

MEETING MINUTES
ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING
JULY 30, 2025 – 8:00 AM
CITY OF FARMINGTON HILLS - COMMUNITY ROOM
31555 W ELEVEN MILE ROAD, FARMINGTON HILLS, MI

CALLED TO ORDER BY CHAIRMAN SCOTT ELLIOTT AT 8:09 A.M.

MEMBERS PRESENT: T.R. CARR, SCOTT ELLIOTT, VIVIANNE ROUSSEAU, CASSIE CLARK, MARK ZACHOS

ALSO PRESENT: Michael Bridges, Council Liaison, Gary Mekjian, City Manager, Karen Mondora, Assistant City Manager, Cristia Brockway, Economic Development Director, John Trafelet, Planning Commission Chairman

EXCUSED: GERRARD ALLEN, EUNICE JEFFRIES, FRITZ BEIERMEISTER

APPROVAL OF AGENDA

Motion by T.R. Carr, supported by Cassie Clark to approve the agenda as submitted.
Unanimously carried.

APPROVAL OF MINUTES

Motion by Cassie Clark, supported by Vivianne Rousseau, to approve the minutes of April 15th as submitted.
Unanimously carried.

BUSINESS

Scott Elliot turned the discussion over to Cristia Brockway. She noted that there are two market studies: the largest being the Twelve Mile and Orchard Lake Road study and the Grand River Corridor Market Study. The reason for these studies is to understand the current assets that exist within the corridor; how we can capitalize on them, and answer questions on what type of conditions exist, and how we can change these corridors into new developments and investment opportunities for industries such as restaurants, housing, and new offices.

Mrs. Brockway shared a PowerPoint on the progress of both corridor studies. Her presentation went over the 12 Mile Road Focus areas, Orchard Lake Road Focus areas, and the focus areas within the Grand River Corridor market study. Significant areas to note include Hunter's Square with 3.7 million visitors per year, the "international district" between 12 ½ Mile and 13 ½ Mile Road with 810,000 visitors per year, Orchard 12 Plaza with 2 million visitors per year, and 12 Mile and Farmington Road with 1.3 million visitors per year.

Cristia Brockway went into detail on the community's demand for more food which includes quick serve restaurant options, dine-in, take out, and a limited (but growing) demand for high-end dining options. She pointed out that chicken restaurants are in high demand and yield high rates of return in the market. There were several restaurants that were listed as options to target attraction efforts. She also said that it is pivotal for the city to pay attention to and embrace the investment happening within the international district. Michael Bridges, Council Liaison, shared his support in the growth of this district and appreciated Cristia's attention on the matter.

Zoning along 12 Mile and Orchard Lake Road was discussed. 51% of 12 Mile Road's land area is 51% office, IRO embodies 31%, with other commercial districts following behind. Orchard Lake Road has 14 zoning districts with residential making up 46%. Implications within the zoning ordinance such as setback, parking requirements, and absence in use variety were cited.

Some members of the EDC asked about the progression of Hunter's Square to which Gary Mekjian and Cristia Brockway shared that the project will be brought to the Planning Commission for a new site plan. The PUD agreement is also being finalized and will be brought before Council once complete.

Mrs. Brockway went on to describe the findings of the Grand River Corridor market study. She demonstrated the incredible amount of density within the corridor area with 120,000 people, 50,000 households, and \$95,000 in average household revenue within the corridor's trade area. Retail and restaurant options are in extremely high demand within the corridor with grocery being the top need. Following the need for restaurants, houseware, and destination locations such as specialty foods (bakery, deli, ice cream, etc.) and pubs.

Housing options are also in high demand along the Grand River Corridor with townhomes being the most popular options. Mrs. Brockway described that all age groups and socioeconomic types are searching for housing options, and the corridor is seeing this demand as well. Between 400 and 600 new units could be absorbed by 2030 based on consumer demand.

CHAIRMANS REPORT

None.

REPORTS

Gary Brockway briefed the board on Oakland Community College's (OCC) potential project with Little Caesars in their vision to create a hockey training facility. He described that the partners are looking to integrate sports medicine and other commercial uses into the site in order to push success. Members of the board inquired about opportunities to hear more, which Mr. Mekjian reminded the board of the Community Forum being held on August 5 at 6 p.m. on OCC's campus. This will be hosted by OCC and Little Caesars to get a gauge on the community's interest.

COMMITTEE REPORTS

None.

BOARD MEMBER COMMENTS

Mark Zachos gave his appreciation in all the updates provided. He also inquired on how the EDC board can provide additional support.

Cristia Brockway responded that the EDC board is a group of skilled ambassadors that can share important information throughout the City, especially to residents. Mr. Zachos asked if there could be an informal committee to provide communication. Michael Bridges supported the idea of assisting with residential communication and liked the idea of a group having one, impactful and data-driven message to share.

PUBLIC COMMENTS

None.

ADJOURNMENT

The meeting was adjourned at 9:10 a.m.

Unanimously approved.

Minutes Drafted by Cristia Brockway, Economic Development Director