



Planning Commission  
97 North Broad Street  
Hillsdale, Michigan 49242-1695  
(517) 437-6440 Fax: (517) 437-6450

## **Planning Commission Agenda** **October 15, 2019**

- I. Call to Order 5:30**
  - A. Pledge of Allegiance
  - B. Roll Call
- II. Public Comment**
  - Any Commission related item – 3 min. limit
- III. Consent Items/Communications**
  - A. Approval of agenda – **Action**
  - B. Approval of Planning Commission 09.17.2019 minutes – **Action**
- IV. Site Plan Reviews**
  - A. 181 Uran – New Communications Tower
- V. Presentation**
  - A. Kingdom Geekdom Re-zoning
  - B. Wayfinding Signage
- VI. Old Business**
  - Annual Planning Commission Report – **Update**
- VII. New Business**
  - None
- VIII. Master Plan Review**
  - Joint Meeting
- IX. Zoning Ordinance Review**
- X. Zoning Administrator Report**
  - A. 2019 Planning Conference
- XI. Commissioner’s Comments**
- XII. Adjournment**

**Next meeting November 19, 2019 at 5:30 pm**

## **PLANNING COMMISSION MINUTES**

**HILLSDALE CITY HALL,**

**97 N. Broad Street**

**September 17, 2019 at 5:30 PM**

### **I. Call to Order**

- A. Chairwoman Amber Yoder called the meeting to order at 5:31 pm
- B. Members present: Secretary Kerry Laycock, Mayor Pro-tem William Morrissey, Commissioners Eric Moore and Ron Scholl
- C. Vice Chairman Samuel Nutter and Commissioner Penny Swan were absent.
- D. Others present: Alan Beeker and Jack McLain.

### **II. Public Comment**

Jack McLain questioned if backyard fire permits require a burn permit. Mr. Beeker said that they technically do require a permit but this is difficult to enforce. Mr. McLain also enquired about when a use an occupancy permit for an apartment must be renewed. He asked a similar question about single family homes where all residents are unrelated. Mr. Beeker indicated that inspections and permit renewals are required every two years for rental properties.

### **III. Consent Items/Communications**

Commissioner Scholl moved to approve the consent items. Commissioner Moore seconded. All were in favor.

### **IV. Old business**

Annual Planning Commission Report: Commissioner Nutter was not present to discuss progress on the annual report. The report was due to City Council in July. There was no additional old business.

### **V. New Business**

There was no new business.

### **VI. Master Plan review**

There was a lengthy discussion of pages 64 – 75. Several restatements of the problems that the community faces were offered before the Commission agreed to eliminate the section altogether in favor of an update of the goals, objectives and actions steps. There was discussion about including a *green* goal and looking at ordinance changes to protect heritage trees. Commissioners agreed that the updated plan should list the accomplishments that have been made. All agreed that many action steps had been accomplished but that the goals and objectives remain relevant. Commissioners found it difficult to identify new action steps given that most of the zoning ordinance had been updated. Commissioners concluded that a joint working session with City Council would be useful in identifying new priorities and actions steps, and in strengthening alignment with Council's objectives and priorities. There was also discussion of creating alignment between the City's Strategic Plan and its Master Plan. A request for a joint working session will be forthcoming.

**VII. Zoning Ordinance Review**

There was no discussion of zoning ordinance.

**VIII. Zoning Administrator's Report**

Mr. Beeker did not have anything to report.

**IX. Commissioner Comments**

There were no Commissioner comments.

**X. Adjournment**

Commissioner Scholl motioned to adjourn. Commissioner Morrisey seconded. All in favor. The meeting adjourned at 6:43 pm.

**Next meeting: October 15, 2019 at 5:30 pm.**

DRAFT



**TO: Planning Commission**

**FROM: Zoning Administrator**

**DATE: October 8, 2019**

**RE: 181 Uran St.**

**Background:** Tillman Infrastructure has submitted plans for a new communications tower in the Manufacturing Park. The project involves erecting a monopole tower on the property located at 181 Uran St. which is very close to the center of the Manufacturing Park. The plans were submitted to the Planning Office on September 24, 2019. The City Department Heads met for their preliminary review on October 7, 2019. The Staff report is included with the plans.

