use categories: a. High intensity mixed-use district (Maple and Woodward) b. Medium intensity mixed-use district (Haynes Square) c. Low intensity mixed-use district (Market North and the Rail District)	
Issue an RFP to overhaul the zoning code, focused on brevity, clarity, and graphics, aligning with the new Future Land Use categories.	
Collapse uses into the broadest categories possible, with detailed use specification only provided where absolutely necessary, and in limited areas.	
Combine the business, office, Downtown, Triangle, and mixed-use districts into a single set of mixed use districts shared between all mixed-use areas. Low intensity mixed-use districts would only include the lower intensity mixed-use zones, and high intensity mixed-use districts the higher intensity zones.	A.2-15
Consider zoning district modifications for residential districts following the character descriptions and analysis for the City's neighborhoods, described in the next chapter of this plan.	
Ensure new zoning language is considered for simplicity and expediency, achieving regulatory goals in a manner clear to the general public	
Issue an RFP to design the Neighborhood Loop bicycle boulevard attributes, like signage and diverters, and pedestrian improvements, like complete sidewalks and crosswalks.	
Prioritize Neighborhood Loop improvements in the next Capital Improvement Plan cycle.	A.2-18
Add benches along the loop where the loop crosses major roads, like Maple, schools, and parks, like Linden Park.	
Add bicycle destination signage along the loop and routes with bike lanes.	
Add bicycle parking and maintenance kiosks like those found in Shain Park to all parks.	
Establish a committee and plan a monthly event along the loop in the summertime which closes the route to traffic and organizes family friendly activities in parks along the route. This will require City funding, but over time it will help solidify social interactions in the community. As with many events of this type, the first few may see fewer participants, but over time participation should grow, provided it	
Study the potential of operating an internal Birmingham Circulator. This should not be a full scale bus, but would require zero entry opportunities. Autonomous circulators currently operating in places like Downtown Las Vegas are appropriate models.	A.2-20
Improve bus stops with shelters along big Woodward.	
Improve bus stops with shelters along Old Woodward (completed in part with Phase 1 streetscape).	
Improve bus stops with shelters along Maple, including stops outside of Downtown.	
Improve bus stops with shelters along Coolidge Hwy. 6. Improve bus stops with shelters along Adams Rd.	
Improve bus stops with shelters along 14 Mile Rd.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Invest in public parking within the Triangle District / Haynes Square to encourage development	
Adopt policy changes to encourage more housing in Downtown and the Triangle District / Haynes Square	
Secure a connection to the Troy Transit Center from the Rail District for pedestrians and cyclists	
Enhance and expand streetside bicycle parking with parking areas for micro-mobility devices.	
Pilot a shared use street along Merrill Street first from Old Woodward to Shain Park, and in a later phase connecting to the Rouge River trail system through Martha Baldwin Park.	
Increase the number of streetside bicycle and micro-mobility parking spaces throughout Downtown, especially near transit stops.	
Install or convert bicycle lane signage to mobility lane when alternative micro-mobility devices become prevalent.	
Install signage informing micro-mobility users and cyclists of where they are and are not permitted to ride (e.g. not on sidewalks).	
Provide mobility education during summertime activities along the Neighborhood Loop.	
Pursue a speed reduction on Woodward to 35mph within Birmingham through legislative means. (short term)	
Move signage at Lincoln which obscures pedestrian countdown timers. (short term)	A.2-22
Add a signal for the Brown Street crosswalk along the northbound lanes of Woodward. (short term)	A.2-22
Install ADA-compliant ramps at intersections that are not in compliance. (short term)	A.2-22
Review pedestrian crossing times for MUTCD compliance, some may need to be lengthened. (short term)	A.2-22
Continue enhanced median planting beyond Maple and Woodward. (short term)	A.2-22
Add a protected only left turn signal for northbound left turns to Old Woodward. This may be omitted if the Haynes Square street reconfiguration occurs quickly. (short term)	
Reconfigure the Woodward and Old Woodward intersection at Haynes Square as described in later Chapters. (mid-term)	A.2-26
Improve pedestrian and bicycle crossings along Woodward at 14 Mile, Emmons, Lincoln, Haynes, Brown, Maple, Oakland, and Oak. (mid-term)	A.2-22
Divert Adams traffic onto Haynes by angling Adams to intersect perpendicularly with Haynes, taking a portion of the parking lot of The Plant Station. (mid-term)	A.2-26
Adjust Adams to meet Woodward perpendicularly at Ruffner. (mid-term)	A.2-26
Adjust Elm to meet Woodward perpendicularly per the Triangle District plan. (mid-term)	A.2-26
Adjust Worth to meet Woodward perpendicularly per the Triangle District plan. (mid-term)	A.2-26

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Study the traffic intervention proposed at Maple and Woodward in coordination with MDOT, including alternates. (mid-term)	
Participate in a traffic study along Woodward, with MDOT, once I-75 reopens fully to determine whether the road can be reduced to 3-lanes in each direction. (mid-term)	
Pending verification of potential lane reductions and an agreeable design, pursue the circle at Maple and Woodward. (long term)	A.2-24
Pending verification of potential lane reductions, fund and implement restriping on Woodward, between 14 Mile and Oakland, potentially to Quarton, converting the outside lane to a buffered bicycle and transit lane. (long term)	
Invest in new facilities for Next. This should be located centrally, potentially part of a public parking investment in the Triangle District or in Barnum Park. Facilities should be combined with other community rooms as a broader community center.	
Revise parking requirements to allow housing in mixed-use districts to park in shared garages (addressed in more detail in a later Chapter).	
Adopt zoning updates to enable Neighborhood Seams.	
Provide sidewalks, trails, and play equipment in all neighborhood parks.	
Add kid-oriented splash pads to community parks.	
Encourage businesses with more informal gathering spaces.	
Pilot a shared use plaza at Bird and Woodward	
Adopt a neighborhood destination zoning district.	A.2-34
Rezone properties identified as neighborhood destinations on the Future Land Use Map to the neighborhood destination zoning district.	
Build a cafe in Booth Park.	A.2.-39
Build a model neighborhood destination at the northeastern corner of Lincoln and Eton.	
Install paved walkways and other necessary enhancements to enable universal access to designated parks (See Reference A).	
Install bicycle racks, civic art, park monument signage, seating, shaded areas, dog runs and way-finding maps and signage in all city parks, open spaces, and nature preserves. Organize park neighborhoods and stakeholders to participate in the design and selection of these elements.	
Implement a community garden program to encourage flower or vegetable gardens in neighborhood parks. Provide an organizational platform to expedite the formation of garden clubs and to help individuals establish gardens near their homes. Install fencing, soil enrichments, sheds, water sources, and other necessary infrastructure for community gardens in designated parks (See Reference B).	
Improve park conditions and management to promote environmentally sustainable best practices.	
Add cafes to community parks and some neighborhood parks where neighborhood destinations are too remote. (See Reference C)	
Retain environmental scientists to inventory and analyze the Rouge corridor's wildlife, ecology, natural systems, and pollution sources.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Develop and implement a reforestation master plan to restore the Rouge River ecosystem to its natural and sustainable conditions. Establish a phased enhancement timeframe to stabilize riverbanks, remove invasive species, reintroduce native groundcovers, wildflowers, understory and canopy tree species.	
Identify and mitigate potential pollution or chemical sources, including the existing Springdale snow storage dumping area.	
Install pedestrian linkages to the park's surrounding neighborhoods and commercial districts.	
Purchase or secure easements of additional key properties to expand the park area and improve its walkability, for complete ecological restoration, and universal accessibility.	
Extend pedestrian linkages to Quarton Road.	
Work with Bloomfield and Beverly Hills to develop a Rouge River master plan and to expand walkway access.	
Establish a "Friends of the Rouge" foundation to oversee, build support, and raise funding for the park's enhancements. Consider securing corporate or philanthropic funding in exchange for special recognition.	
Provide funding for city staff and resources to permanently preserve and manage the Rouge ecosystem.	
Install an environmentally sensitive, hard-surfaced, and well-lit pathway for pedestrians and cyclists along the Rouge River. Install bridges, ramps and other enhancements to enable access by all ages and abilities.	A.2.-43 A.2.-44
Install bicycle racks, lighting, markers, seating, signage, and comfort stations.	
Implement an overlay building and zoning policy to ensure that private property construction, fencing, landscaping, lighting, etc., are compatible with the park's ecology, its restoration master plan, and overall public welfare.	
Conduct public surveys on a quarterly basis regarding decisions being made in order to obtain a greater accuracy of public opinion.	
Establish a system by which residents are requested to attend meetings where important decisions are made, modeled on the civil jury system.	
Establish a subsidiarity policy by which decisions can be made at the most local level as is appropriate.	
Increase garage restrictions to provide greater setback from the building's primary facade, ideally 15 feet, and a maximum width along street frontages of 3 bays to supplement the existing 50% width restriction.	
The requirement 4.82.A.1 and .2 should be applied to all zoning districts, requiring a pedestrian door facing the front lot line and restricting blank walls.	
Minimum facade glazing requirements should be added for residential districts, similar to 4.82.A.5, ensuring some windows face towards the street for public safety.	
Require adherence to LEED standards within the City's mixed-use districts.	
Consider increasing energy standards for new construction above those of the state energy code, ideally implementing 2030 District goals.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Investigate the potential to provide food waste compost service for homes and businesses.	
Increase the availability of recycling bins in public spaces like parks, public buildings, and along streets with high pedestrian traffic.	
Consider the best path towards business operations changes to reduce plastics and styrofoam, either through ordinance or first through a voluntary shopping district program which leads to a future ordinance.	
Adopt an action plan to reduce environmental impacts of municipal operations.	

Neighborhood Components – March 11, 2020

Retain the structure of neighborhood fabric, seams, and destinations as Future Land Use categories.	B.1-01 B.1-04
Adopt the terms neighborhood fabric, neighborhood seam, and neighborhood destination in decision-making processes, helping determine the appropriateness of uses, intensities, and lot divisions and combinations.	B.1-01 B.1-04
Align zoning districts and regulations to differentiate neighborhood fabric, seams, and destinations.	B.1-01 B.1-04
Revise neighborhood associations to align with the neighborhood map.	B.1-05
Add a City position of neighborhood coordinator that supports neighborhood associations.	
Re-assign parking restrictions citywide, allowing each neighborhood to select one of the following options: a. No restriction b. 2-hour parking from 9am to 4pm, except by permit (this addresses daytime parking issues from students and downtown workers) c. Parking by permit only, 5pm to 10am (this addresses nighttime parking issues from food service) d. Neighborhood Parking Benefit District, used in association with (b) or (c) above.	B.1-07 B.1-08
Establish a consistent residential permit system to service those neighborhoods that choose to use such a system which includes permit fees to cover costs, decals, and visitor rear-view mirror tags purchased separately from the residential permit. The existing permit systems may suffice to operate more broadly. Adopt policy and establish the process for administering Neighborhood Parking Benefit Districts, ensuring that fees collected benefit neighborhood facilities and activities, after covering administrative costs.	
Complete sidewalks where gaps exist in the continuous pedestrian network.	
Along neighborhood seams, establish a minimum 6 foot sidewalk width within the Residential Street Standards.	
Adjust the Residential Street Standards to implement Future Land Use categories.	
Provide a bike facility on Lincoln per the Future Transportation Plan.	
Locate streetside areas where stormwater can be cleaned through bioswales prior to entering the Rouge River.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Reduce residential speed limits to 20 mph.	
Continue the City's street tree planning and maintenance policies.	
Infill missing street trees where needed in neighborhoods.	
Prevent existing, healthy trees from being removed due to new construction.	
Establish a streetscape improvement program for the Triangle District and Rail District.	
Select large canopy species native to the region, including Basswood, Elms (disease resistant), Horse Chestnuts, Maples, Oaks and Sycamores, along streets and within parks.	
Minimize overly-used or exotic species, such as Crab Apple, Honey Locust and Pear Trees.	
Follow the recommendations of the Unimproved Streets Committee	B.1-20
Review and update site, building, and design codes to prevent increased rainwater runoff and other negative impacts from new house construction.	
Expand the inspection process for new house construction to ensure that they are built per approved plans to minimize negative impacts on surrounding properties.	
Increase required residential setbacks for new construction to better match existing housing in each neighborhood.	
Reduce permitted residential building heights for new construction to better match existing housing in each neighborhood.	
Develop incentives, such as increasing allowable square footage, fast tracking, fee waivers, and tax incentives that promote the expansion of existing houses rather than the construction of new houses.	
Identify and implement preservation protection, such as a historic designation for landmark houses.	
Implement an approval process to review the exterior design and materials for single-family residential additions and for new house construction.	
Add minimum and maximum lot width standards for each zoning district. The current standard based on minimum lot size is not a sufficient measure.	
Revise the Zoning Code and zoning district boundaries to better align with the existing character and scale of houses and their lot size.	
Revise Articles 3 and 5 of Chapter 102 of the Subdivision ordinance to allow for lot combinations and splits as are necessary to implement Neighborhood Seams and Lot Enlargement Areas.	
Once the above recommended zoning changes are made, repeal Articles 3 and 5 of Chapter 102 of the Subdivision ordinance, the intent of the articles having been integrated into the Zoning Ordinance and Future Land Use Map.	
Establish lighting standards for R1A through R3, neighborhoods generally, including maximum intensity and color temperature, shielding and direction, and spillover. Consider the International Dark Sky Association model standards. Lighting intensity restrictions should be associated with the Future Land Use categories for Neighborhood Fabric intensity where High Intensity Fabric justifies higher lighting intensity and Low Intensity Fabric justifies lower lighting intensity. Dark Sky LZ1 may	B.1-21

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

be appropriate in Low Intensity Fabric and Medium Intensity Fabric areas, LZ2 in High Intensity Fabric areas, and LZ3 in the City's mixed-use districts.	
Prevent healthy, mature trees from being removed due to new construction.	
Permit ADUs where the property owner lives on-site, in the primary home or ADU.	B.1-23
Prohibit two-rental structures on any single-family property.	
Require ADUs to be designed and built to match or exceed the quality of the primary structure.	
Require adequate landscape screening between ADUs and adjacent properties	
Do not require parking for ADUs.	
Increase accessory structure setback requirements when there is a dwelling within it to 5 feet in R2 and above, 10 feet in R1, and 15 feet in R1A.	B.1-23
Increase the allowable height for accessory structures to allow 2 stories when there is a dwelling within it above a garage.	
Exempt the area of interior staircases from the maximum area of accessory structures when there is a dwelling within it.	
Allow accessory structures when there is a dwelling within it by right in MX, TZ1, TZ2, TZ3, and R4 through R8.	
Permit six packs in high intensity neighborhood seams.	B.1-30
Permit quadplexes in high and medium intensity neighborhood seams.	B.1-41 B.1-38
Permit triplexes in high and medium intensity neighborhood seams.	
Permit duplexes in all neighborhood seams.	B.1-42
Permit cottage courts in all neighborhood seams, requiring a minimum site area per unit to ensure a gentle intensity.	B.1-46 B.1-49
Permit townhouses in high and medium intensity neighborhood seams.	B.1-42
Require design review for new housing within neighborhood seams to ensure compatibility and diversity of character.	
Allow by-right Neighborhood Commercial Destinations of up to 10,000 square feet where identified in the Future Land Use Map.	
Adopt a zoning district for Neighborhood Commercial Destinations, ensuring they are designed in a walkable manner, limited in scale, and of a character befitting their surroundings, including the following:	B.1-50 B.1-52 B.1-53 B.1-54
<ul style="list-style-type: none"> a. Limit uses to bakeries, banks, bicycle shops, cafés, carry-out foods, coffee shops, exercise studios, florists, hardware, ice cream parlors, mail centers, personal care, medical offices, pharmacies, real estate offices, financial services, small groceries, specialty shops, and other small local service-businesses. Housing should be permitted above the ground floor. i. Where located in parks, limit uses to bakeries, cafes, and coffee shops. b. Nationally branded chains should be permitted when designed to look local. c. Limit evening hours and prohibit excessive noise, including music in the late evenings, and early or late truck deliveries should be restricted. d. Larger restaurants and other potentially intensive commercial should be permitted as special uses, with 	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

<p>appropriate design, management, and operational conditions geared to minimize their potential impact on surrounding properties.</p> <p>e. Drive-thru windows should be prohibited.</p> <p>f. Loading docks should be minimal or not required.</p> <p>g. The neighborhood centers should be well-landscaped and screened from adjacent properties where necessary.</p> <p>h. Height. These centers should be allowed to build three floors, provided they match the scale of a two and one-half story structure.</p> <p style="padding-left: 20px;">i. For buildings with 3 stories, the upper floors must be residential.</p> <p style="padding-left: 20px;">ii. For buildings with 2 stories, the upper floor may be office or residential.</p> <p style="padding-left: 20px;">iii. Where located in parks, limit height to one story.</p> <p>i. Parking. Parking for these centers should be as minimal as possible, or in some cases provided entirely by the surrounding on-street spaces.</p> <p style="padding-left: 20px;">i. Parking provided, if any, should not exceed 3 cars per 1,000 square feet of non-residential uses and 1 car per bedroom of residential uses.</p>	
Planning Board review should be required to ensure lighting, signage, trash containers, and all other necessary, but potentially disruptive elements are carefully designed and managed to minimize their impacts to the neighborhood	
Develop Worth Park as quickly as plausible to provide a portion of the needed open space access for Torry.	
Attempt to purchase part of the Adams Square parking lot for park space, and if unsuccessful ensure that redevelopment would require that open space be provided at Adams and Bowers.	
Investigate the potential to replace the post office with a neighborhood park for Torry.	
<p>Evaluate the current open space inventory and 2018 Parks Master Plan, and augment as needed to provide access and activities in or near each neighborhood for:</p> <p>a. Young children requiring play equipment;</p> <p>b. Teenagers requiring autonomy and places to gather;</p> <p>c. Younger adults requiring active uses like running and basketball;</p> <p>d. Older adults requiring active and passive uses like pickleball and places to rest in open spaces and along the way;</p> <p>e. People with disabilities requiring accessible paths and routes to open space, as well as specifically designed amenities;</p> <p>f. And dog owners requiring places for their dogs to run and socialize.</p>	B.1-57
Maintain and support existing civic uses throughout the community.	B.1-60
Require new civic uses to be planned and built as aspirational buildings and landscapes.	
Continue the tradition of designing and constructing Birmingham's civic buildings and parks as iconic structures and landscapes to the highest standards and at a civic scale. This includes authentic durable materials, oversized windows, high ceilings, and Tudor design and detailing	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Develop Worth Park and other civic places in the Triangle District as quickly as plausible.	
Ensure the Community Foundation / Fund is established in a timely manner.	
Develop civic programming as part of the monthly neighborhood loop events.	
Develop additional regular civic events to continue engaging the community throughout the year	

Neighborhood Plans – April 7, 2020

Quarton	B.2-1
Holy Name	B.2-2
The Ravines	B.2-3
Poppleton	B.2-4
Derby	B.2-5
Pembroke	B.2-6
Torry	B.2-7
Kenning	B.2-8
Pierce	B.2-9
Barnum	B.2-10
Crestview	B.2-11
Birmingham Farms	B.2-12
Lincoln Hills	B.2-13
Linden	B.2-14
Seaholm	B.2-15

