



## CITY OF GROSSE POINTE WOODS

### MEMORANDUM

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**Date: July 27, 2023**

**To: Mayor and City Council**

**From: Frank Schulte, City Administrator**

**Subject: Giffels Webster Master Plan Work Authorization Addendum –  
Option 1 for Phase II and Updates to the Clearzoning Ordinance**

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Administration is requesting approval of having *Giffels Webster* continue to provide planning services for Phase II of Master Plan Update (\$37,000) as well as provide updates as needed to the Clearzoning Ordinance (\$1,000).

The city attorney Tim Tomlinson has reviewed the agreement.

I recommend city council approve the attached *Giffels Webster Master Plan Work Authorization Addendum* Option 1 for Phase II of the Master Plan in an amount not to exceed \$37,000 and provide updates to the Clearzoning Ordinance in an amount not to exceed \$1,000. Both items are budgeted in the FY 2023/24 budget in account #101-371-818.000 in an amount not to exceed \$38,000.

Attachment

Fund Certification:

I hereby certify that unencumbered funds are available for the above purchase, and that the account number has been verified.

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Treasurer/Comptroller Signature

June 29, 2023

Susan Como, Assistant City Administrator  
Frank Schulte, City Administrator  
City of Grosse Pointe Woods

RE: **Master Plan  
Work Authorization**

Dear Ms. Como and Mr. Schulte:

At your request, we have prepared the following work authorization related the new Master Plan for the City of Grosse Pointe Woods (See Exhibit A). This is a supplemental work item under our existing agreement (signed 11/12/2022). This project will be conducted in phases as described in the following pages.

This is a flat fee project with two options. The Planning Commission will determine the final scope (optional element – Mack Avenue Corridor Plan review) by September 2023, and it will be billed as follows:

Option 1 (with the optional element): \$4,625.00 per month for 8 months (\$37,000 total) beginning with September 2023 billing cycle.

Option 2 (without the optional element): \$4,285.71 per month for 7 months (\$30,000 total) beginning with the September 2023 billing cycle.

Giffels Webster's fees do not include reproduction of drawings or reports delivered to the client. The City agrees to reimburse Giffels Webster for said fees, if any, at cost plus 15%.

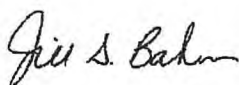
All work will be done as an addendum to and in accordance with the terms of our approved consulting services contract.

If you should have any questions related to this work, please feel free to contact me. Please sign below to authorize the commencement of this work and return at your convenience.

**WORK AUTHORIZATION**

\_\_\_\_\_  
Frank Schulte, City Administrator OR  
Susan Como, Assistant City Administrator

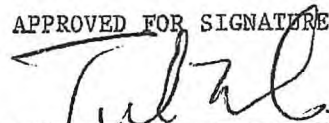
Respectfully,  
Giffels Webster



Jill S. Bahm, AICP  
Partner

\_\_\_\_\_  
Date

APPROVED FOR SIGNATURE



\_\_\_\_\_  
Timothy Tomlinson  
City Attorney

**Task 1 Public Input:**

In Phase 1 of the Master Plan Update, a public open house is included, which provides an opportunity for input to the Planning Commission prior to the preparation of the plan elements of the document. The following describes additional opportunities for public input in Phase 2. Public participation is critical to the planning process. Our team offers the following public participation approaches in this project:

- A. Online engagement platform that will allow for users to provide input, share ideas, respond to surveys and tie feedback to geographic locations in the city.
- B. Public open house – an informal opportunity to share the findings of phase 1 and solicit input on direction for the long-range planning in phase 2.

**Timeline: Ongoing throughout project**

**Deliverables:** Summary of public input

**Cost: \$4,500**

**Task 2 Plan Preparation:** Our team proposes to incorporate the following into Master Plan update, with one optional chapter):

- 1. Future Land Use Plan Map and supporting recommendations based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category will be provided. Graphics and implementation details illustrating specific proposals will be included as appropriate.
- 2. *Optional Mack Avenue Corridor Plan.* For this chapter, the city will review the findings and recommendations from the 2020 Vision Plan for Mack Avenue. After review, any necessary modifications will be incorporated in this Chapter. Topics to be reviewed include the following:
  - a. Coordinated New Streetscape Elements (Bike Racks / Benches / Trash Cans)
  - b. Street Light Pole Banners / Enhancements
  - c. Additional Pocket Parks
  - d. 30 MPH Speed Limit
  - e. Outdoor Cafe Enhanced Support
  - f. Enhanced Crosswalks / Traffic Calming Features
  - g. Commercial Beautification / Façade Improvement Incentives
  - h. Mack Avenue Marketing / Branding

This is not intended to be a comprehensive update of the Vision 2020 document, but rather modest adjustments and supplements necessary to bring the document up to date. The cost of this element is \$7,000.

- 3. Action Items Summary Table:
  - a. an easy-to-use checklist for prioritizing implementation strategies. Identify a Champion and Partners for each specific action item to ensure implementation success.
  - b. Zoning Plan: Prepare a Zoning Plan to guide short-range zoning decisions. Relate current and new districts to each land use category as necessary. Provide direction for zoning changes needed as a result of the Master Plan.

**Timeline: 6-7 months**

- Four meetings with Planning Commission to prepare the plan, review the Draft Plan and review materials for the Open House
- One meeting of the Planning Commission to review the final draft prior to release for public comment.

**Deliverables: Draft Master Plan**

**Cost: \$20,000 (\$27,000 with optional Mack Avenue Corridor Plan update)**

**Task 3: Public Hearing & Adoption**

1. Assist in preparing for the distribution of the draft plan to surrounding communities and designated agencies and utilities.
2. Prepare notice of public hearing in accordance with the Michigan Planning Enabling Act.
3. Present draft Plan at the public hearing. Prepare Resolutions of Adoption.
4. Assist Planning Commission with final adoption procedures.

**Timeline: 2-3 months**

**Deliverables: Final draft plan**

**Cost: \$3,000**

**Task 4: Plan Prep & Printing**

- A. Prepare document for printing and/or electronic copies to be distributed by a digital link. Print complete document for distribution (copies to be billed separately, with cost varying depending on number of copies printed).
- B. Print & Transmit Adopted Plan: Print Master Plan for final distribution as hard copy and an electronic document in PDF format. Coordinate with city staff to ensure the adopted Plan is distributed in accordance with State law.
- C. Executive Summary: Create an online story map of the Master Plan that includes the Future Land Use Plan Map and key concepts. This format provides the city with an excellent, low-cost method of sharing a concise summary of the Master Plan document with the public.

**Timeline: 1 month**

**Deliverable: Final Master Plan as identified above.**

**Cost: \$2,500**

**Total Cost: \$30,000 - \$37,000 with Mack Avenue Corridor Plan Update**

The next item on the agenda was the **Master Plan Part 2 Proposal Review**.

Discussion ensued regarding approval/recommendation for the budget. McKenna, acting as an agent of the city, does review the proposal for appropriateness. Giffels is on the April 2023 Planning Commission agenda to discuss their work to date and next steps. Clearzoning/Municode was discussed. Questions arose about the scope of the current Giffels Webster contract, which could not be clarified in this session. Planning Commission asked Boettcher to get details on the Giffels Webster contract.

**MOTION** by Gerhart, seconded by Vitale, that the Planning Commission recommends to the City Council an expenditure not to exceed \$37,000 for the implementation of the Master Plan.

Motion carried by the following vote:

YES: Fenton, Fuller, Gerhart, Hamborsky, Vitale, McNelis, O'Keefe

NO: None

ABSENT: Bailey, Gilezan