# CITY OF HILLSDALE



ALAN C. BEEKER  
ZONING ADMINISTRATOR  
97 NORTH BROAD STREET  
HILLSDALE, MICHIGAN 49242-1695  
(517) 437-6449 FAX: (517) 437-6450

October 7, 2019

Below is a list of the items cited during the meeting to review the plans of the proposed communications tower to be located at 181 Uran Street. The project comprises a 170'-0" tall monopole tower.

Present: Matt Taylor (City Engineer), Scott Hephner (Police & Fire Chief), Mark Hawkins (Deputy Fire Chief), Jake Hammel (Dept. of Public Services Director), Bill Briggs (Board of Public Utilities Water Dept.), Alan Beeker (Zoning Administrator), Chris McArthur (Board of Public Utilities Director), Chad Culbert (Board of Public Utilities Electric Dept.) and Ben Herrick (Faulk & Foster Real Estate).

## Zoning

- Remove razor wire from top of the 8'-0" tall chain link fence.

## City Engineer

- No issues.

## Public Services

- New Drive Approach to be 16'-0" wide MDOT "M" style with curb tapers.

## Public Safety

### Fire Department

- No issues

### Police Department

- No issues

## Board of Public Utilities (BPU)

- Will require a utility easement for new underground electric supply.

The Planning Commission will review the drawings at the regular meeting which will be held on October 15, 2019 at 5:30 pm. The location will be at City Hall, 97 N. Broad St. in the 2<sup>nd</sup> Floor Conference Room.

**RECEIVED**  
**SEP 24 2019**  
 Planning Dept



**PROJECT:** NEW SITE BUILD  
**SITE NAME:** N/A  
**SITE CASCADE:** TI-OPP-13241 (B)  
**SITE ADDRESS:** 181 URAN SREET  
 HILLSDALE, MI 49242  
 HILLSDALE COUNTY  
**PARCEL #:** 006-222-151-05  
**SITE TYPE:** 170'-0" SELF-SUPPORT  
**SUBMITTAL:** ZONING DRAWINGS



152 WEST 57TH STREET  
 27TH FLOOR  
 NEW YORK, NY



NORTHWEST REGIONAL OFFICE  
 678 FRONT AVENUE NW, SUITE 215  
 GRAND RAPIDS, MI 49504



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 Woodcliff Lake, NJ • Bayamon, PR

*Certification & Seal:*  
 I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision and that I am a duly Licensed Professional Engineer under the laws of the State of Michigan.



*Michael L. Pinske*  
 Michael L. Pinske: \_\_\_\_\_ Date: 09/19/2019

ISSUE PHASE: ZONING DRAWINGS DATE ISSUED: 09/19/2019

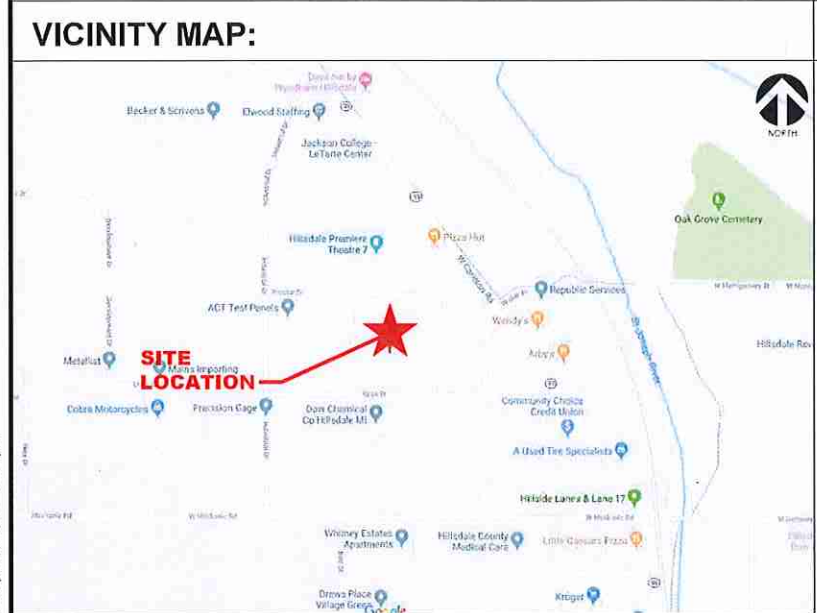
PROJECT TITLE:  
**TI-OPP-13241  
 CANDIDATE (B)**

PROJECT INFORMATION:  
 181 URAN SREET  
 HILLSDALE, MI 49242  
 HILLSDALE COUNTY  
 PARCEL #: 006-222-151-05  
 SHEET TITLE:

**TITLE SHEET**

SCALE: NONE

PROJECT NUMBER: 43301  
 SHEET NUMBER: T-1



**PROJECT INFORMATION:**

**SITE ADDRESS:**  
 181 URAN SREET  
 HILLSDALE, MI 49242  
 HILLSDALE COUNTY

**SITE COORDINATES:**  
 LATITUDE: N 41° 56' 15.87" (41.9377422°)  
 LONGITUDE: W 84° 38' 58.25" (-84.6495130°)

**MUNICIPAL ID:**  
 PARCEL ID: 30-006-222-151-05  
 ZONE: I-1 LIGHT INDUSTRIAL

**PROPERTY OWNER:**  
 HAYLETT, TIMOTHY M & MICHELLE L  
 7676 S HILLSDALE ST  
 HILSDALE, MI 49242

**A&E FIRM**  
 RAMAKER & ASSOCIATES, INC.  
 855 COMMUNITY DRIVE  
 SAUK CITY, WI 53583  
 CONTACT: MIKE REEVE  
 EMAIL: MREEVE@RAMAKER.COM  
 PHONE: (608) 643-4100

**SITE ACQUISITION**  
 FAULK & FOSTER  
 NORTHWEST REGIONAL OFFICE  
 678 FRONT AVENUE NW, SUITE 215  
 GRAND RAPIDS, MI 49504  
 PHONE: 248.891.9214  
 FAX: 616.647.8614  
 CONTACT: BEN HERRICK

**APPLICANT**  
 TILLMAN INFRASTRUCTURE LLC  
 152 W. 57TH STREET, 8TH FLOOR,  
 NEW YORK, NY, 10019  
 PHONE: 646.578.8394

**APPROVALS:**

CONSTRUCTION MANAGER:	
SITE ACQUISITION:	
LANDLORD:	

**SHEET INDEX**

SHEET NUMBER	SHEET DESCRIPTION
T-1	COVER SHEET
1 OF 2	SURVEY (BY OTHERS)
2 OF 2	SURVEY (BY OTHERS)
Z-1	OVERALL PARCEL LAYOUT
Z-2	ENLARGED SITE PLAN
Z-3	TOWER ELEVATION

**CODE COMPLIANCE:**

ALL WORK SHALL BE PERFORMED AND MATERIALS INSTALLED IN ACCORDANCE WITH THE CURRENT EDITIONS OF THE FOLLOWING CODES AS ADOPTED BY THE LOCAL GOVERNING AUTHORITIES. NOTHING IN THESE PLANS IS TO BE CONSTRUED TO PERMIT WORK NOT CONFORMING TO THESE CODES.

- 2015 INTERNATIONAL BUILDING CODE
- INTERNATIONAL MECHANICAL CODE
- ANSI/TIA-222 STRUCTURAL STANDARD
- NFPA 780 - LIGHTNING PROTECTION CODE
- UNIFORM PLUMBING CODE
- NATIONAL ELECTRICAL CODE



**SURVEYOR'S NOTE**

THE PARENT PARCEL BOUNDARY OF THIS DRAWING IS ILLUSTRATED FROM RECORD INFORMATION AND IS APPROXIMATE. THE TOPOGRAPHICAL SURVEY FOR THIS MAP WAS PERFORMED ON MAY 2, 2019. NOT TO BE USED AS CONSTRUCTION DRAWINGS. UNDERGROUND UTILITY MARKING WAS REQUESTED OF THE MISSDIG ONE CALL SYSTEM AS TICKET NO. A91140514-00A DATED 4/24/19

**ELEVATION DATUM**

ALL ELEVATIONS ARE BASED ON NAVD 88 DATUM. CONTOURS ARE ILLUSTRATED AT 1.0' INTERVALS.

BM#1) ELEV. 1158.31  
R.R. SPIKE NORTH SIDE OF POWER POLE SOUTHEASTERLY OF SOUTHEAST CORNER OF BUILDING LOCATED AT 181 URAN ST.

**ZONING DATA**

ACCORDING TO THE SITE CANDIDATE INFORMATION PACKAGE THIS SITE IS: NO ZONING INFORMATION PROVIDED AT TIME OF SURVEY.