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

**Mixed Use Districts, Maple & Woodward, Market North –
May 13, 2020**

Release an RFP to brand the City's multiple mixed use districts, especially concerning signage and wayfinding, but extending also to elements of the streetscape like tree grates, lights, trash and recycling cans, and public art themes like the recent popcorn painting of a utility box on Old Woodward at the theater.	
Define, sign, and market three distinct Downtown districts: Market North, Maple and Woodward, and Haynes Square. (as identified in Chapter A)	C.1-01 C.2-01 C.3-01
Install business directory and way-finding signage for pedestrians and cyclists throughout all shopping districts, beginning with Maple and Woodward, Market North, and Haynes Square.	C.1-04
Install smart and elegant parking wayfinding signage in Downtown.	C.1-04
As part of a Zoning Code overhaul, collapse zoning within the City's mixed-use districts into as few zoning districts as can meaningfully regulate the intent of the Code and the City's plans.	
Expand activities and special events to attract office workers and residents to shop and dine downtown, including weekly food-truck events at Shain Park.	
Encourage new housing downtown, discussed in a subsequent section.	C.2-12
Reduce the number of permitted dining decks in the Old Woodward, Hamilton, Merrill, Pierce, West Maple area to improve parking for retail shoppers and sidewalk space. Limit restaurants to one deck each, and limit the number of decks to two per block.	
Require a minimum 6 foot sidewalk be retained where dining decks are installed.	C.2-03
Expand the distance of corner curb extensions at street intersections and midblock to accommodate seated dining for restaurants not fronting onto wide sidewalks.	
Install 6-foot-long benches with backs and armrests throughout the downtown area.	
Implement a program to report, regularly inspect, and replace non-working street lighting.	
Increase bike parking within the public streetscape throughout the Maple and Woodward district, especially at corner and midblock bulb-outs where multiple racks can be installed.	
Reserve space for future micro-mobility storage at corner and midblock bulb-outs along with bike parking.	
Pursue a shared space streetscape retrofit for Merrill between Old Woodward and Shain Park.	
Add liner buildings along the south edge of the City Hall property to activate Merrill, housing small and lower cost incubator retail spaces and a few apartments on the upper floor.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Further study and then adopt the proposed retail frontage plan. a. Establish two categories of retail frontage: i. Primary Retail Frontage (purple) requires a minimum of 70% clear glazing along the sidewalk. Retail or food service must occur within a zone 20 feet deep along the frontage. ii. Secondary Retail Frontage (blue) may be exempted by waiver of the City Commission to allow other commercial uses.	C.2-05
Increase the amount of seating in Shain, Booth, and the City's pocket parks with traditional English garden benches, as specified in the 1996 master plan.	C.2.06
Expand portable café seating in Shain and Booth Parks, in all pocket parks, and on all widened sidewalks.	
Open a café in both Shain and Booth Parks, each with public restrooms and limited food and beverage offerings, per the 1996 master plan's recommendations.	
Expand the civic art program into all parks and implement a timetable for the regular rotation of art.	
Implement an art-mural program for large blank wall surfaces in key locations.	
Expand the Oakland – Old Woodward pocket park by removing the south vehicular lane, per the 1996 master plan recommendations.	
Add paths and seating to the Pierce-Brown pocket park.	
Improve the Library's entrance plaza with seating and murals.	C.2-09
Integrate the Birmingham Museum into the Rouge River trail and park system, including more connections and signage at Maple and Woodward and with wayfinding along trails.	C.2-07
Immediately pilot unbundled residential parking in Downtown and study its progress over a 5-year period (adjusted as necessary for recessions). a. Offer a limited supply of 500 permits for Downtown housing which is not required to provide on-site parking. b. Tie this to an average rental or sales rate of 150% of Area Median Income or less, calculated on a per-building basis to allow for a range of prices. c. Establish a residential permit program for Downtown housing, with pricing tiered according to the number of vehicles per residence, increasing in price for each vehicle, and the parking garage residents are permitted to park within.	
Evaluate the outcomes of the unbundled residential parking pilot, evaluating the average number of vehicles per unit and price incentives over the pilot period as well as usage rates in Downtown structures.	
Establish permanent unbundled residential parking in Downtown.	
Establish permanent unbundled residential parking in other mixed-use Districts as municipal garages are built.	
Build a parking deck in the Triangle District as soon as possible. Ensure that the decks are flat, not sloped, and ceilings are sufficiently high that the structure can be reused should demand fall.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Study the Bates Street Extension elements that are not parking related, specifically the additional street connections and a plaza and trail connection to the Rouge River trail.	
Study opportunities for expanding downtown parking capacity with the APC, BSD, Planning Board, and City Commission.	
Accommodate more monthly permit users as capacity becomes available.	
Pursue recommendations noted in the mixed-use districts parking section, especially directional and informational signage.	
Pursue technological improvements to ease parking usage, such as parking space occupancy indicators (green and red lights above spaces) to more easily direct users through the garages.	
Use tiered parking meter prices to achieve an average maximum 85% occupancy along district streets.	
Increase monthly parking pass fees.	
Study a tiered parking rate system across all garages, once monthly fees have been increased, to supplement assignment-based management.	
Study opportunities to accommodate secure bike parking and electric vehicle charging stations within parking garages as capacity becomes available.	
Continue pedestrian safety and traffic-calming measures along North Old Woodward and in surrounding neighborhoods.	
Reinforce the distinctive character of the Market District with branding; unique architectural design; and special signage, seating, and streetscape elements that distinguish it from the City's other commercial districts.	
Install additional café and pedestrian seating along Old Woodward.	
Enforce or expand storefront design and signage standards.	
Install street and business way-finding signage throughout the district.	
Install additional pedestrian seating throughout the district.	
Construct a permanent, open-air farmer's market pavilion with public restrooms on the portion of Lot 6 that is along Old Woodward.	C.3-06
Establish a plaza with curb extensions, mid-block crossings, consistent paving, and ample seating at the front of the pavilion, crossing Old Woodward.	
Install ample benches in Booth Park.	
Install a small café and public restrooms in Booth Park along with moveable tables and chairs	
Extend D2 zoning to the multi-family properties along the west side of Old Woodward up to Quarton.	C.3-08
Make streetscape improvements to support additional pedestrians as discussed in the Street Life section	
Make park and plaza improvements to support additional residents as discussed in the Public Space section.	
Research constructing a parking garage in the Lot 6 parking lot.	
Provide additional on-street parking along Old Woodward, north of Harmon including the area north of Oak.	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

**Haynes Square, South Woodward Gateway, Rail District –
June 10, 2020**

Create a parking assessment or incremental tax district as necessary for land purchases and for financing the development of parking structures. Decades ago, a similar process was used to build downtown's five structures.	
Reconfigure the streets around Haynes Square to create the square and fix the acute intersection between Woodward and Old Woodward.	C.4-03
Build the public square with a cafe and trees to block noise from Woodward, seating, a kids play area, and other compelling civic features.	C.4-04
Purchase properties and implement Worth Park and other public realm enhancements, including civic art, streetscaping, traffic calming, and way-finding.	
Build a public parking deck on the east side of Haynes Square, in the Walgreens parking lot as has been negotiated.	
Build Worth Park.	
Create a brand for the Haynes Square, reinforced with special signage, landscaping, street furnishings, and building design standards.	
Install enhanced streetscape and landscape improvements along Bowers, Haynes, and Webster.	
Develop Worth Street as a shared-use streetscape.	
Improve pedestrian linkages to the surrounding neighborhoods, especially along Adams.	
Trade developable land and install a public surface parking lot along the south Old Woodward alley.	
Create a parking district for Haynes Square which allows residences to purchase parking passes in public garages, as discussed for Maple and Woodward.	
Install metered, on-street parking along Adams and Lincoln Roads.	
Create subdivision and zoning standards to encourage redevelopment of the Adam's Square shopping center, offering significant development capacity in exchange for a public open space and public parking.	
Implement pedestrian-walkway improvements along Woodward to improve the walkability to both downtown and the market districts.	
Identify an alley segment to use as a pilot project. This segment should have generally underutilized parking and intermittent buildings, like the segment between Humphrey and Bennaville on the east side, or underutilized parking and businesses that may be willing to open rear entrances, like the segment between Bennaville and Chapin on the east side.	C.5-04
Pilot a shared-use alley at the selected segment by re-paving the alleyway and working with property owners to infill housing along the triangular parcels and open existing buildings to the alley. Power poles should be relocated underground during the alley development.	C.5-04 C.4-05-08

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

Incentivize redevelopment through increased zoning capacity and reduced parking requirements	
<p>Establish a zoning district to allow for and incentivize redevelopment in this format, including:</p> <ul style="list-style-type: none"> a. Requiring storefronts along neighborhood streets. b. Requiring parking be located midblock. c. Requiring storefronts along the alley. d. Requiring housing along the neighborhood-side of the alley, limited to 2 stories. e. Permitting townhouses and mixed-use housing along the neighborhood-side of the alley. f. Permitting multi-family housing on the commercial properties. g. Permitting 2 stories along the alley and 3 or 4 stories between Woodward and 50 feet of the alley. h. Reducing parking requirements and allowing shared parking. 	
<p>Pilot the Neighborhood Sleeve option where the shared-use alley is implemented by:</p> <ul style="list-style-type: none"> a. Striping on-street parking. b. Constructing chicanes on the neighborhood side of the alley. c. Revising the streetscape between the alley and Woodward, paving the planter with pervious pavers and providing seating, trash and recycling cans, pedestrian-scaled lighting, bike racks, and other streetscape elements typical in commercial districts. 	<p>C.5-13 C.5-17 C.5-18</p>
Create an Overlay District for the Lower Rail District that implements the zoning adjustments discussed above and activates more lenient development review decision making.	C.6-08
Construct a shared-use street section along Cole and Commerce Streets.	
<p>Update the 1999 Eton Road Corridor Plan of 1999 for the area south of Palmer Street by including the following:</p> <p>So long as the buildings--existing or new--are one story, eliminate all requirements of Section 5 of the Site Design Guidelines p 41-46. of the Eton Road Corridor Plan. These include but are not limited to:</p> <ul style="list-style-type: none"> Eliminating building frontage and sidewalk requirements. Eliminating parking requirements, except as the on-street parking shall be as determined by the "Immediate Neighbors" of the adjacent Torry or Kenning Neighborhoods. Eliminating the signage and landscaping requirements. Eliminating building use and aesthetic requirements. 	
Zoning should be modified such that the MX District is exempt from LA-01 (E) and (F), as is true in Downtown, or at a minimum that plantings in the MX District are only required within the streetscape and within open areas of the property, but not based on a minimum number of trees per residential unit as currently defined.	
MX District zoning should be carefully analyzed by contracting two or more architects to complete preliminary building designs for mixed-use buildings on existing sites, small and large, with and without on-site parking, attempting to achieve capacity. The architects should be requested to discuss and present challenges and constraints that	

*Summary of The Birmingham Plan 2040 (Draft) Recommendations
and Dates of Planning Board Review*

are faced in the process. While some challenges are part of code design, others may be unknown without testing.	
Update the 1999 Eton Road Corridor Plan for the area south of Palmer Street by including the following: ♦ At the termination of Holland Street, creating a connection to the rail station by purchasing a 30 ft wide corridor or easement.	
Acquire access to the Troy Transit Center from the School District.	C.6-15
Acquire access to the Troy Transit Center from remaining property owners using through negotiation, failing which through eminent domain.	C.6-15
Pursue development of a public parking structure in the Rail District on a site with adequate access to the Lower Rail District and the future connection to the Troy Transit Center.	

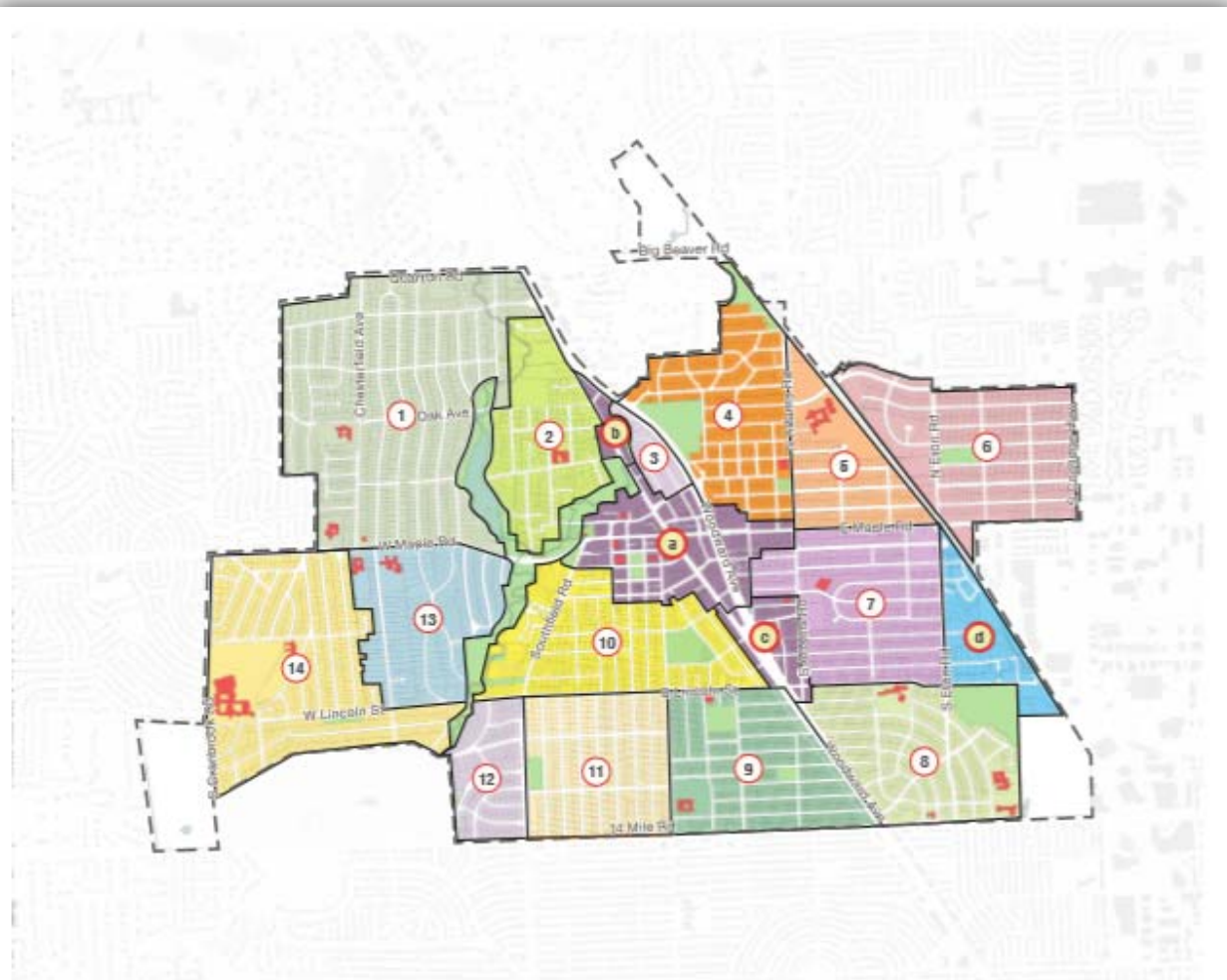


Figure A.2-03.

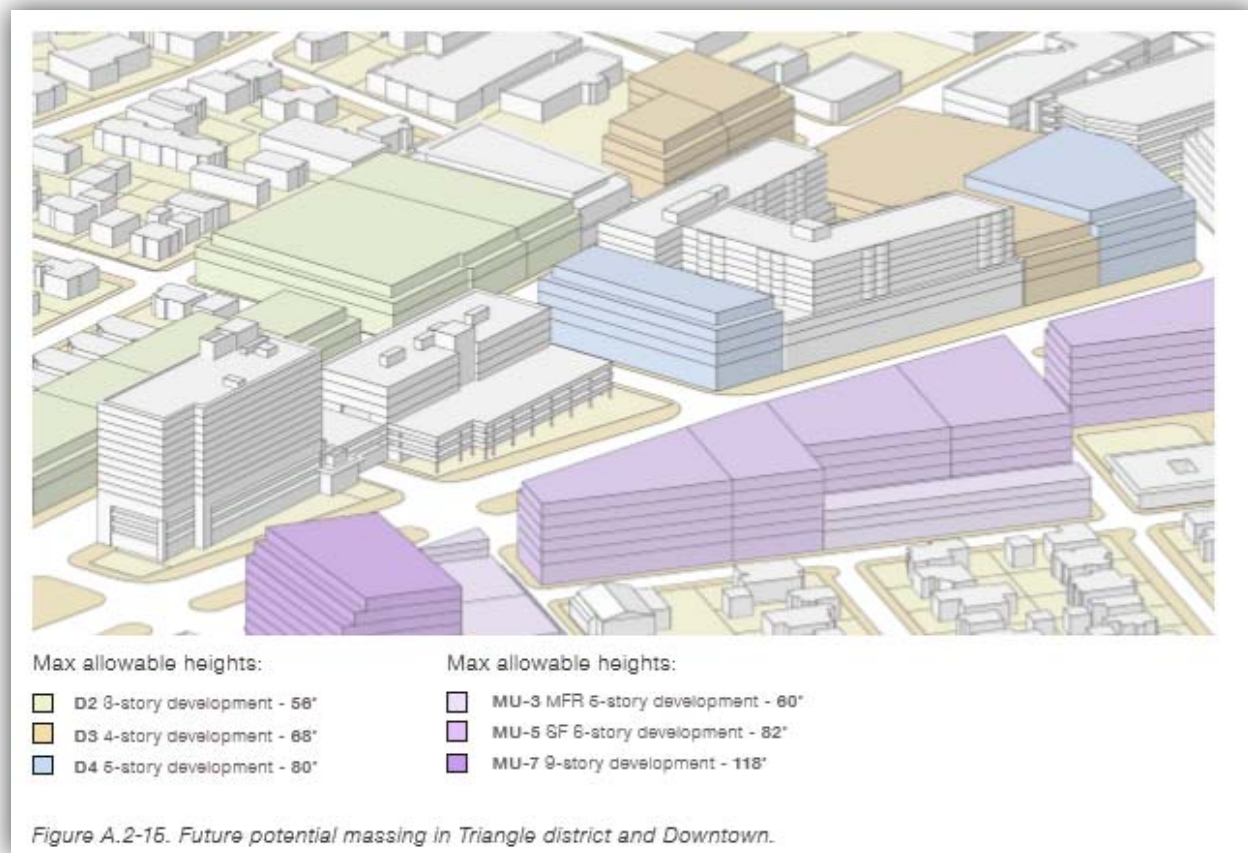
BIRMINGHAM NEIGHBORHOODS AND CENTERS

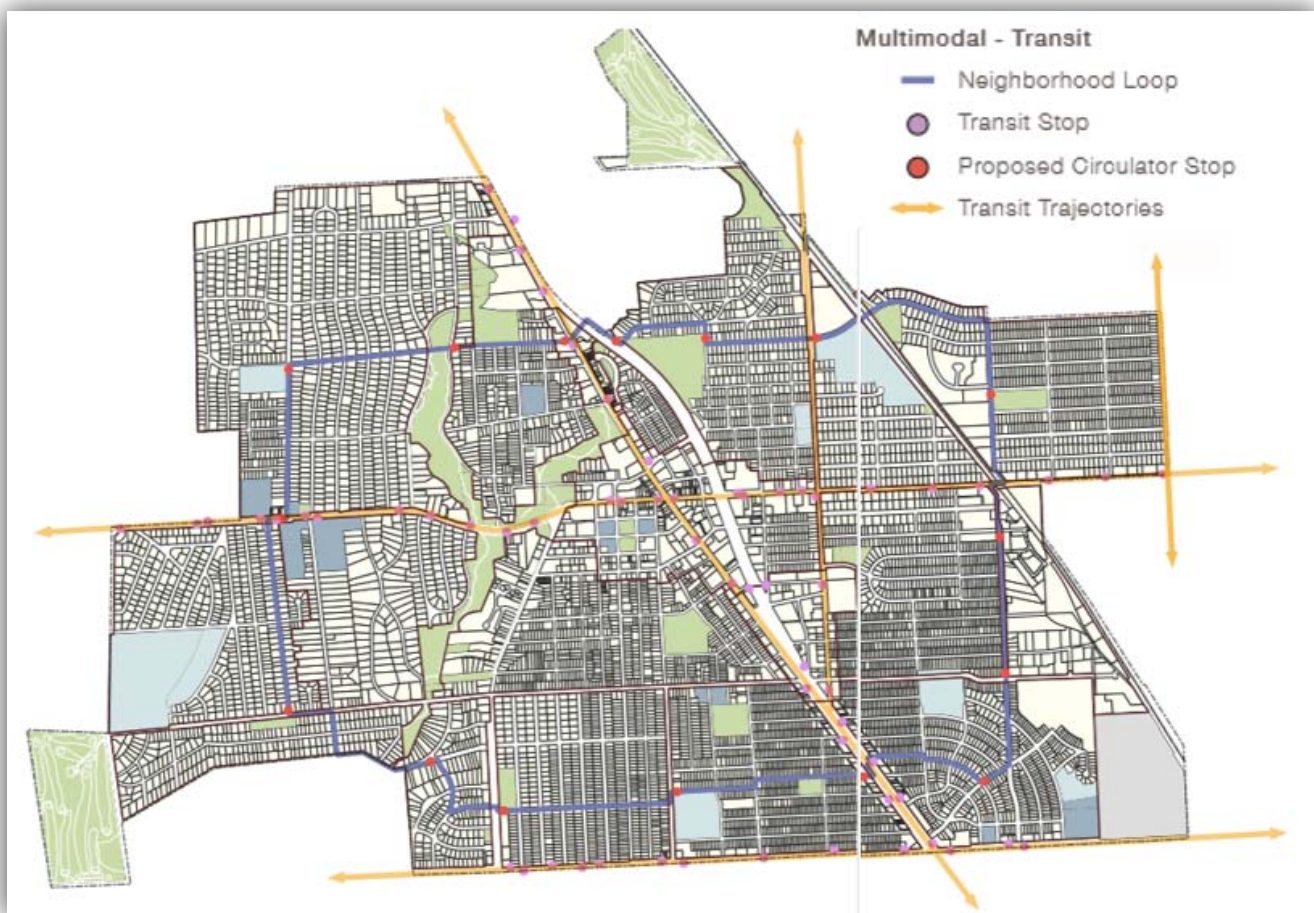
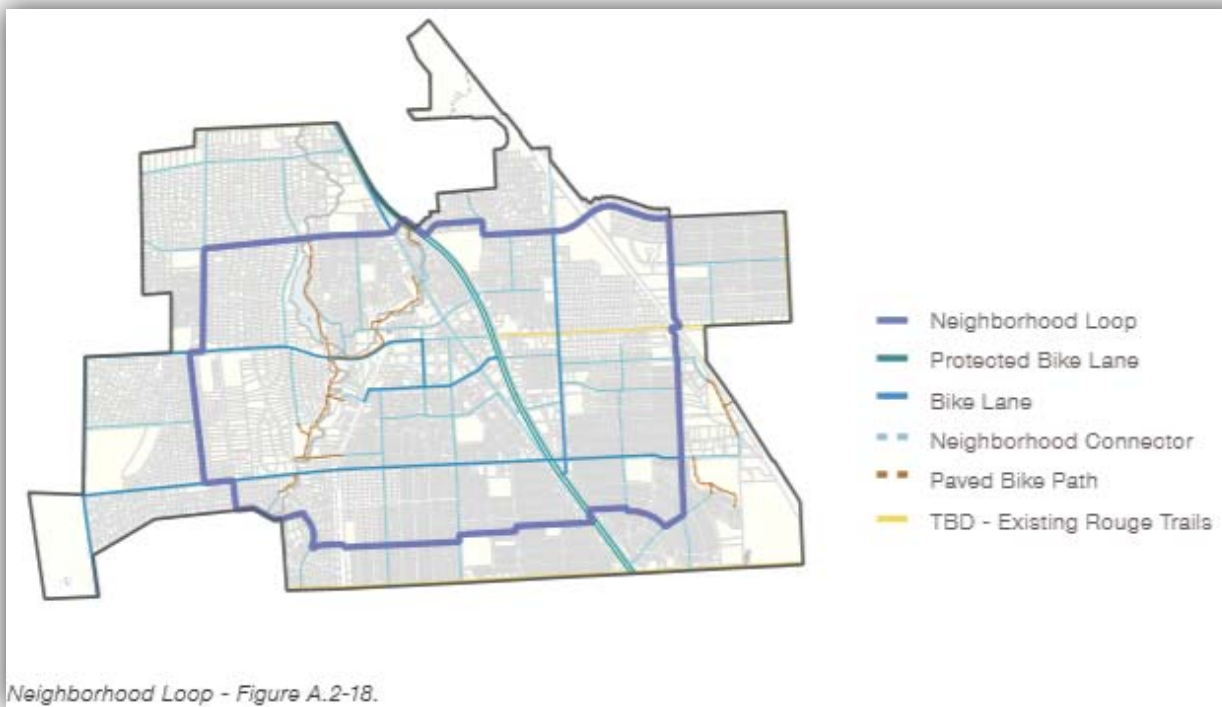
Neighborhoods

- | | |
|---------------|---------------------|
| 1 Quanton | 8 Kenning |
| 2 Holy Name | 9 Pierce |
| 3 The Ravines | 10 Barnum |
| 4 Poppleton | 11 Crestview |
| 5 Derby | 12 Birmingham Farms |
| 6 Pembroke | 13 Linden |
| 7 Torry | 14 Seaholm |

Centers

- | | |
|------------------|---------------------|
| a Downtown | c South Woodward |
| b North Woodward | d Railroad District |





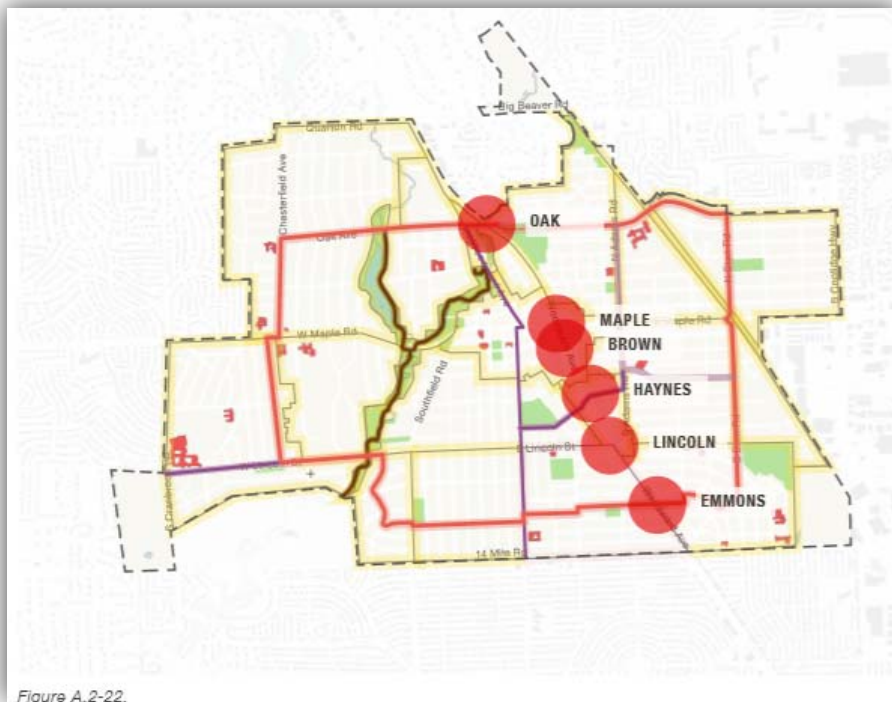


Figure A.2-22.

KEY CROSSING IMPROVEMENTS

- Key Crossings
- Neighborhood Loop
- Special Connections
- Shared Use Trails
- Proposed Neighborhood Boundaries
- Civic Institutions

Figure A.2-22.



Figure A.2-24. Elliptical traffic circle proposed at Woodward crossing at Maple.





Figure A.2-34. Proposed Neighborhood Destinations.

Neighborhood Destinations

- Commercial Destinations
- Recreational Destinations
- Pedestrian Shed



Image A.2-43. Rouge Walk.



Image A.2.-44. Rouge Walk.

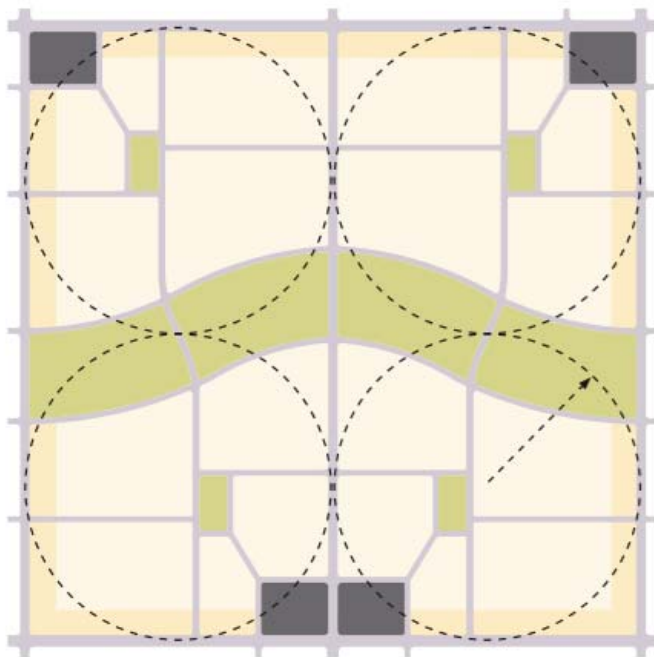


Figure B.1-01. Multiple neighborhood units together forming a larger fabric of the city.

- | | |
|---|--|
| Neighborhood Fabric | Neighborhood Destination |
| Neighborhood Seam | Recreational Destination |



- | | |
|---|--|
| Neighborhood Fabric | Commercial Destination |
| Neighborhood Seam | Recreational Destination |

Figure B.1-04. Neighborhood structure.

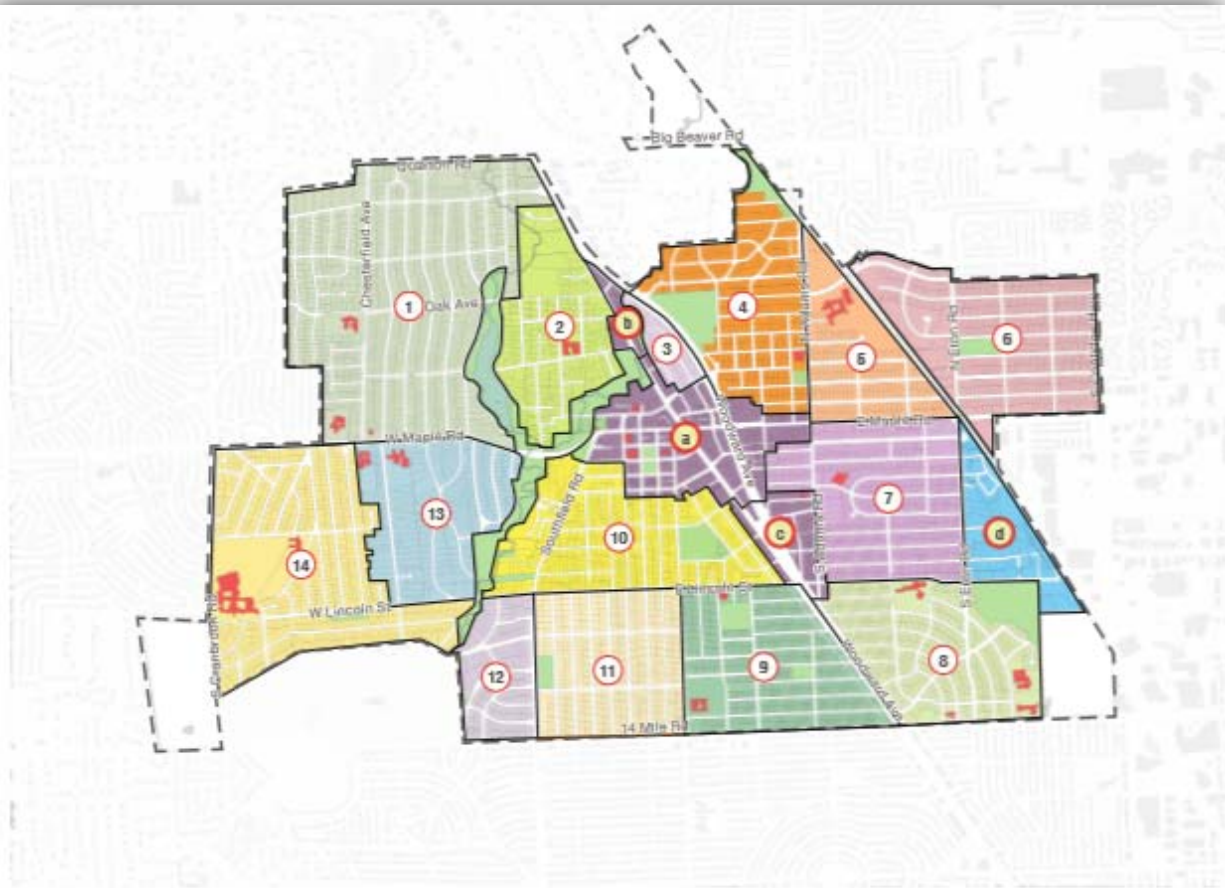


Figure B.1-05.

BIRMINGHAM NEIGHBORHOODS AND CENTERS

Neighborhoods

- | | |
|---------------|---------------------|
| 1 Quanton | 8 Kenning |
| 2 Holy Name | 9 Pierce |
| 3 The Ravines | 10 Barham |
| 4 Poppleton | 11 Crestview |
| 5 Derby | 12 Birmingham Farms |
| 6 Pembroke | 13 Linden |
| 7 Torry | 14 Seaholm |

Centers

- | | |
|------------------|---------------------|
| a Downtown | c South Woodward |
| b North Woodward | d Railroad District |



Figure B.1-07.

EXISTING RESTRICTIONS: TORREY NEIGHBORHOOD AND THE RAIL DISTRICT

- 15 Min Parking 8am-9am Except Sun. & Holidays
- 2 HR Parking 6am-4pm Except Sat, Sun., & Holidays
- 2 HR Parking 8am-6pm Except Sun. & Holidays
- 2 HR Parking 9am-6pm Except Sun. & Holidays
- 2 HR Parking Limit
- No Parking Anytime
- Parking Allowed, All Times
- Permit Parking Required at All Times



Figure B.1-08.

EXISTING RESTRICTIONS: SEAHOLM AND LINCOLN HILLS NEIGHBORHOODS

- 2 HR Parking 9am-6pm Except Sat, sun, & Holidays
- No Parking 8am-6pm
- No Parking, 7am-9am Except Sun. & Holidays
- No Parking, 8am-6pm Except Sat., Sun. & Holidays
- No Parking, 8am-6pm Except Sun. & Holidays
- No Parking, M-F 7am-2pm
- No Parking, School Days 7am-3pm
- No Parking, School Days 8am-10am
- No Parking, Sunday 7am-1pm
- Parking Allowed, All Times
- Parking Permit 7am-4pm School Days
- Residential Permit Parking

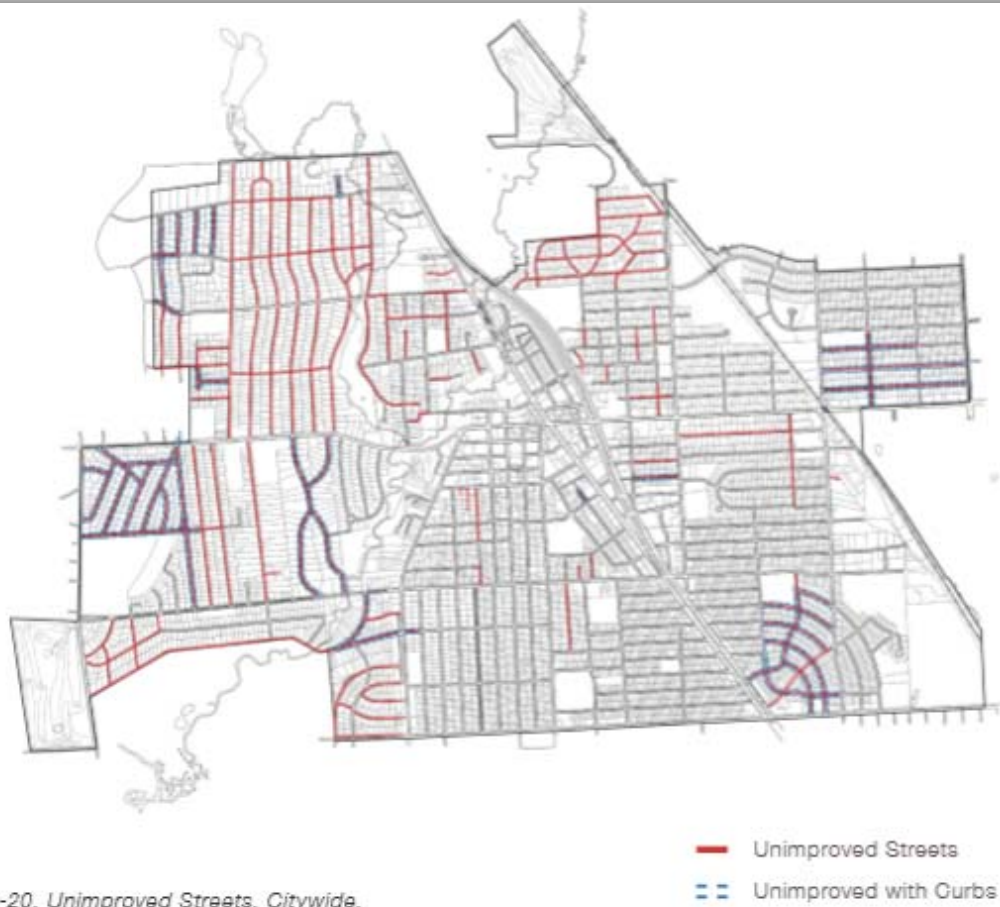
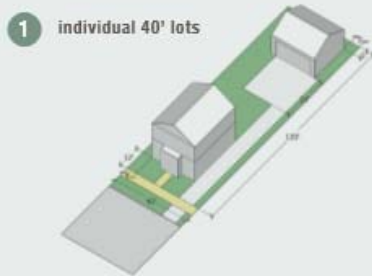


Figure B.1-20. Unimproved Streets, Citywide.



Image B.1-21. A new home too brightly lit, degrading neighborhood character, next to which an appropriately lit porch demonstrates preferred lighting levels.

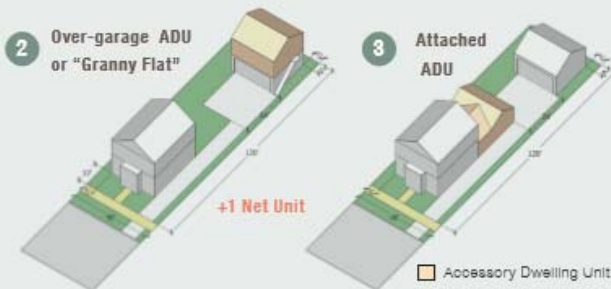
TYPICAL CONDITION



1 - Small Single Family lots

Lot Width	40 ft
Lot Depth	120 ft
Lot Area	4,800 ft
Lot Coverage	40%
Unit Size	1,600 sf
Residential Stories	2
Total Stories	2
Dwelling Units	1
Tot Residential Density	10 du/ac

PROPOSED CONDITION



2: Over-garage ADU & 3: Attached ADU

Lot Width	40 ft
Lot Depth	120 ft
Lot Area	4,800 ft
Lot Coverage	2: 40% 3: 60%
Unit Size	1,600 sf
Residential Stories	2
Total Stories	2
Dwelling Units	1
Tot Residential Density	10 du/ac

Figure B.1-23. Proposed ADU conditions.