SETBACKS:  
FRONT: 50'  
REAR: 20'  
SIDE: 20'

**FLOOD PLAIN INFORMATION**

WE HAVE CONSULTED THE FEDERAL EMERGENCY MANAGEMENT AGENCY NATIONAL FLOOD INSURANCE MAP AS PREPARED FOR THE CITY OF HILLSDALE, HILLSDALE COUNTY, MICHIGAN, COMMUNITY PANEL NUMBER 26059C01670 DATED 2/19/2014, AND FIND THAT THE PROJECT SITE IS ZONED X (UNSHADED).

**BASIS OF BEARINGS**

LATITUDE AND LONGITUDE OF SITE REFERENCE POINT ARE BASED ON THE HARN (HIGH ACCURACY REFERENCE NETWORK) NAD83 (CORS 96)

BEARINGS ARE BASED ON MICHIGAN STATE PLANE, MI SOUTH 2113 TO ORIENT DRAWING TO TRUE NORTH, ROTATE COUNTERCLOCKWISE 00°11'33.82".

**PROPRIETOR**

TIMOTHY M. HAYLETT AND MICHELLE L. HAYLETT  
181 URAN ST.  
HILLSDALE, MICHIGAN 49242

**EASEMENTS, COVENANTS, CONDITIONS, AND RESTRICTIONS**

THE TITLE COMMITMENT ISSUED BY FIDELITY NATIONAL TITLE INSURANCE COMPANY AS COMMITMENT NO. 28703554, DATED FEBRUARY 25, 2019 LISTS THE FOLLOWING EASEMENTS, COVENANTS, CONDITIONS, AND RESTRICTIONS, THAT ARE MATTERS OF SURVEY, AFFECTING THE PARENT PARCEL UNDER "SCHEDULE B":

8. MATTERS AS SHOWN AND NOTED ON PLAT RECORDED IN PLAT BOOK 7, PAGE 27. NO EASEMENTS SHOWN IN LOT 9, DOES NOT AFFECT THE SUBJECT PROPERTY.

9. TERMS, PROVISIONS, COVENANTS, CONDITIONS, RESTRICTIONS, RESERVATIONS, EASEMENTS, CHARGES, ASSESSMENTS AND LIENS PROVIDED IN A DEED OR COVENANTS, CONDITIONS AND RESTRICTIONS RECORDED IN LIBER 490, PAGE 817, BUT OMITTING ANY COVENANTS OR RESTRICTIONS, IF ANY, BASED UPON RACE, COLOR RELIGION, SEX, SEXUAL ORIENTATIONS, FAMILIAL STATUS, MARITAL STATUS, DISABILITY, HANDICAP, NATIONAL ORIGIN, ANCESTRY, OR SOURCE OF INCOME, AS SET FORTH IN APPLICABLE STATE OR FEDERAL LAWS, EXCEPT TO THE EXTENT THAT SAID COVENANT OR RESTRICTION IS PERMITTED BY APPLICABLE LAW. AFFECTS THE SUBJECT PROPERTY. BLANKET IN NATURE.

**LEGAL DESCRIPTION**

PARENT PARCEL  
An interest in land, said interest being over a portion of the following described parent parcel:

Land situated in the City of Hillsdale, County of Hillsdale, State of Michigan A parcel of land described as commencing at the Northeast corner of Lot 9, Hillsdale Industrial Park, being a subdivision and part of the Northwest 1/4 of Section 22, Town 6 South, Range 3 West, City of Hillsdale, Hillsdale County, Michigan, according to the plat thereof as recorded in Liber 7, Page 27 and 28 of Plats, Hillsdale County Records, and running thence South along the East line of said Lot 270.13 feet of the Southeast corner thereof; thence Westerly along the South line of said Lot 9, CONTINUED.

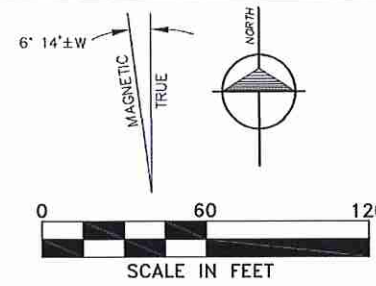
499.05 feet; thence North parallel with the East line of said Lot 9, 271.5 feet to the North line of said Lot 9; thence East along the North line of said Lot 9, 499.05 feet to the place of beginning.

SUBJECT TO AND TOGETHER WITH: An easement for the purpose of installing and maintaining a six-inch sewer line over the following described premises; Commencing at a point on the South line of Lot 9 of Hillsdale Industrial Park, being a subdivision and part of the Northwest 1/4 of Section 22, Town 6 South, Range 3 West, City of Hillsdale, Hillsdale County, Michigan, according to the plat thereof as recorded in Liber 7, Pages 27 and 28 of Plats, Hillsdale County Records, located 499.05 feet West of the Southeast CORNER.

This map was made from the above legal description which was given to us as a complete description of the property. Such map and description should be compared with the Abstract of Title or the Plat for any exceptions, omissions or differences in description.

**TI-OPP-13241  
HILLSDALE**

PARCEL NO.  
JAMISON MANAGEMENT COMPANY  
006-222-100-09



TILLMAN  
INFRASTRUCTURE

151 W. 57th STREET  
NEW YORK, NEW YORK 10019  
TEL: 212-706-1677

**TI-OPP-13241  
HILLSDALE**

Survey Prepared for:  
**RAMAKER & ASSOCIATES, INC.**  
655 Community Dr. Sauk City, WI 53583  
608-643-1100 www.Ramaker.com  
Project Manager: James Kaiser

REVISIONS		
NO.	DESCRIPTION	DATE
1		10/21/19

**williams&works**  
engineers | surveyors | planners  
616.224.1500 phone | http://williams-works.com  
549 Ottawa Ave NW | Grand Rapids, MI 49503

SURVEYED BY:

SITE NAME: **HILLSDALE**

SITE NUMBER:

SITE ADDRESS: **181 URAN STREET  
HILLSDALE, MI  
49242**

SHEET TITLE: **S1**

SHEET 1 OF 2

**LEGEND**

- ▲ - TRAVERSE POINT
- △ - WELL
- ⊙ - HIGHWAY
- ⊕ - MONUMENT
- ⊖ - MONUMENT BOX
- - SET WOODSTAKE
- + - XCUT
- PK - PK NAIL
- - FOUND IRON STAKE
- - SET IRON STAKE
- - SIGN
- RR - RR SIGN
- GUY - GUY POLE
- ANCH - GUY ANCHOR
- UTL - UTILITY POLE
- LIGHT - LIGHT POLE
- ORNL - ORNAMENTAL LIGHT POLE
- POST - POST
- UTL - U.G. UTILITY MARKER
- SOIL - SOIL BORING
- MAIL - MAILBOX
- SAT - SATELLITE DISH
- HAND - HAND HOLE
- AC - AC UNIT
- UTL - U.G. UTILITY MARKER
- FIRE - FIRE HYDRANT
- PIV - POST INDICATOR VALVE
- WATER - WATER VALVE
- GAS - GAS VALVE
- UST - UST FILL PORT
- GAS - GAS PUMP
- GAS - GAS METER
- WATER - WATER METER
- TELE - TELEPHONE RISER
- ELECT - ELECTRIC METER
- CABLE - CABLE TV RISER
- CATCH - CATCH BASIN
- ROUND - ROUND CATCH BASIN
- UTL - UTILITY MANHOLE
- STORM - STORM MANHOLE
- SANIT - SANITARY MANHOLE
- ELECT - ELECTRIC MANHOLE
- TELE - TELEPHONE MANHOLE
- WATER - WATER MANHOLE
- HAND - HANDICAP PARKING SPACE
- SHRUB - SHRUB
- TREE - TREE
- PINE - PINE TREE
- TELE - TELEPHONE UTILITY LINE
- ELECT - ELECTRIC UTILITY LINE
- WATER - WATER UTILITY LINE
- GAS - GAS UTILITY LINE
- STEAM - STEAM UTILITY LINE
- STORM - STORM UTILITY LINE
- SANIT - SANITARY UTILITY LINE
- FIBER - FIBER OPTIC UTILITY LINE
- OVER - OVERHEAD UTILITY LINE
- FENCE - FENCE LINE

All utilities as shown are approximate locations derived from actual measurements and available records. They should not be interpreted to be in exact location nor should it be assumed that they are the only utilities in the area.