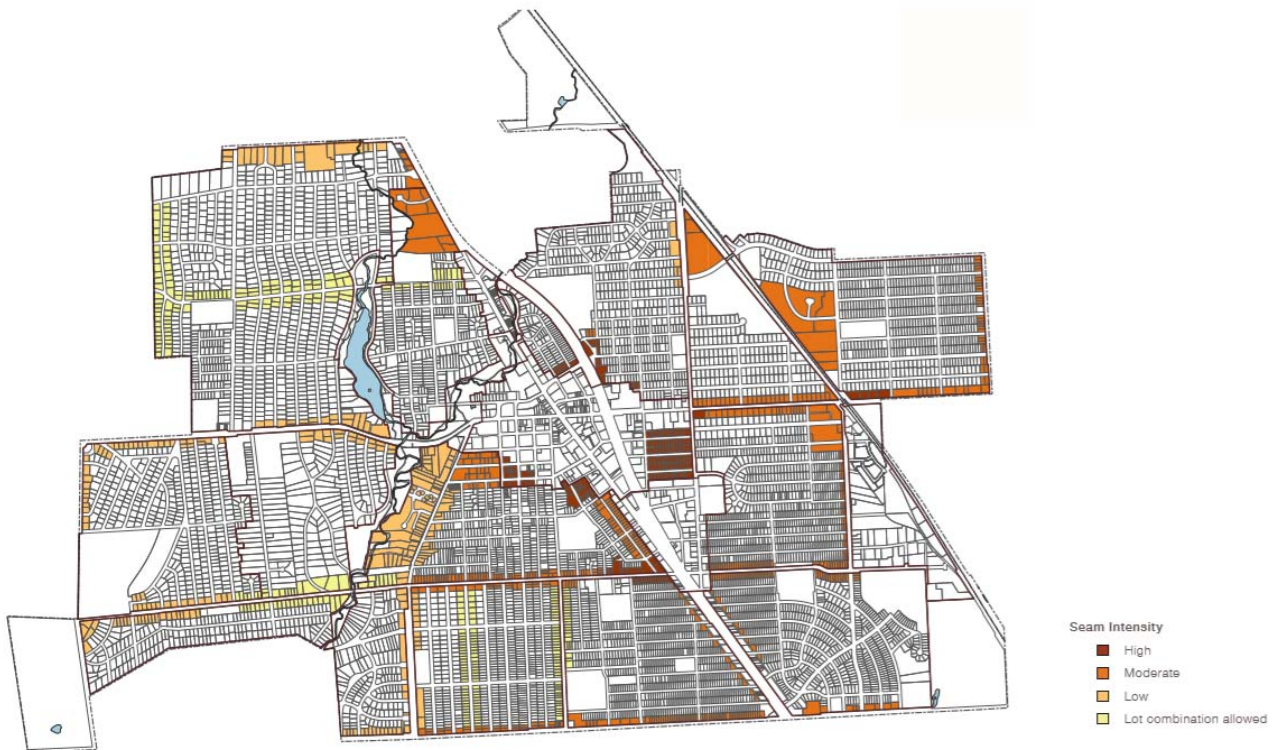


Figure B.1-30. Neighborhood Seams

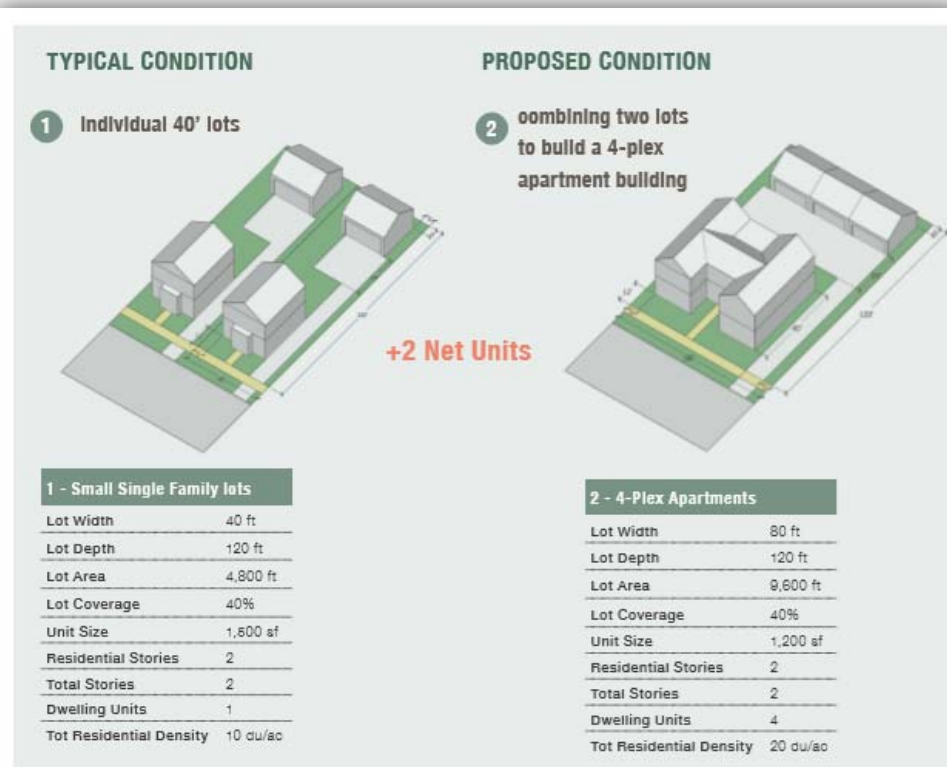


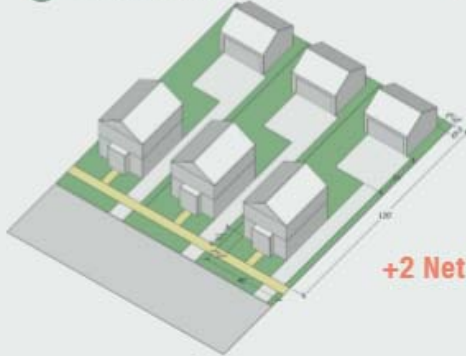
Figure B.1-38. Proposed Small Multi-family buildings.



Figure 1-41. Proposed Small Multi-family buildings.

TYPICAL CONDITION

1 Individual 40' lots

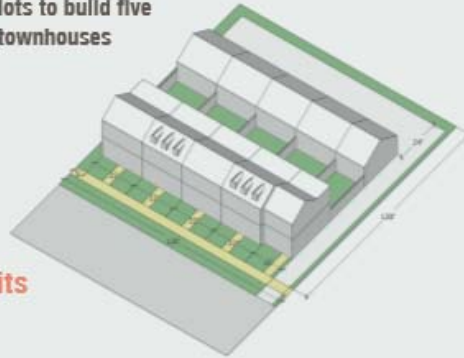


1 - Small Single Family lots

Lot Width	40 ft
Lot Depth	120 ft
Lot Area	4,800 sf
Lot Coverage	40%
Unit Size	1,600 sf
Residential Stories	2
Total Stories	2
Dwelling Units	1
Tot Residential Density	10 du/ao

PROPOSED CONDITION

2 combining three lots to build five townhouses



+2 Net Units

2 - Townhouses

Lot Width	120 ft
Lot Depth	120 ft
Lot Area	14,400 sf
Lot Coverage	60%
Unit Size	1,860 sf
Residential Stories	2
Total Stories	2
Dwelling Units	5
Tot Residential Density	16 du/ao

Figure B.1-42. Proposed Townhouses and Duplexes.

TYPICAL CONDITION

1 Individual 40' lots



+4 Net Units

1 - Small Single Family lots

Lot Width	40 ft
Lot Depth	120 ft
Lot Area	4,800 sf
Lot Coverage	40%
Unit Size	2,000 sf
Residential Stories	2
Total Stories	2
Dwelling Units	1
Tot Residential Density	10 du/ao

PROPOSED CONDITION

2 combining three lots to build a cottage court



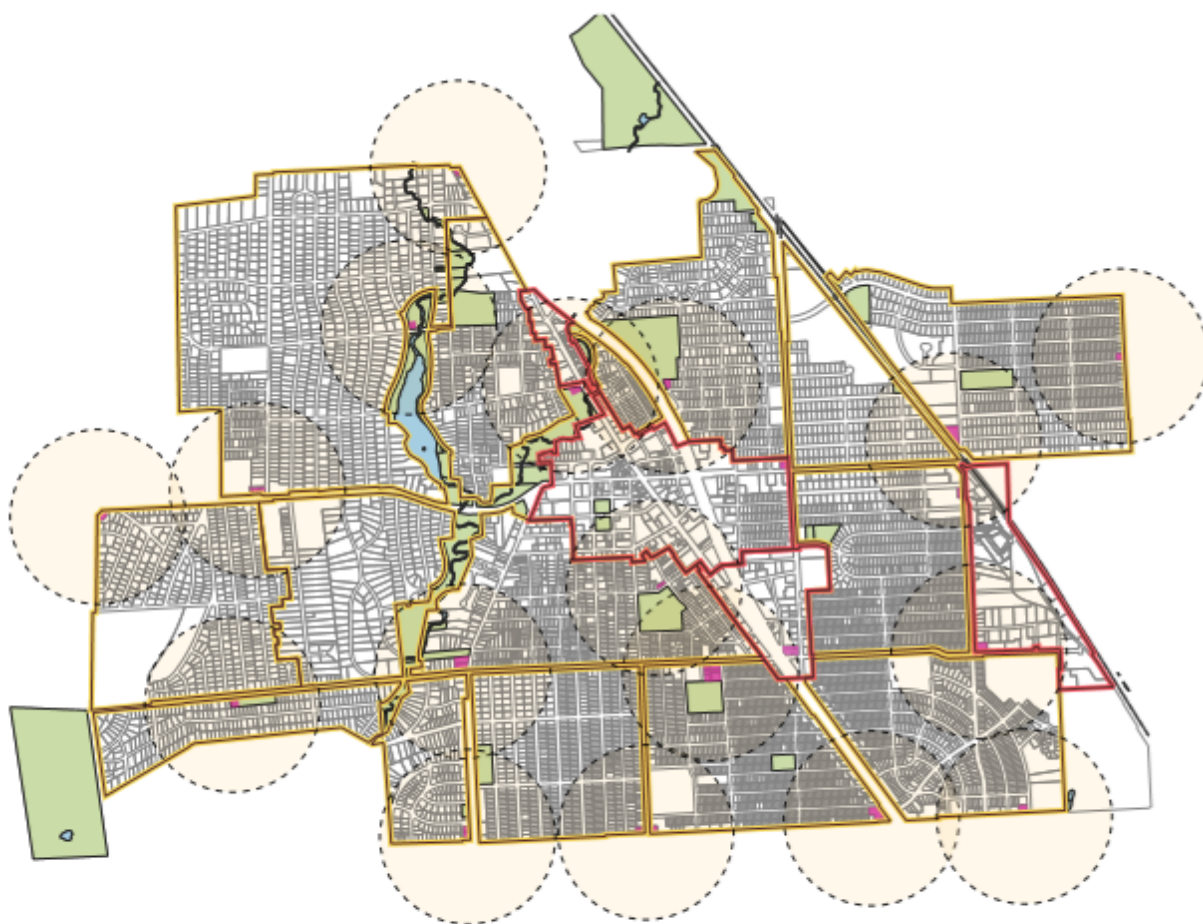
2 - Cottage Court

Lot Width	120 ft
Lot Depth	120 ft
Lot Area	14,400 sf
Lot Coverage	60%
Unit Size	750-1,600 sf
Residential Stories	2
Total Stories	2
Dwelling Units	7
Tot Residential Density	23 du/ao

Figure B.1-46. Proposed Cottage Courts.



Figure B.1-50. A neighborhood destination consisting of a mix of uses and small gathering spaces can greatly enhance the character and identity of a neighborhood, while providing convenient, walkable access to services and amenities.



FigureB.1-62. Proposed Neighborhood Destinations.

Neighborhood Destinations

- Commercial Destinations
- Recreational Destinations
- Pedestrian Shed



Figure B.1-53. Mills Pharmacy destination improvement.

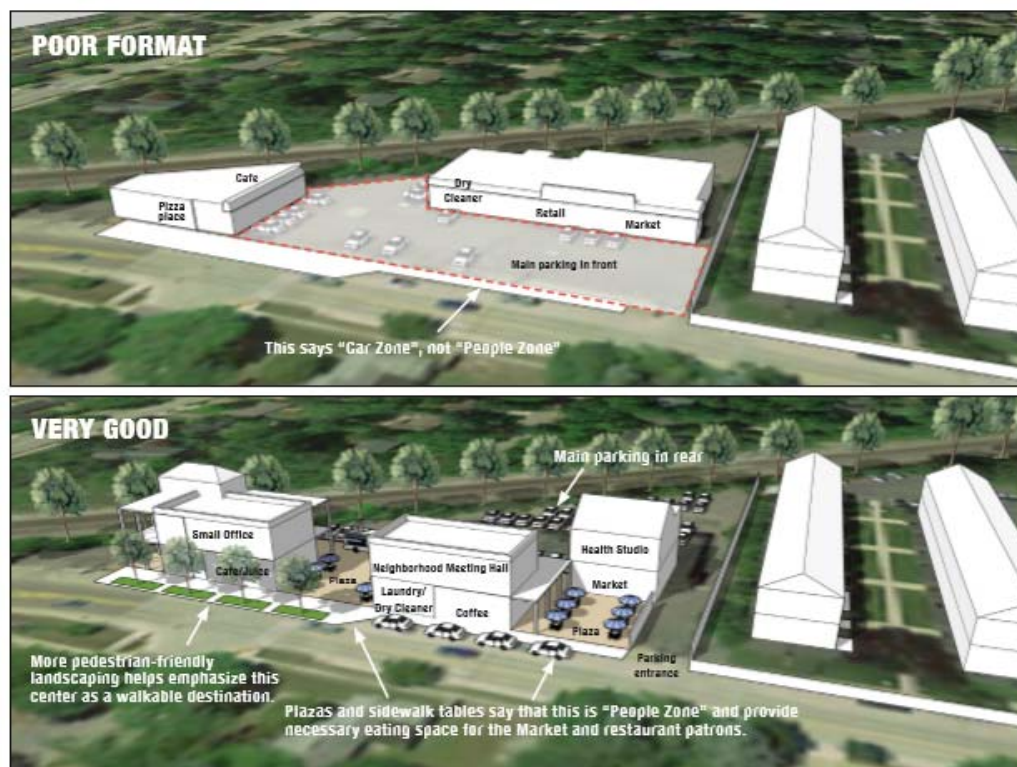
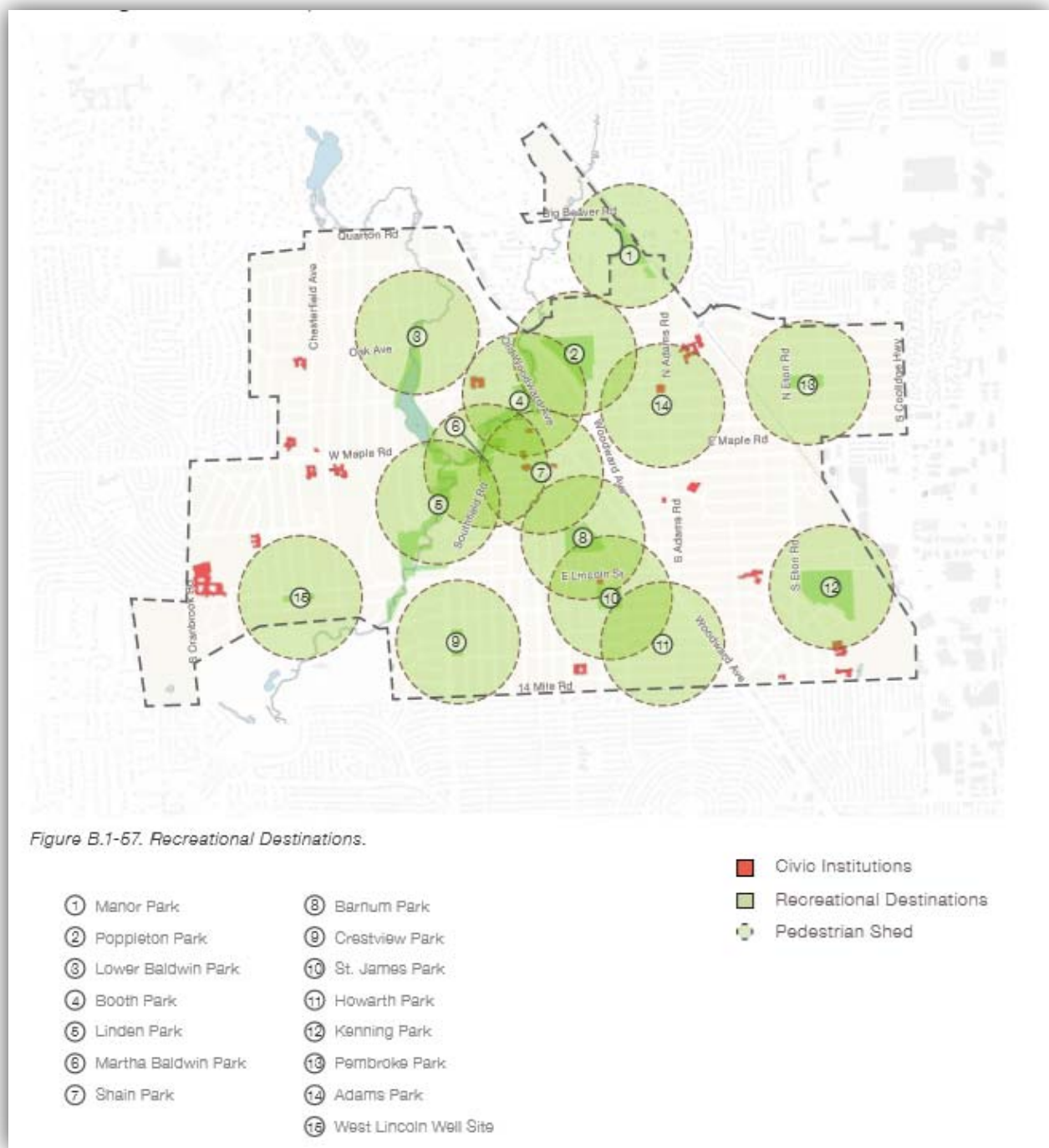
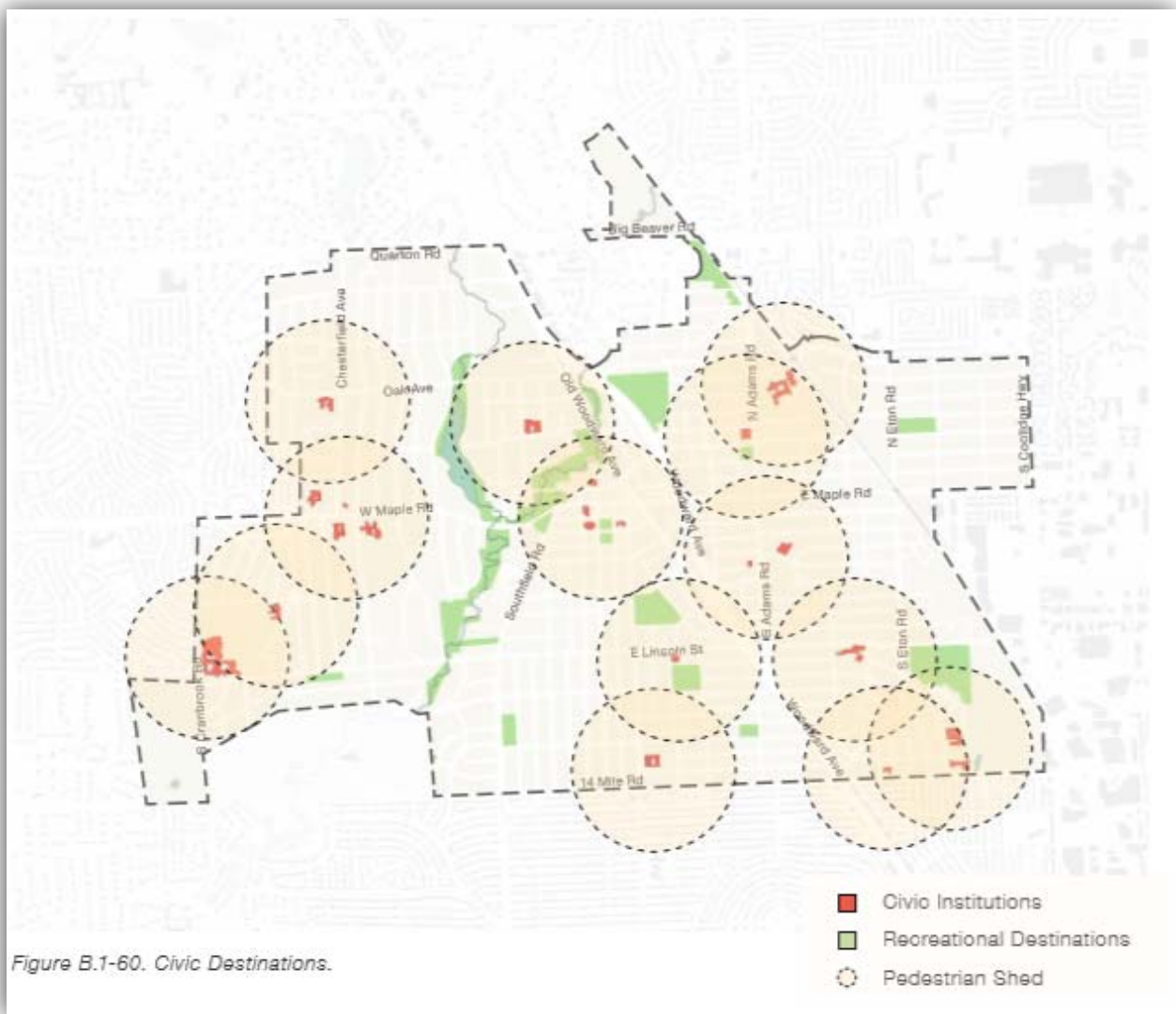


Figure B.1-54. Eton Market destination improvement.