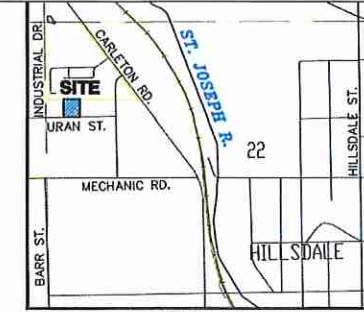
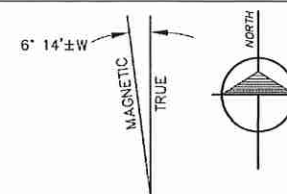
**PRELIMINARY**  
LAWRENCE W. ALBAUGH P.S. 30073

DATE: 5/2/2019	DWG. BY: A.G.G.
SCALE: 1"=60'	SURVEYED: R.P.
UPDATE: AGG050719	CHKD BY: L.W.A.
PROJECT NO.: 218104.007	

**SURVEYOR'S NOTE**

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**TI-OPP-13241  
 HILLSDALE**



**TILLMAN  
 INFRASTRUCTURE**

152 W. 57th STREET  
 NEW YORK, NEW YORK 10019  
 TEL: 212-704-1677

**TI-OPP-13241  
 HILLSDALE**

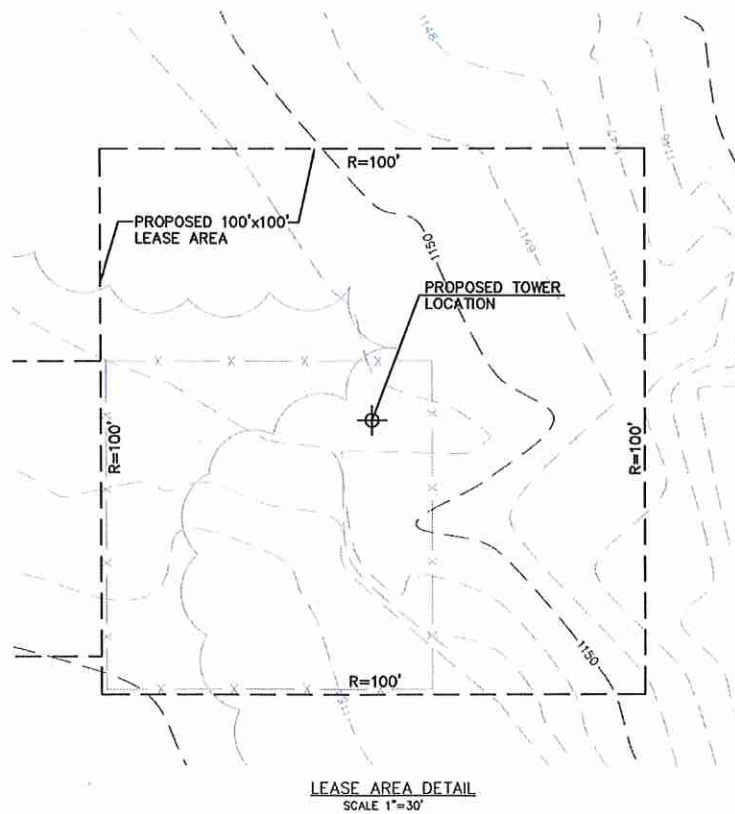
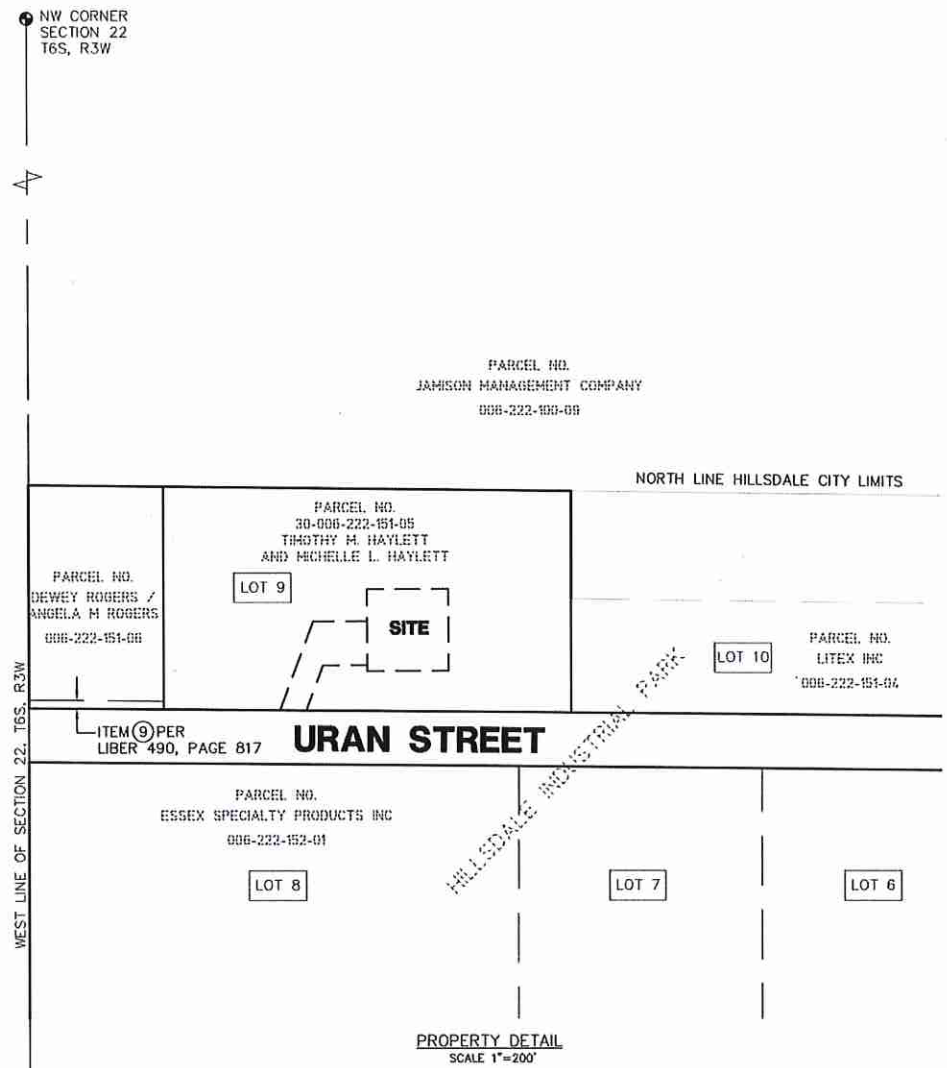
Survey Prepared for:  
**RAMAKER  
 & ASSOCIATES, INC.**  
REGISTERED PROFESSIONAL ENGINEER  
 855 Community Dr. Siskiyew, WI 53583  
 608 643-4100 www.Ramaker.com  
 Siskiyew, WI • Wilmot, MI  
 Woodhill Lake, MI • Bogotown, MI  
 Project Manager: James Kaiser