- Multimodal**
- Neighborhood Loop
 - Neighborhood Connector
 - Protected Bike Lane
 - Bike Lane
 - Paved Bike Path
 - Proposed Circulator Stop
 - Transit Stop
 - Pedestrian Improvements
 - Crossing Island
 - Crossing Island with RRFP
- Civic Uses**
- Civic
 - School
 - Parks
- Neighborhood**
- Fabric - Medium Intensity
 - Fabric - Lot Enlargement Area
 - Seam - Medium Intensity
 - Seam - Low Intensity
 - Destination

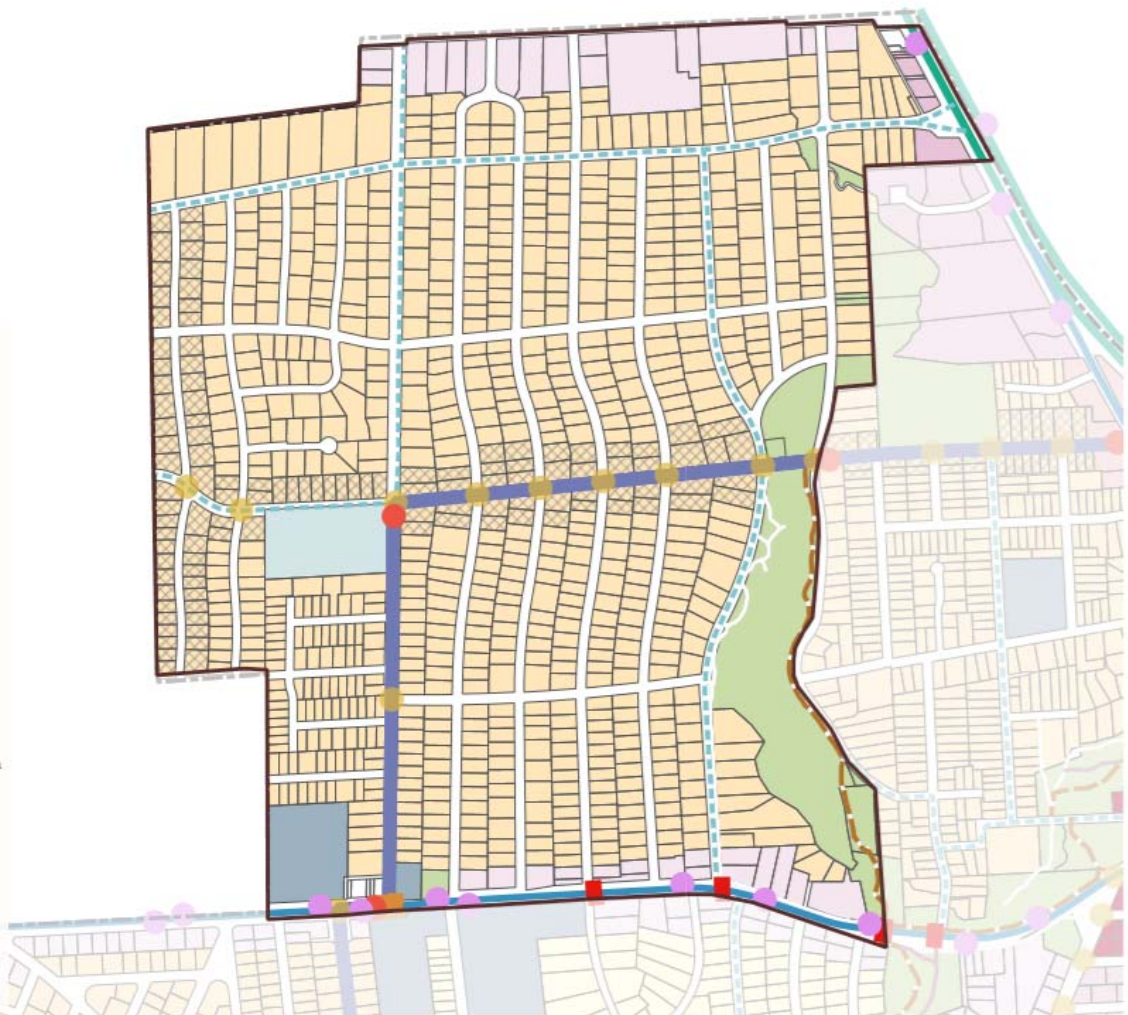


Figure B.2-1. Quarton Neighborhood.

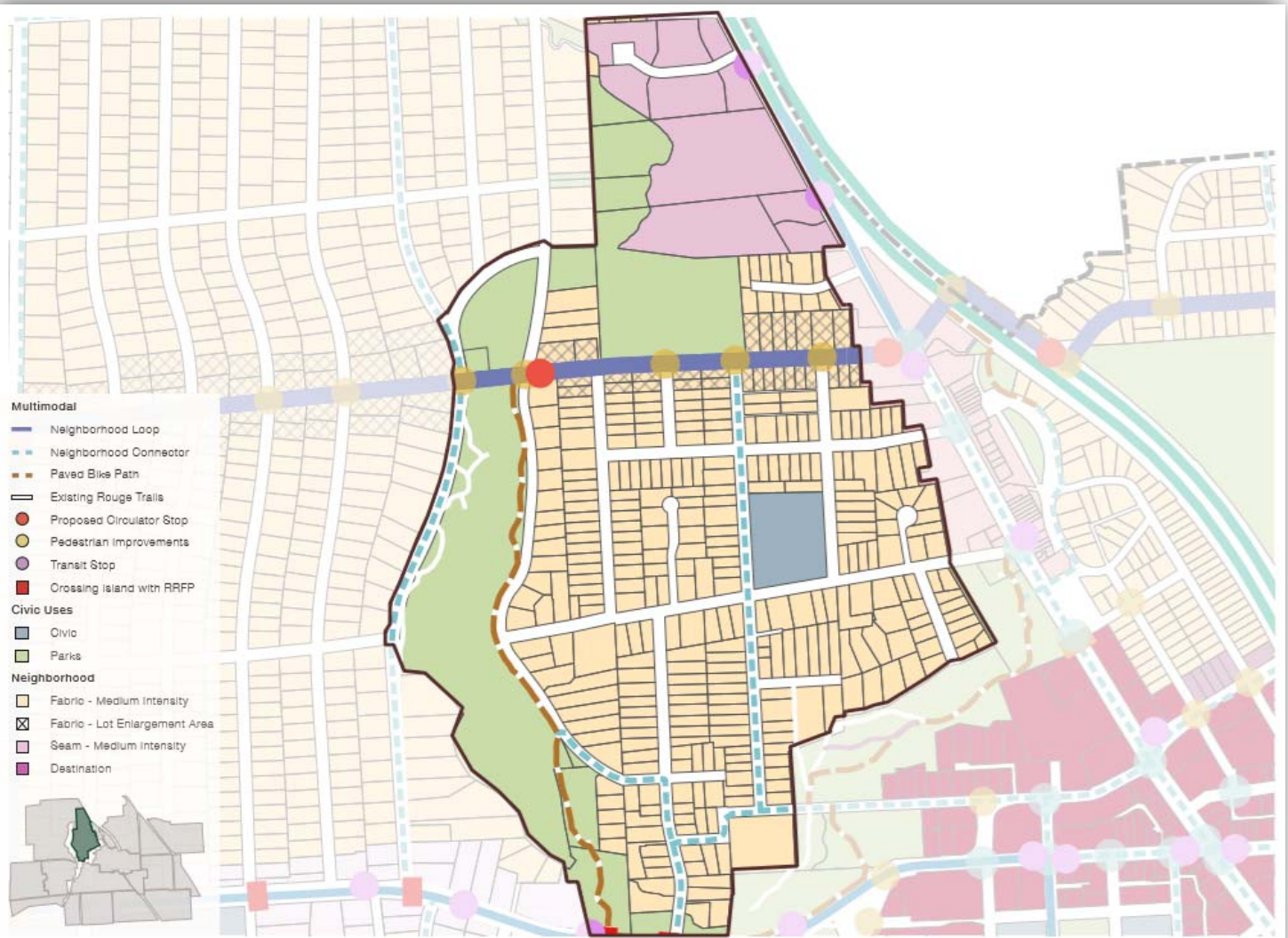
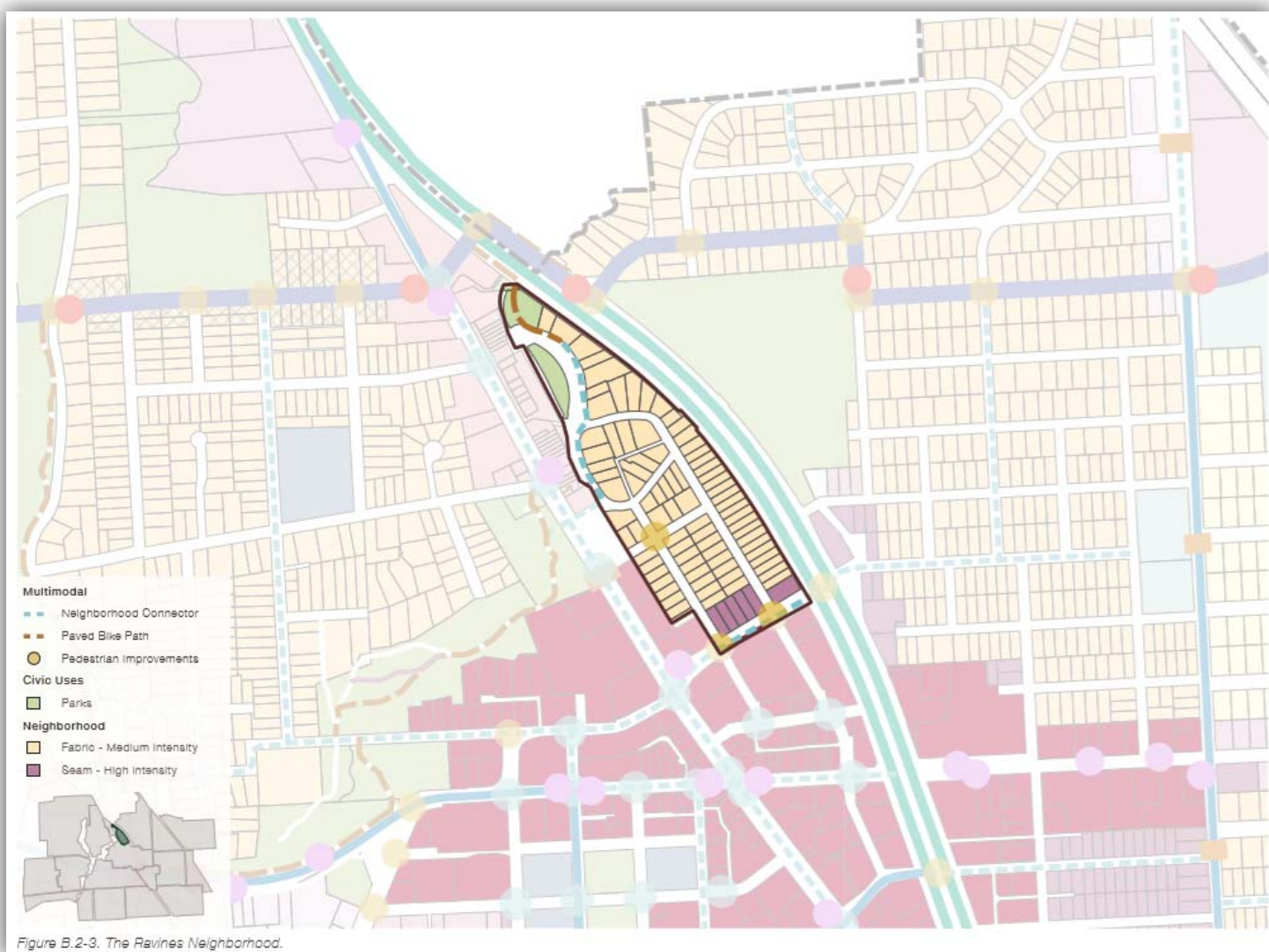


Figure B.2-2. Holy Name Neighborhood.



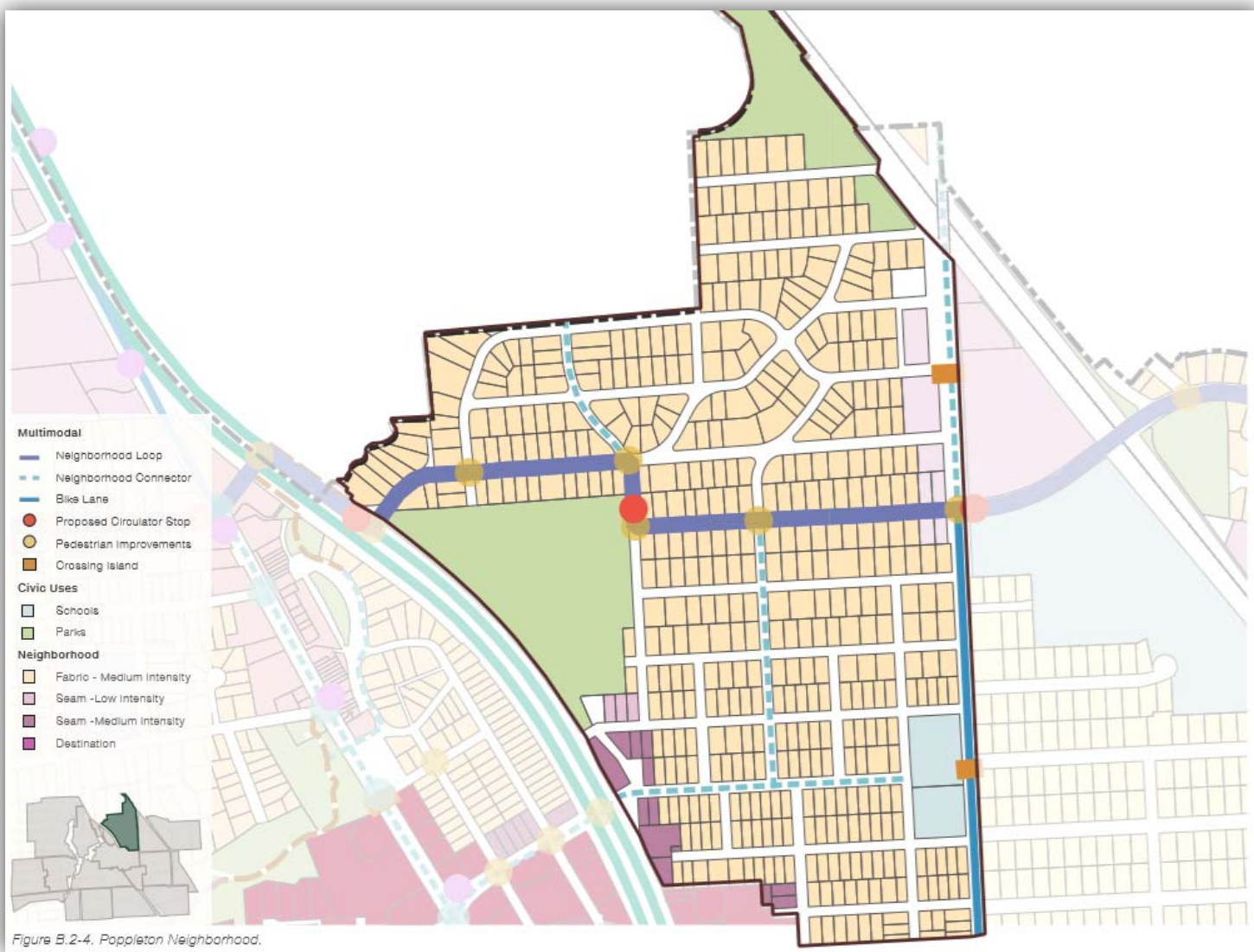


Figure B.2-4. Poppleton Neighborhood.

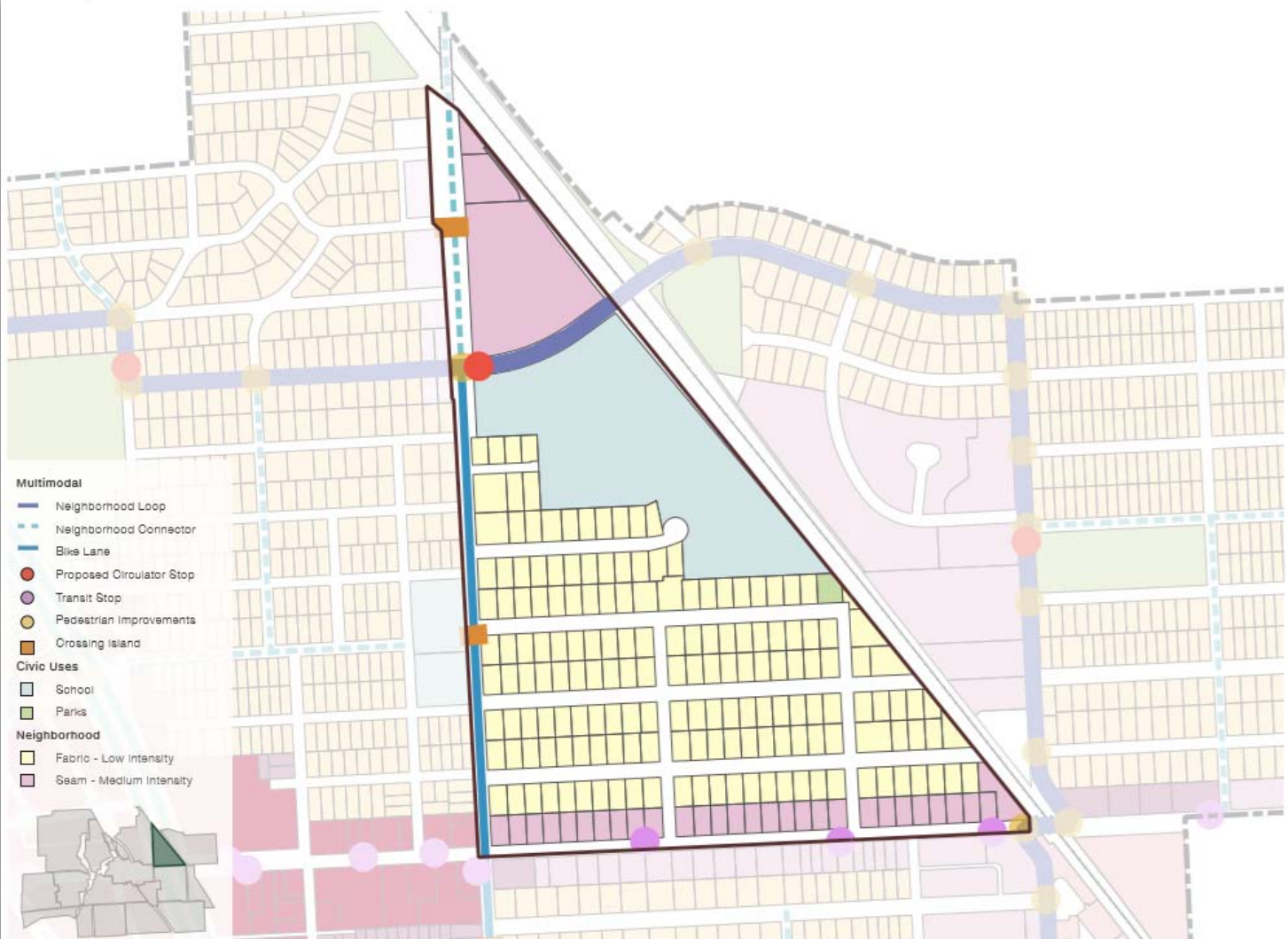


Figure B.2-5. Derby Neighborhood.

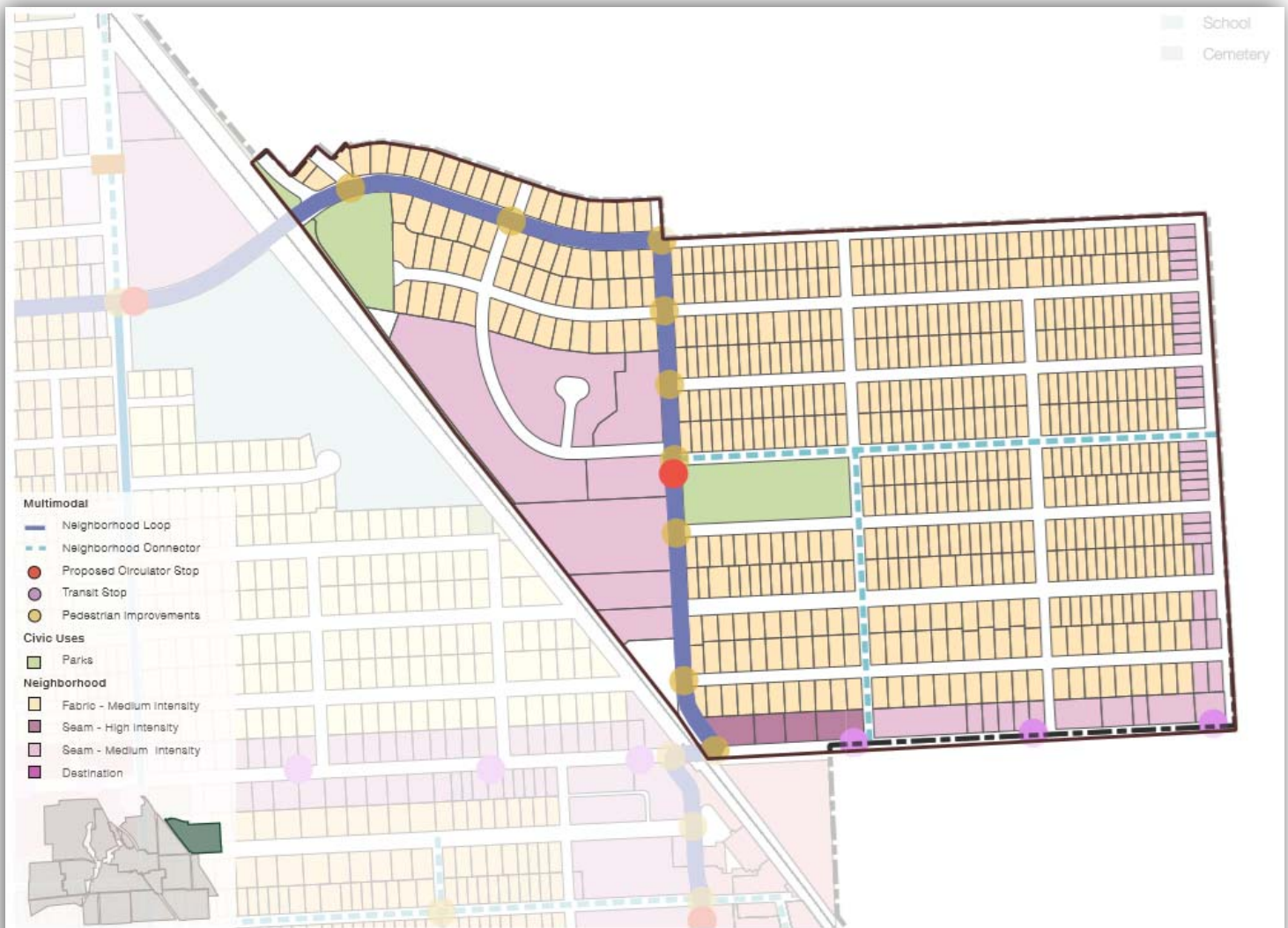


Figure B.2-6. Pembroke Neighborhood.

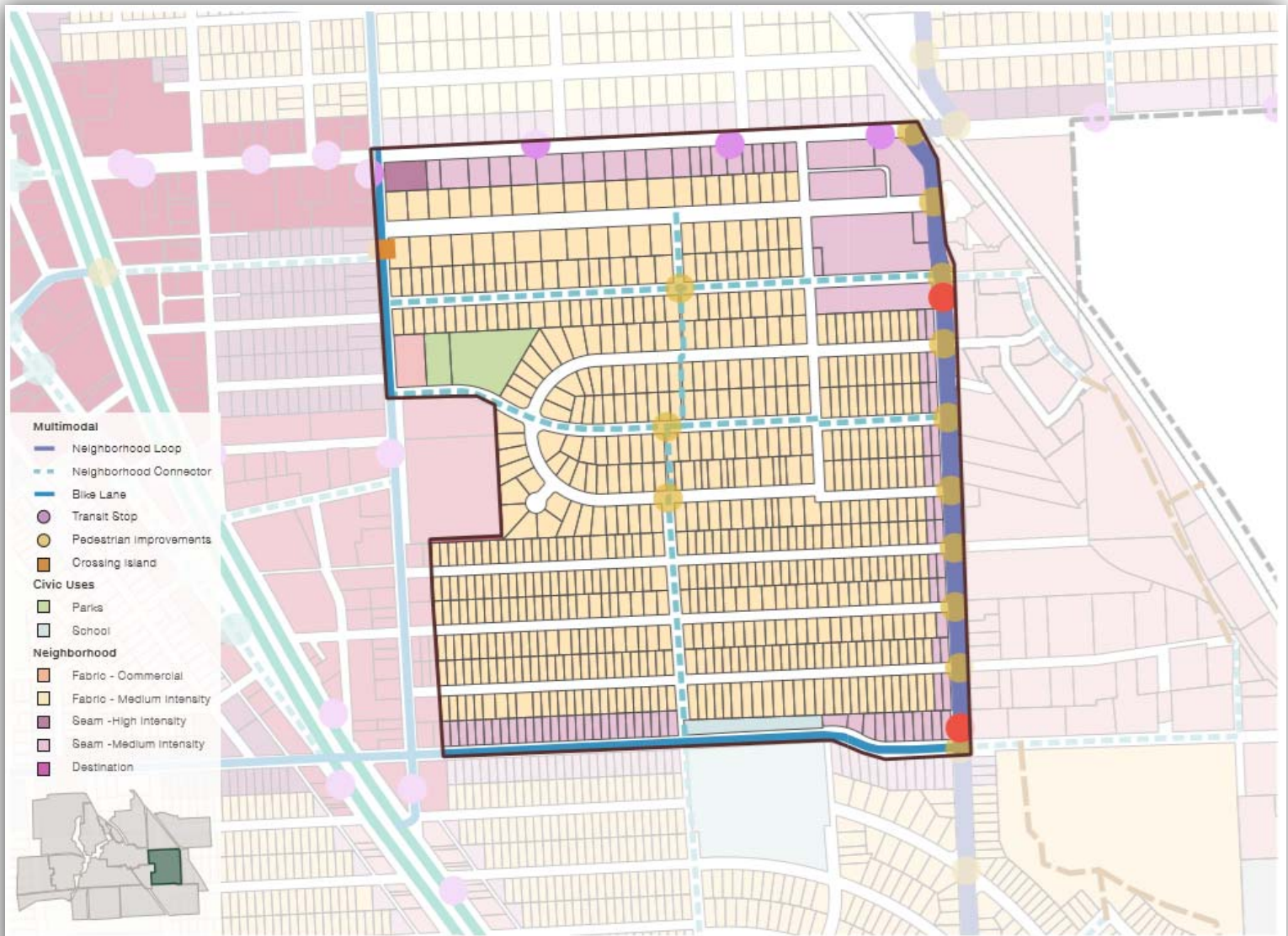


Figure B.2-7. Torry Neighborhood.

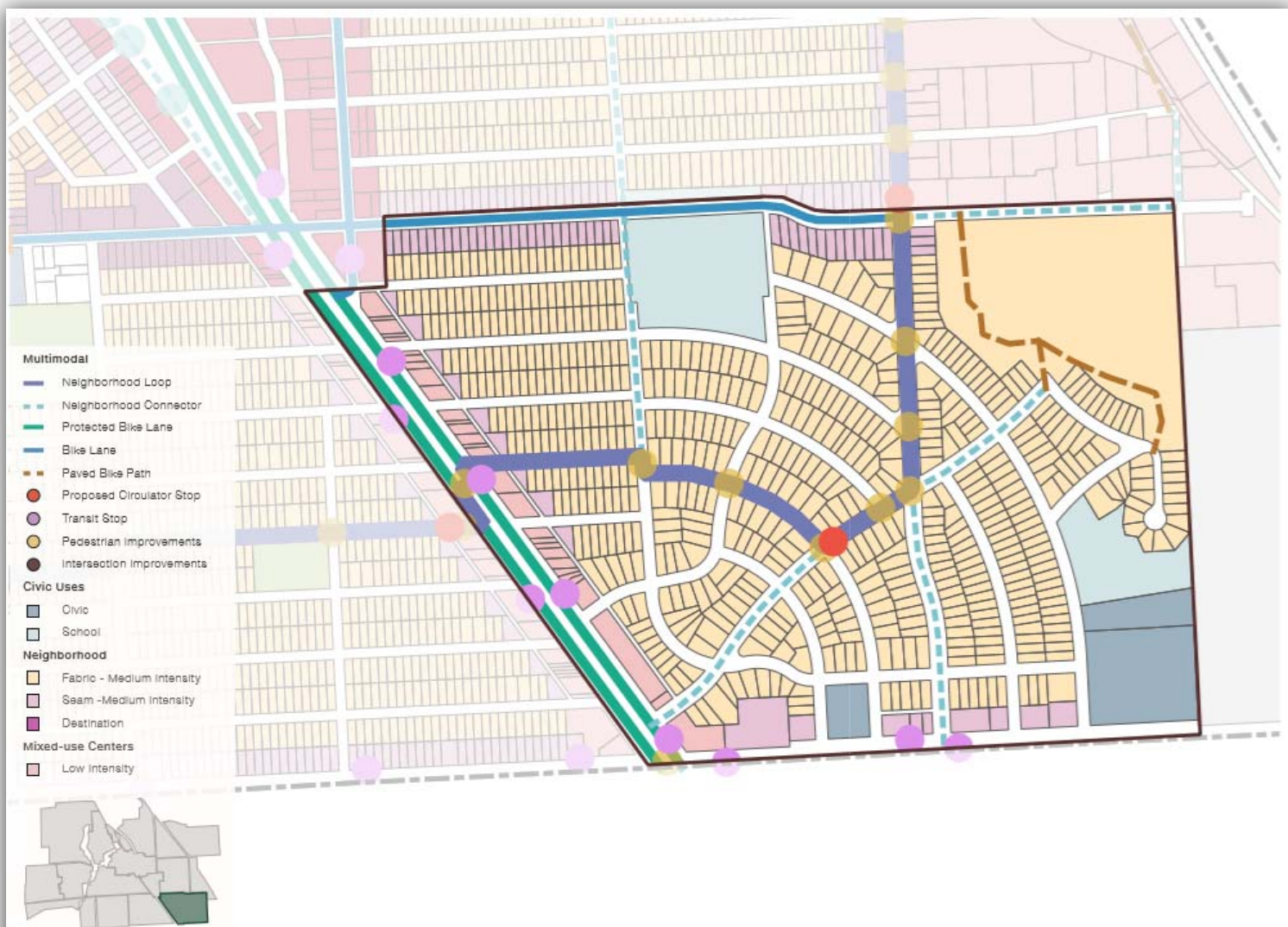


Figure B.2-8. Kenning Neighborhood.

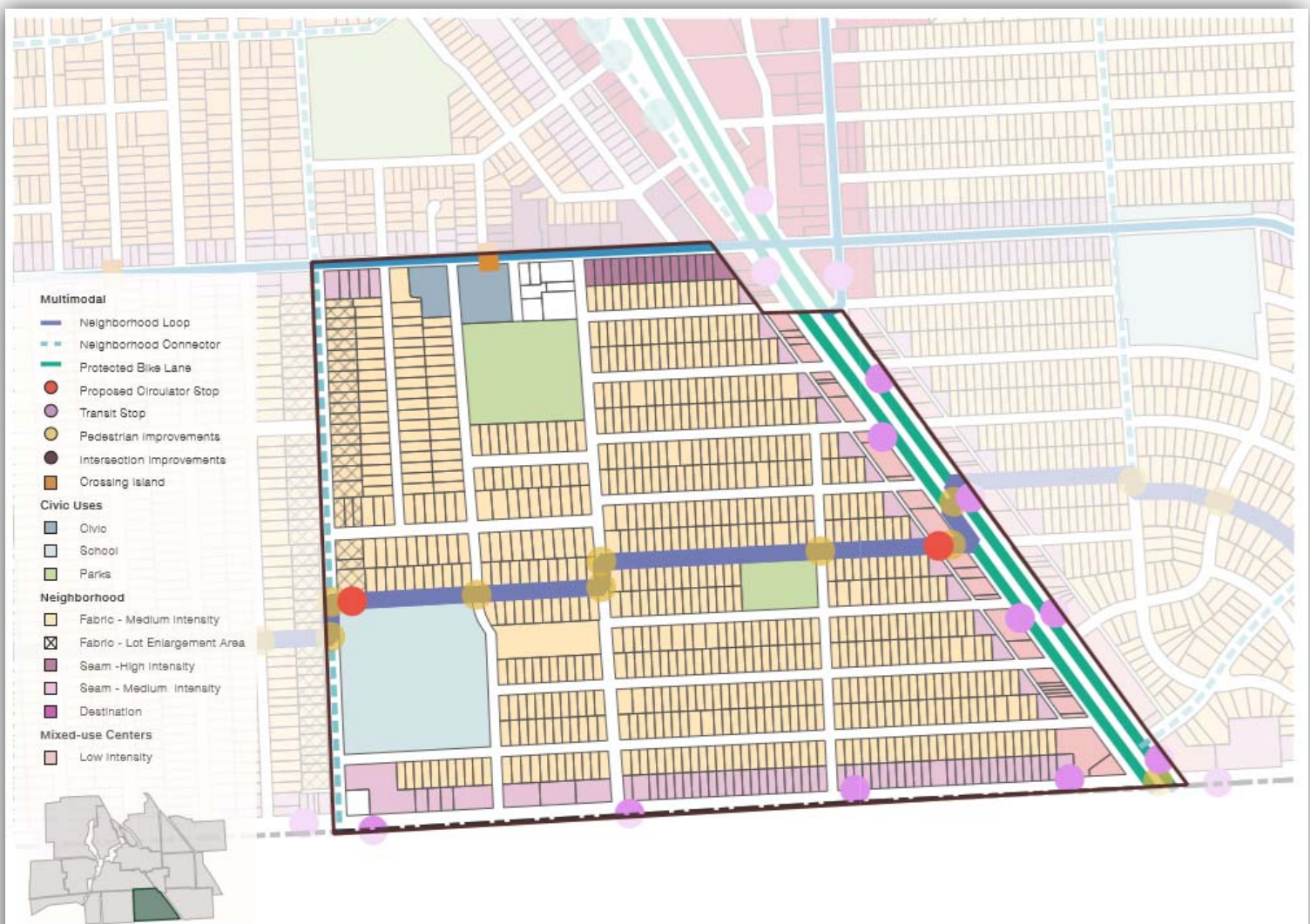
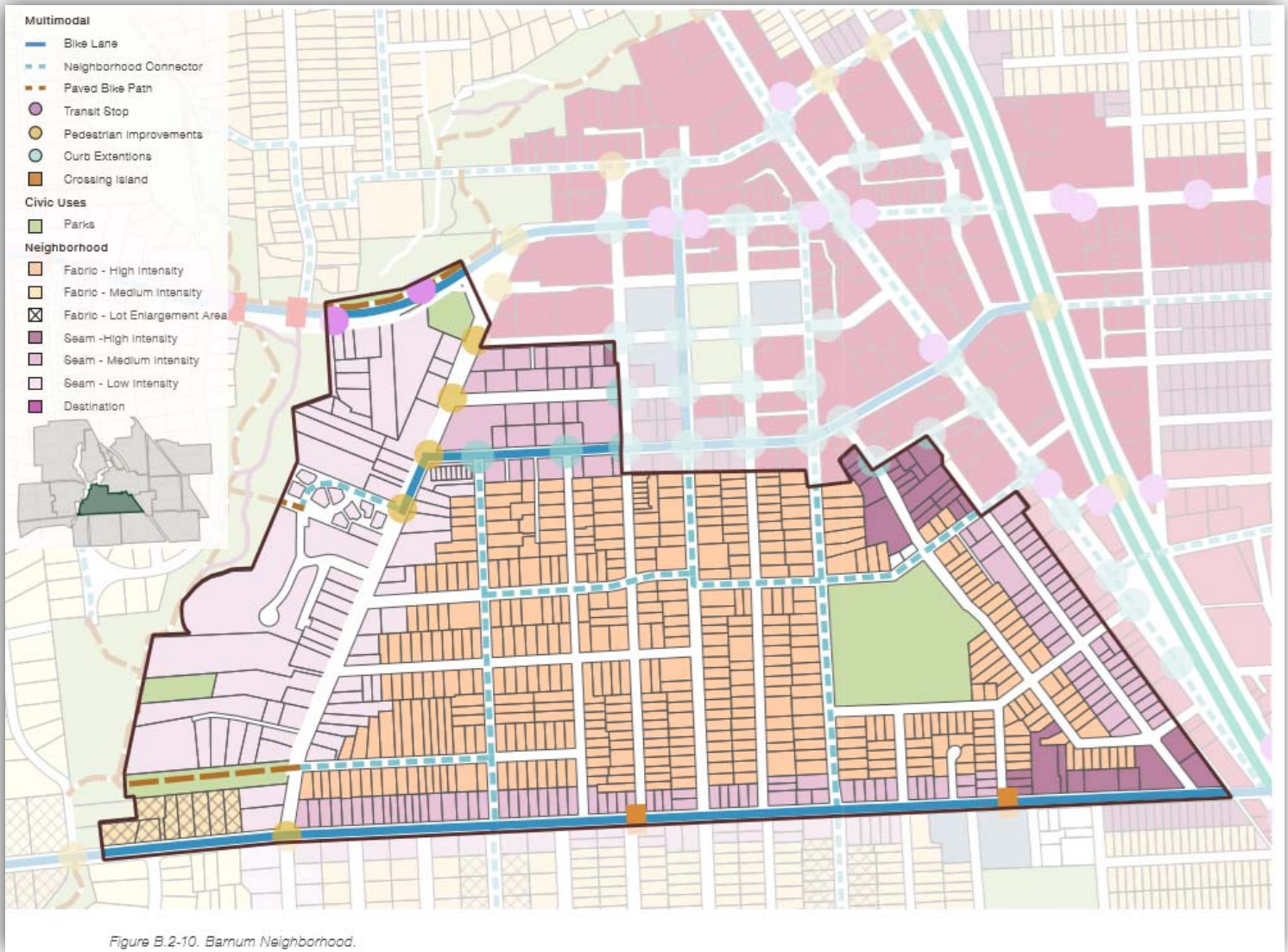
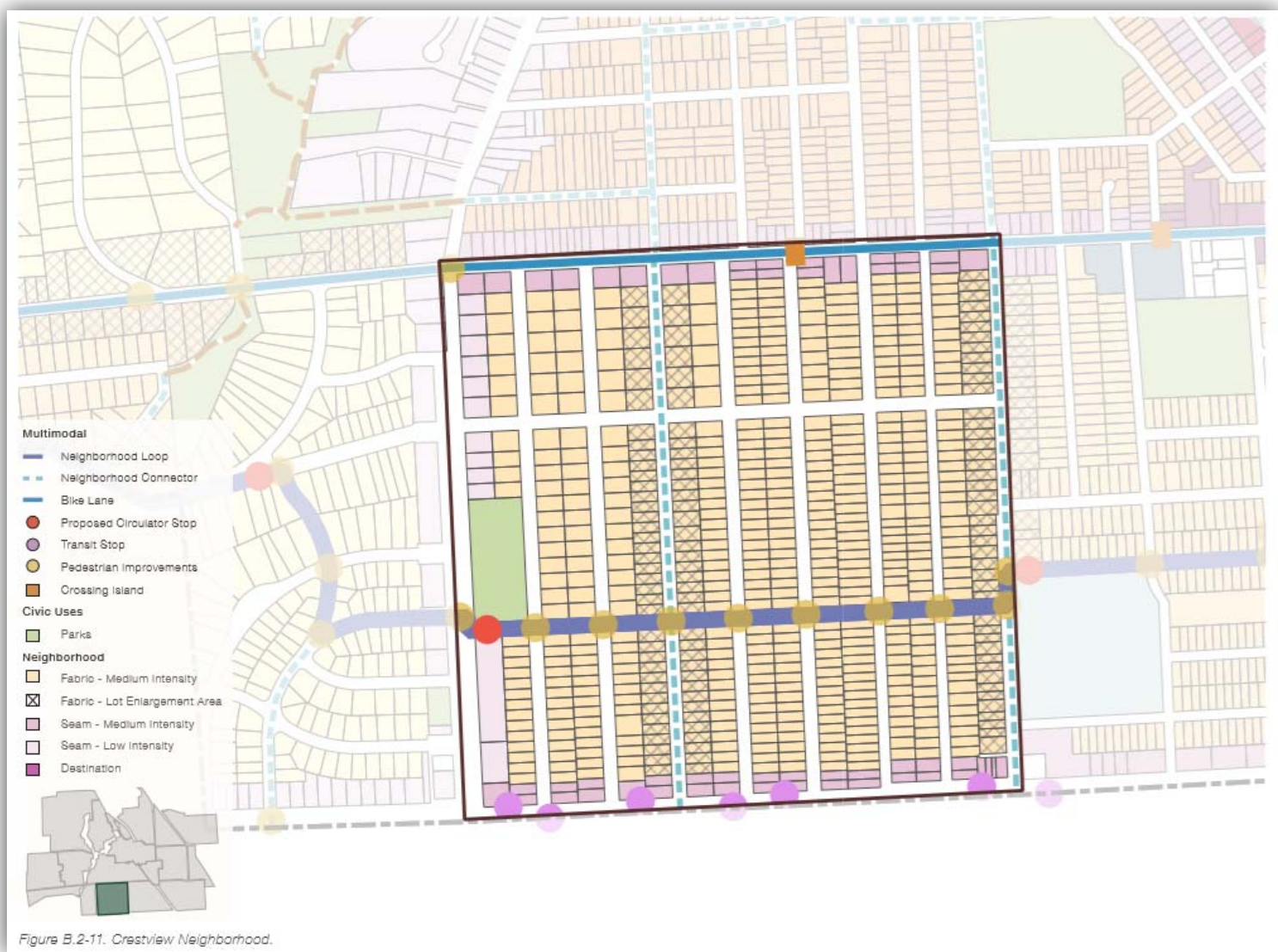


Figure B.2-9. Pierce Neighborhood.





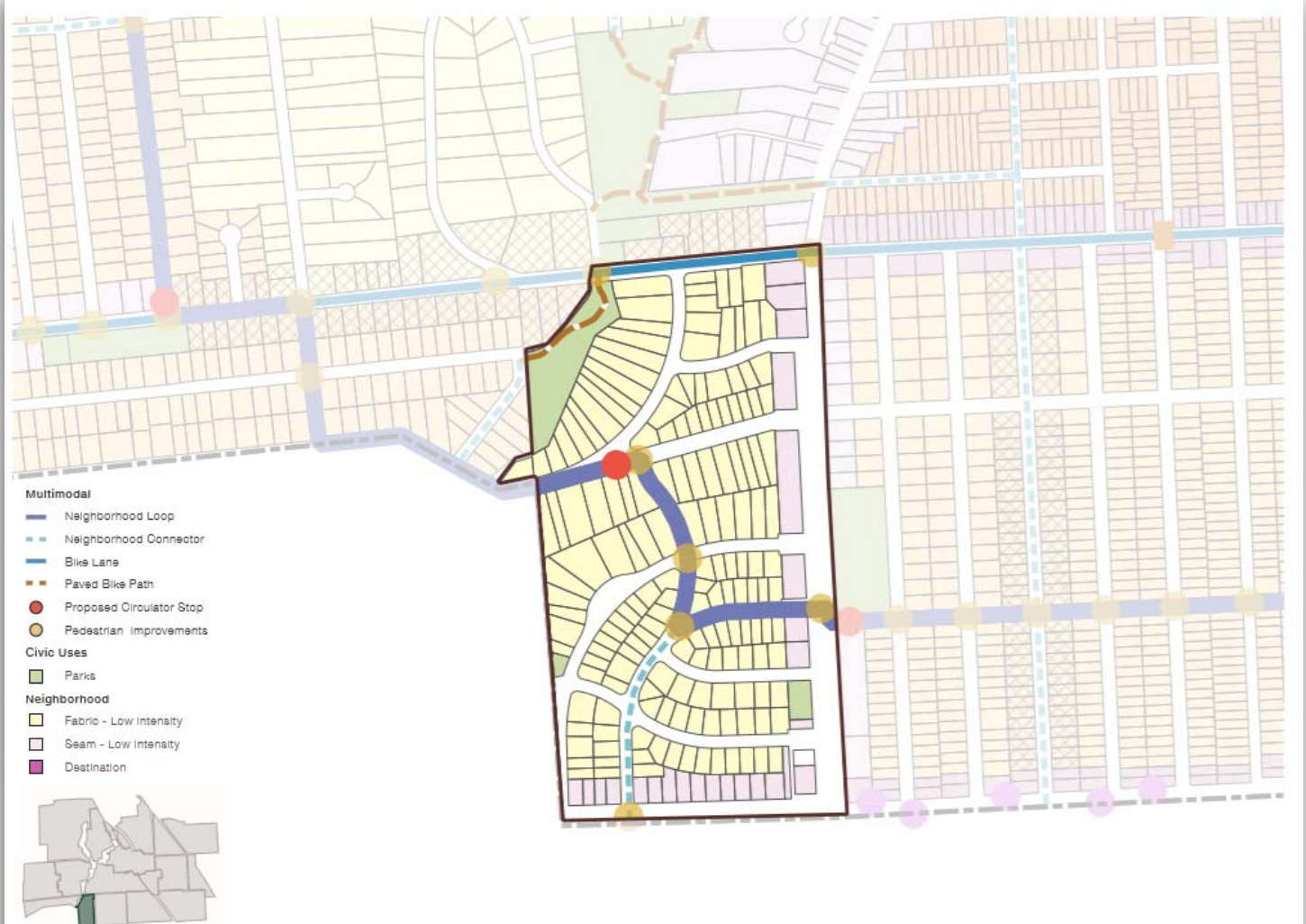


Figure B.2-12. Birmingham Farms Neighborhood.

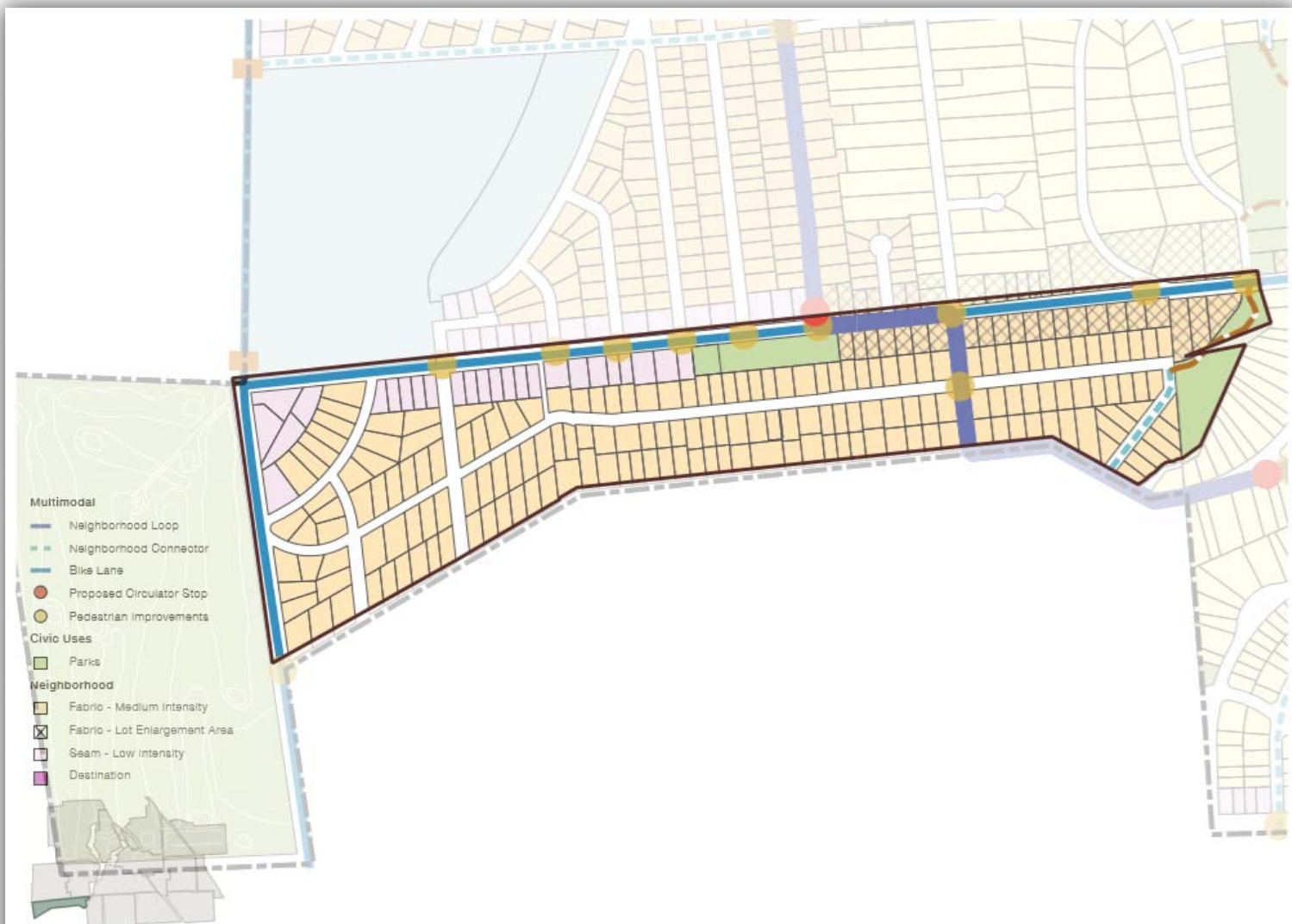


Figure B.2-13. Lincoln Hills Neighborhood.

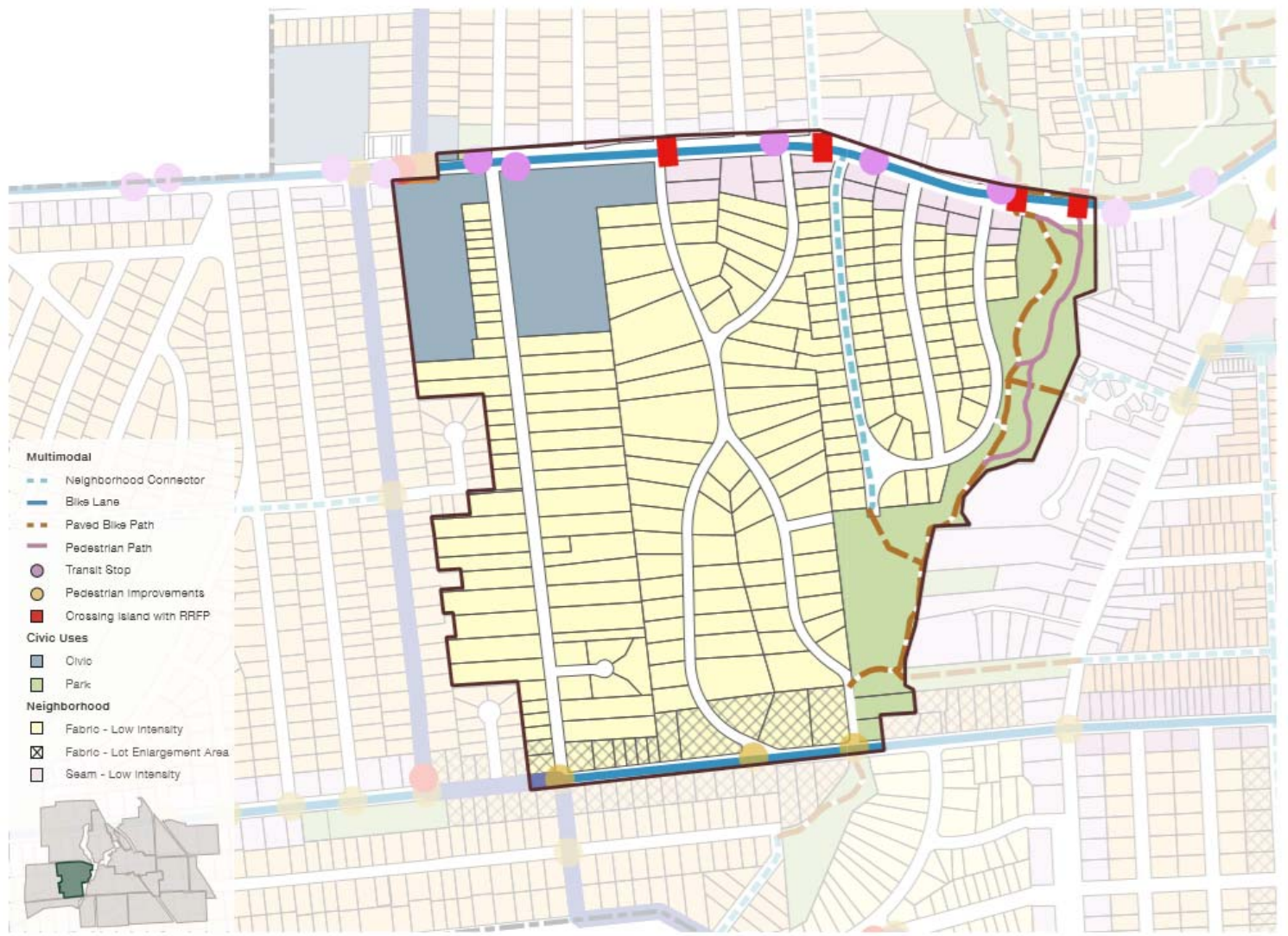


Figure B.2-14. Linden Neighborhood.



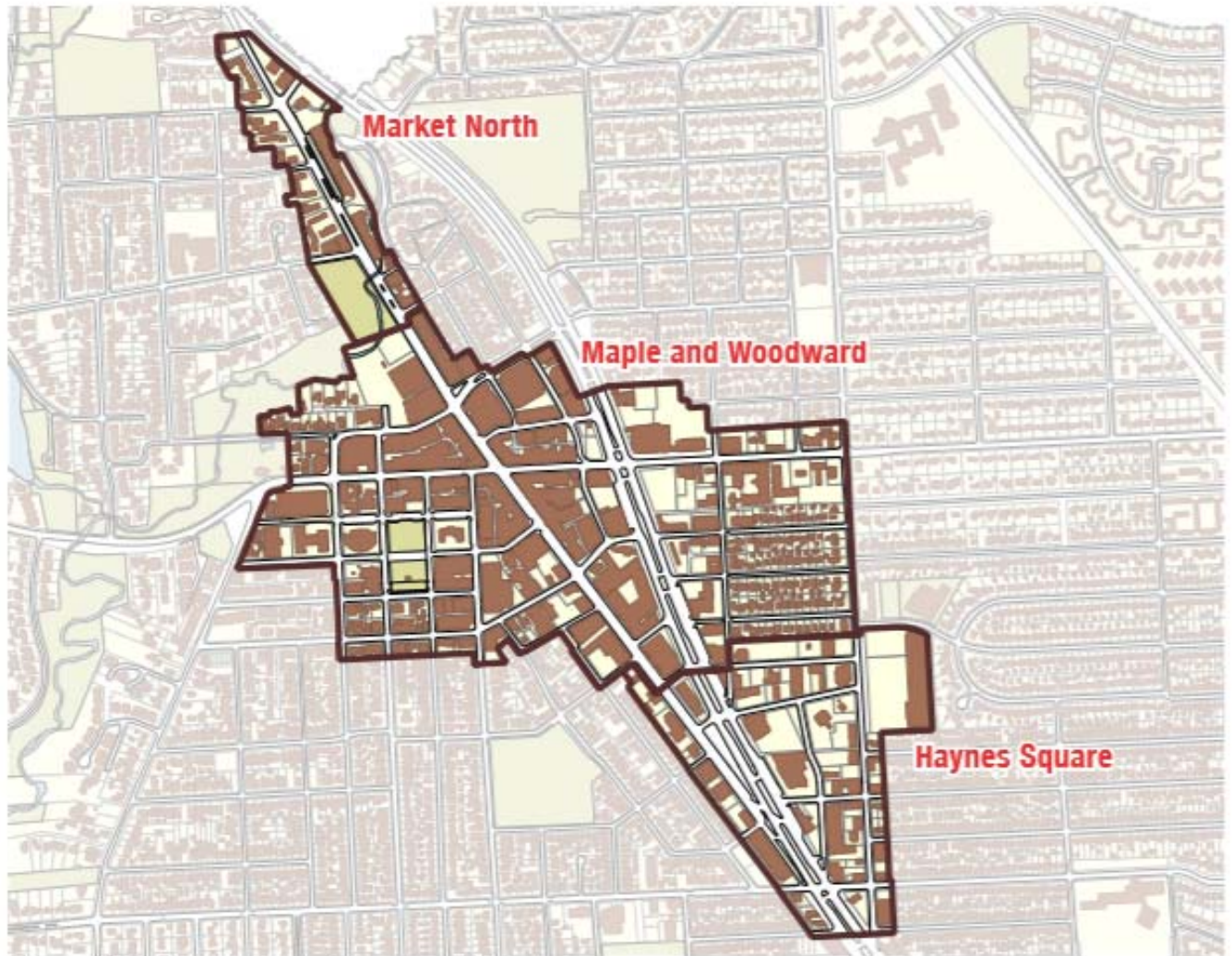


Figure C.1-01. Three districts of Downtown Birmingham.

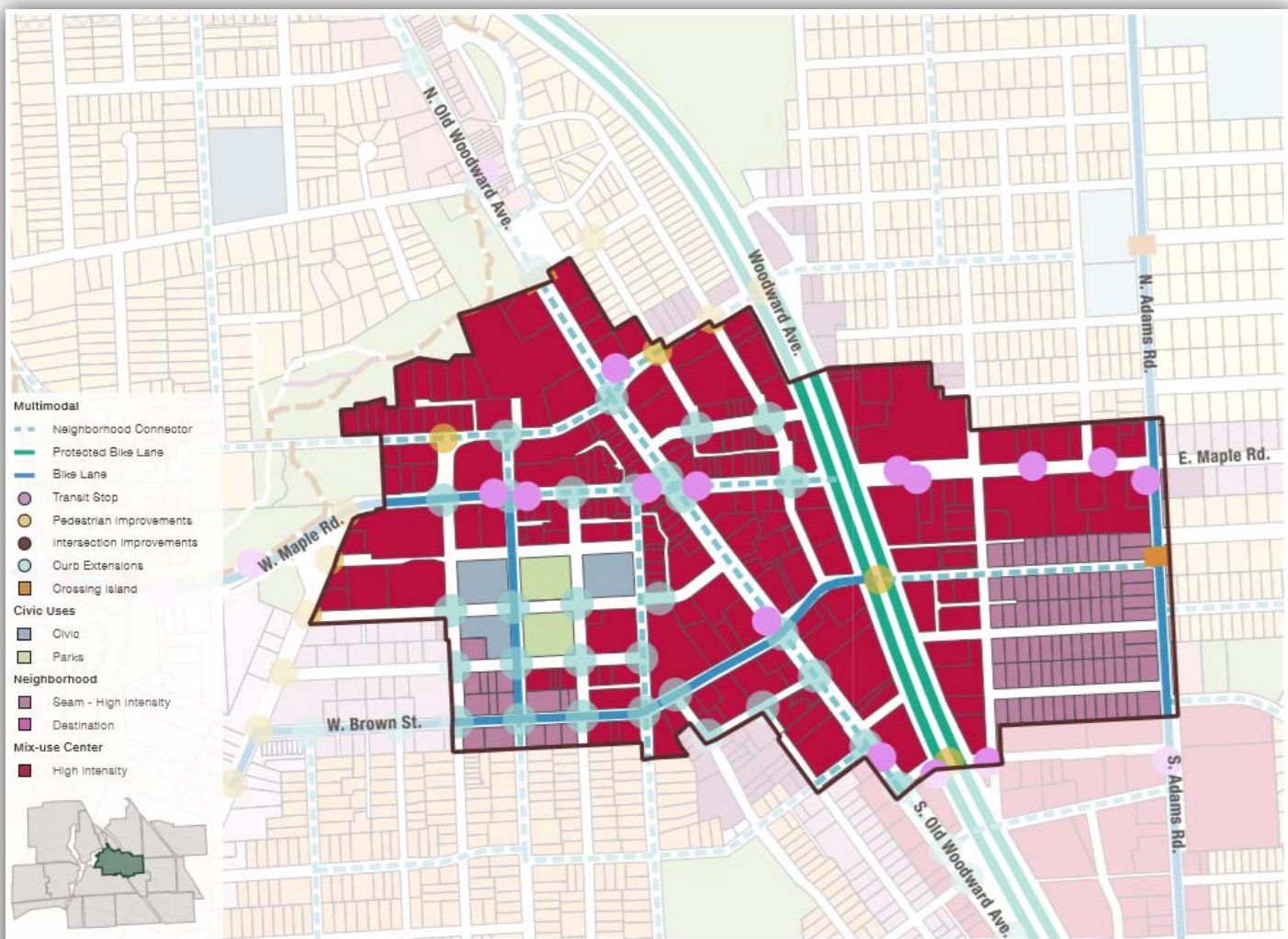
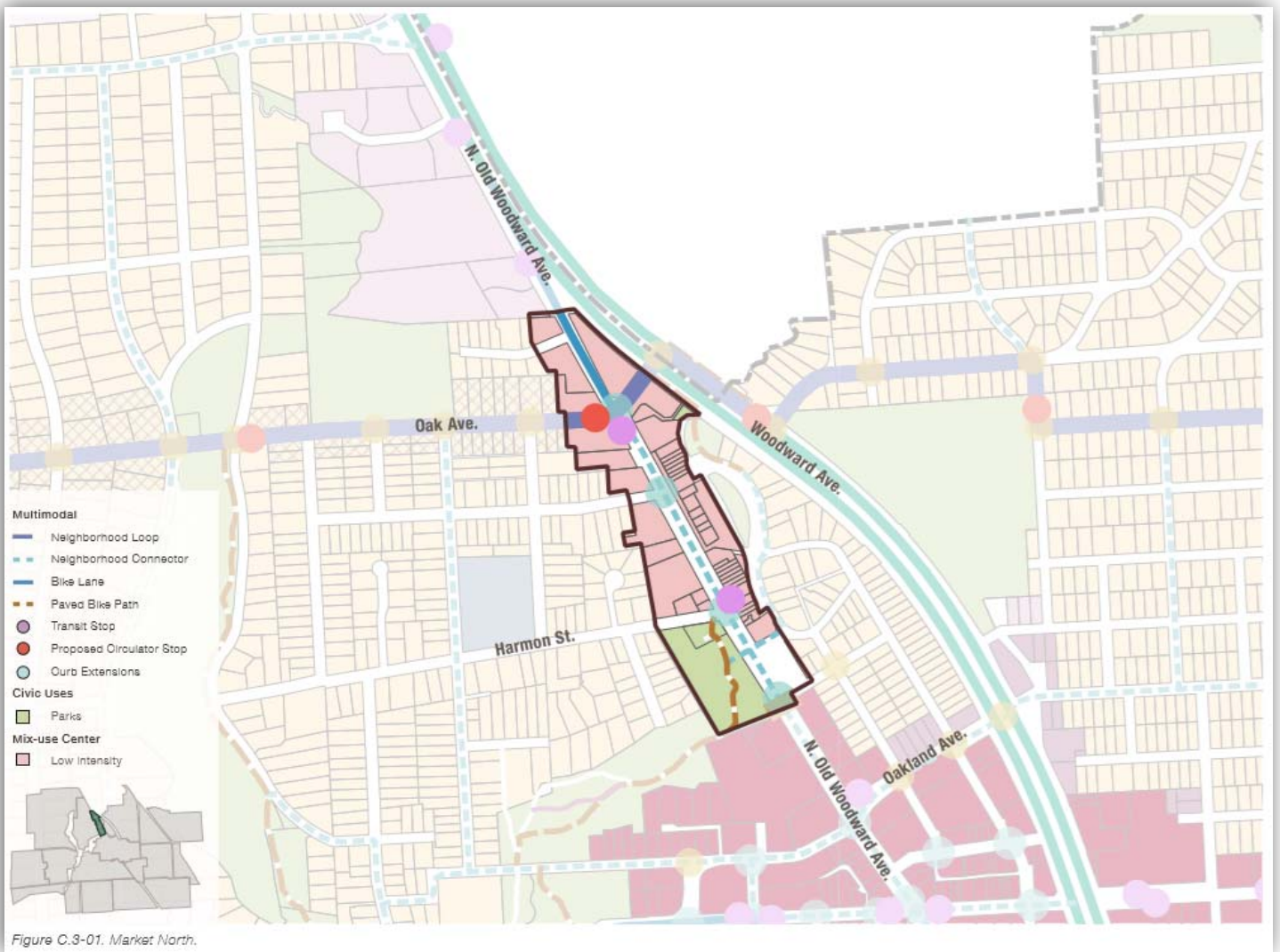


Figure C.2-01. Maple and Woodward district.



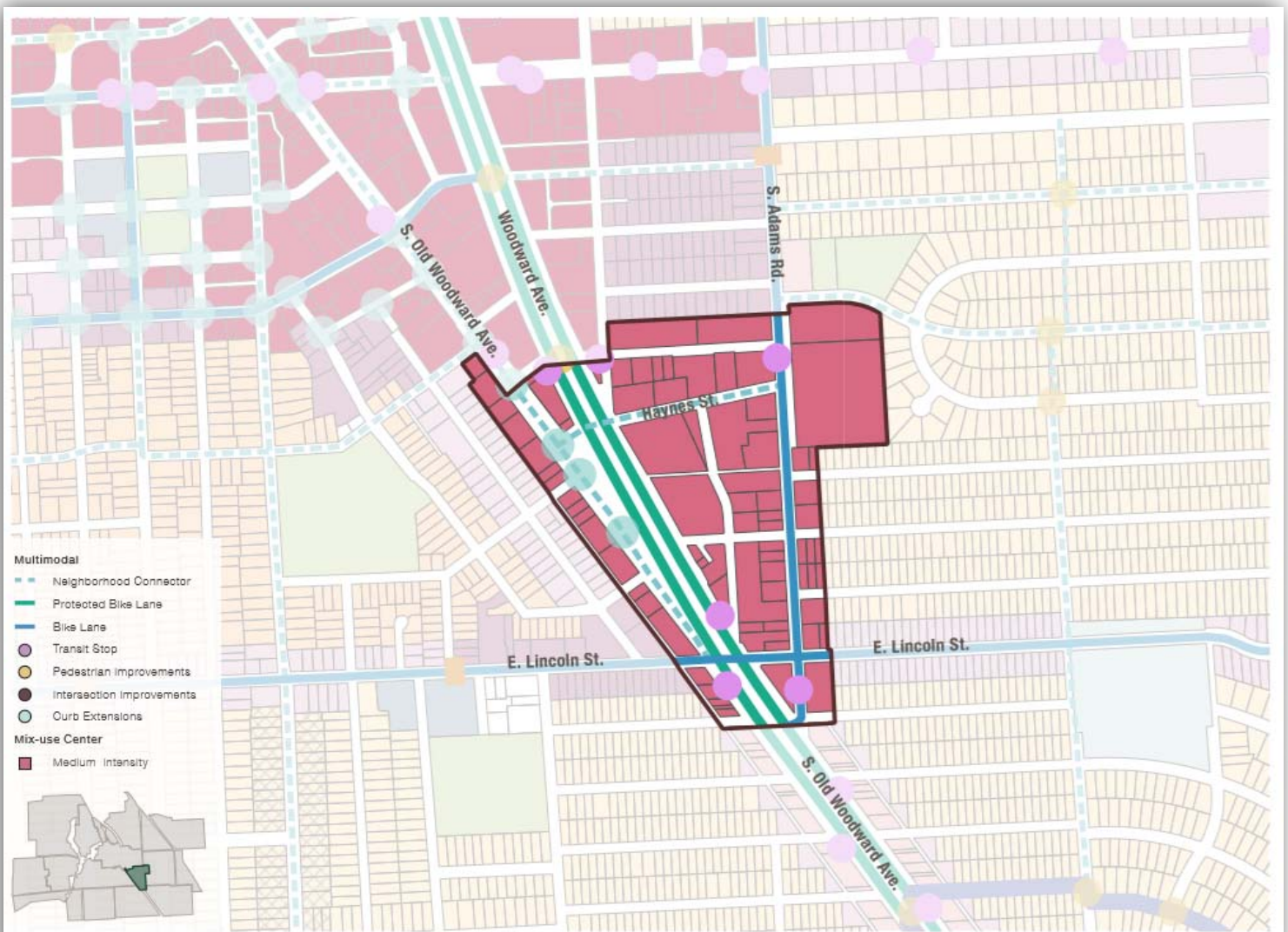


Figure C.4-01. Haynes Square.



Images C.1-02-C.1-04. Wayfinding signage. Business directory signage on the left, general wayfinding at center, and dynamic parking wayfinding on the right.



Image C.2-03. The dining deck at Dick O' Dow's leaves insufficient sidewalk space.

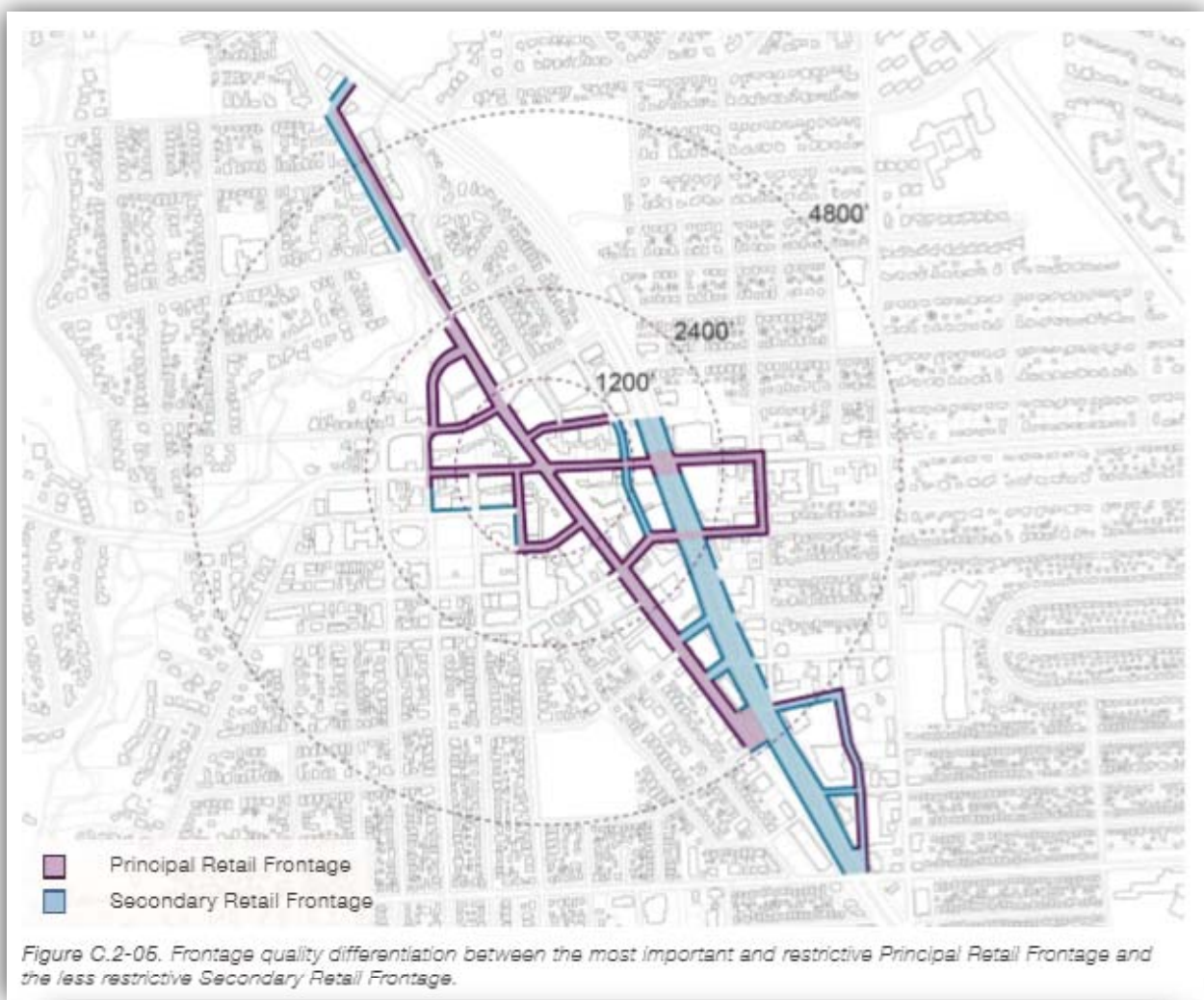




Figure C.2-12. Growth capacity West of Woodward on sites with 1 and 2 story buildings.



Figure C.3-06. Proposed open air market pavilion on municipal parking lot 6.

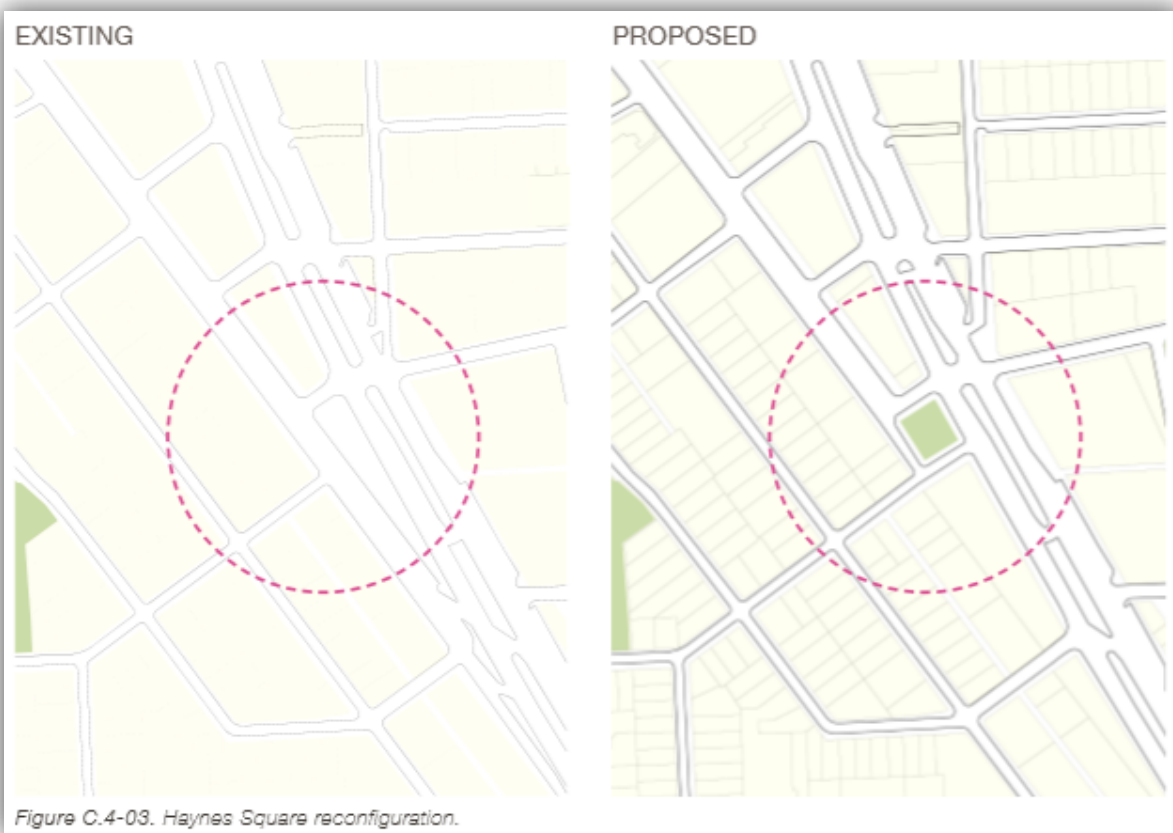




Figure C.4-04. Redevelopment of Haynes Square.



Figure C.6-04. Shared-use alley space.



Images C.4-05-08. Shared-use paving examples from the 2013 Southern Gateway Urban Design Plan.



Figure C.6-13. Neighborhood Sleeve block configuration which consolidates parking mid-block and creates small neighborhood-focused nodes along the east-west streets.

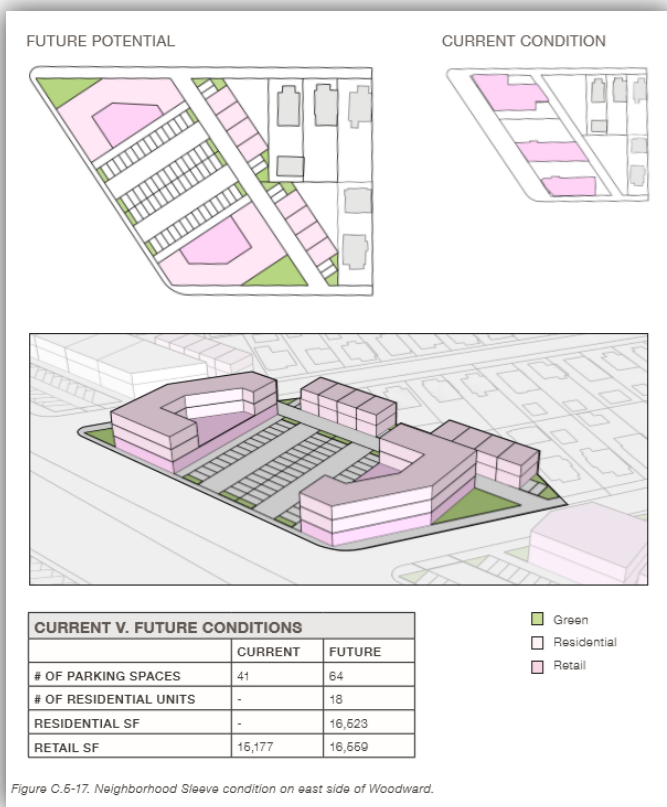
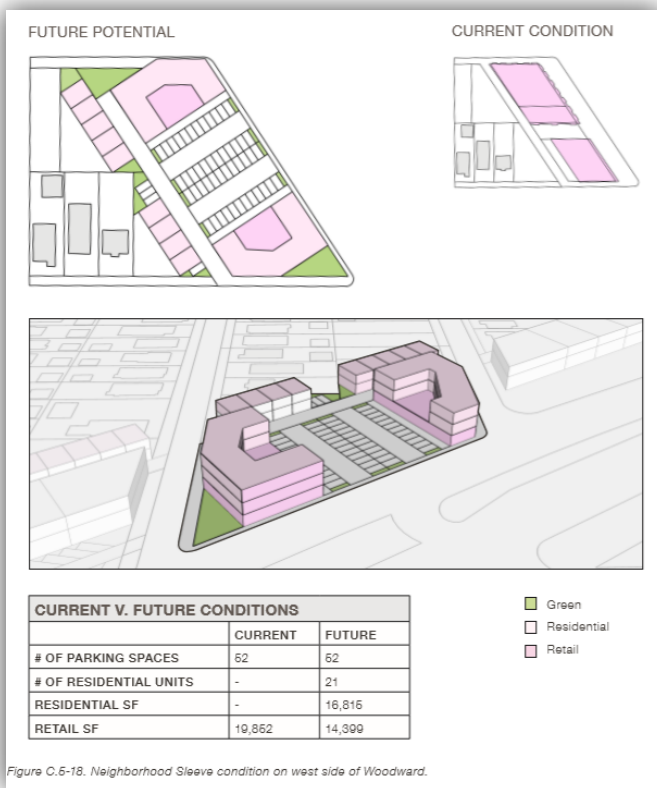
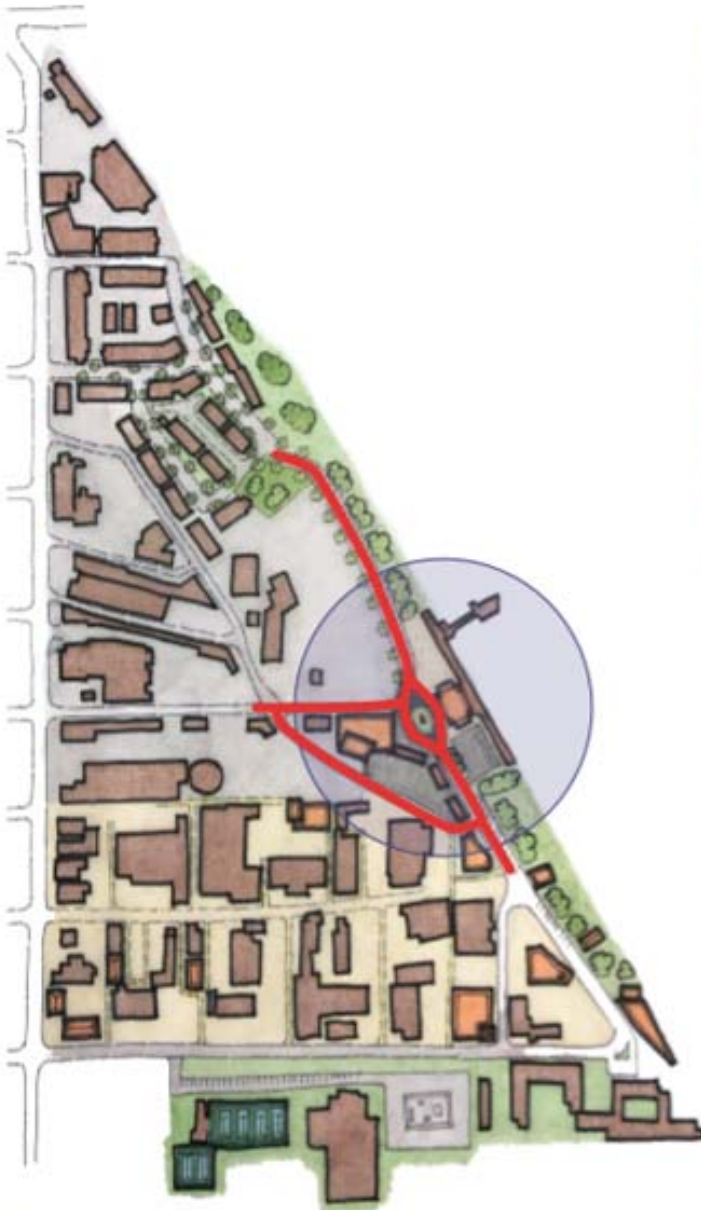







Figure C.6-08. The Lower Rail District.

Future Potential



-  Location of train station addition
-  Property blocking connection
-  Future road extensions

Existing Conditions



Figure C.6-15. Existing conditions and future potential of access to Troy Transit Center.