REVISIONS		
NO.	DESCRIPTION	DATE
1		xxxx/xx

**LEGEND**

- △ - TRAVERSE POINT
- ▲ - WELL
- ⊖ - HIGHWAY
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- ⊕ - WATER MANHOLE
- ⊕ - HANDICAP PARKING SPACE
- - SHRUB
- - TREE
- - PINE TREE
- - EXISTING CONTOURS
- - TELEPHONE UTILITY LINE
- - ELECTRIC UTILITY LINE
- - WATER UTILITY LINE
- - GAS UTILITY LINE
- - STEAM UTILITY LINE
- - STORM UTILITY LINE
- - SANITARY UTILITY LINE
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- - OVERHEAD UTILITY LINE
- - FENCE LINE
- - GUARD RAIL

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NW CORNER SECTION 22 T6S, R3W

WEST LINE OF SECTION 22, T6S, R3W

W1/4 CORNER SECTION 22 T6S, R3W

**PRELIMINARY**  
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**williams & works**  
 engineers | surveyors | planners  
 http://williams-works.com  
 616.224.1500 phone  
 549 Ottawa Ave NW | Grand Rapids, MI 49503

SURVEYED BY:

SITE NAME: **HILLSDALE**

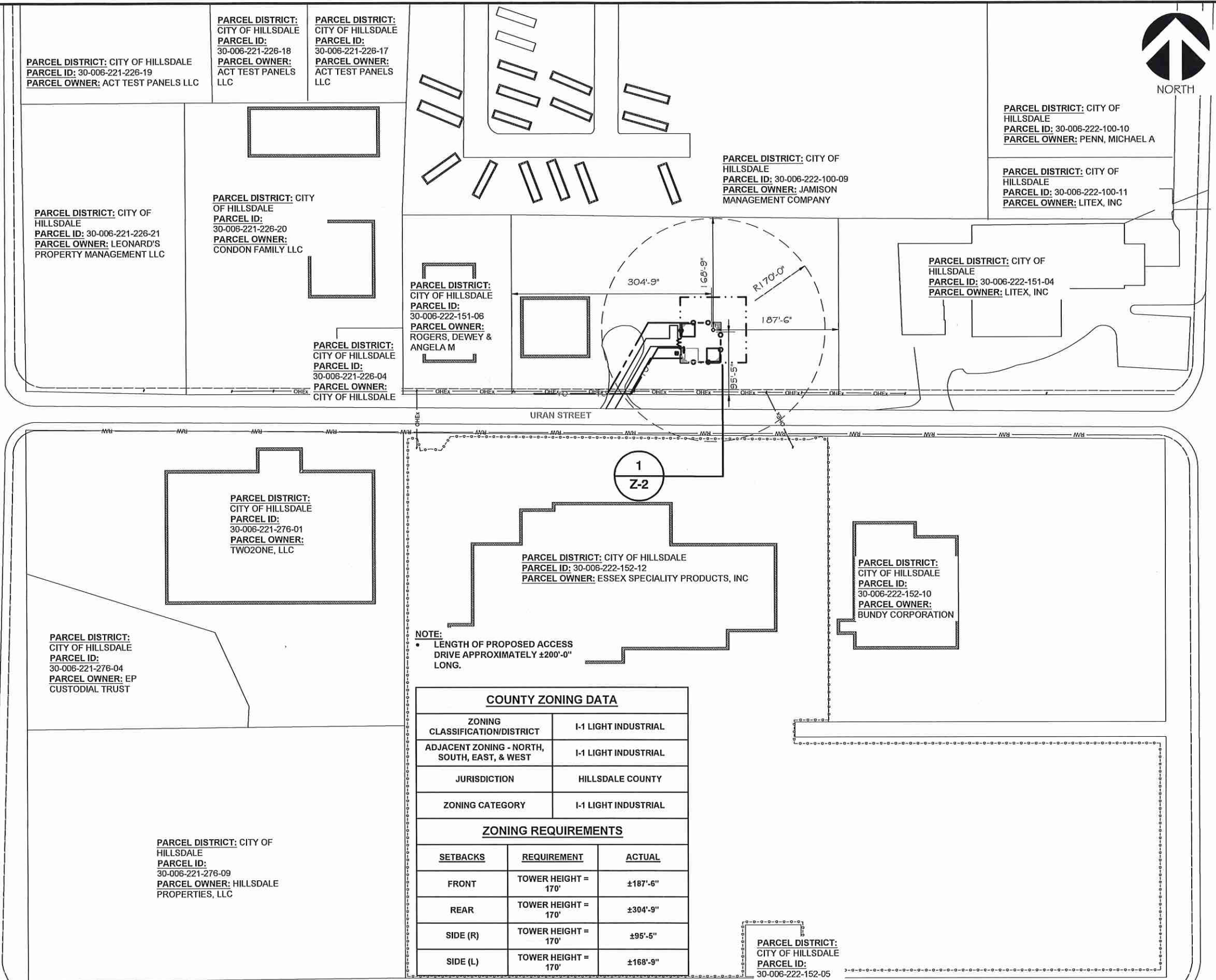
SITE NUMBER: **TI-OPP-13241**

SITE ADDRESS: **181 URAN STREET  
 HILLSDALE, MI  
 49242**

SHEET TITLE: **S2**

SHEET 2 OF 2





**TILLMAN**  
**INFRASTRUCTURE**

152 WEST 57TH STREET  
 27TH FLOOR  
 NEW YORK, NY



**NORTHWEST REGIONAL OFFICE**  
 678 FRONT AVENUE NW, SUITE 215  
 GRAND RAPIDS, MI 49504



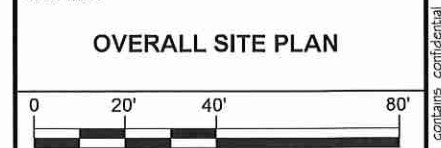
855 Community Dr, Sauk City, WI 53583  
 608-643-4100 www.Ramaker.com  
 Sauk City, WI • Willmar, MN  
 Woodcliff Lake, NJ • Bayamon, PR

Certification & Seal:


ISSUE PHASE: ZONING DRAWINGS  
 DATE ISSUED: 09/19/2019

PROJECT TITLE:  
**TI-OPP-13241  
 CANDIDATE (B)**

PROJECT INFORMATION:  
 181 URAN SREET  
 HILLSDALE, MI 49242  
 HILLSDALE COUNTY  
 PARCEL #: 006-222-151-05  
 SHEET TITLE:

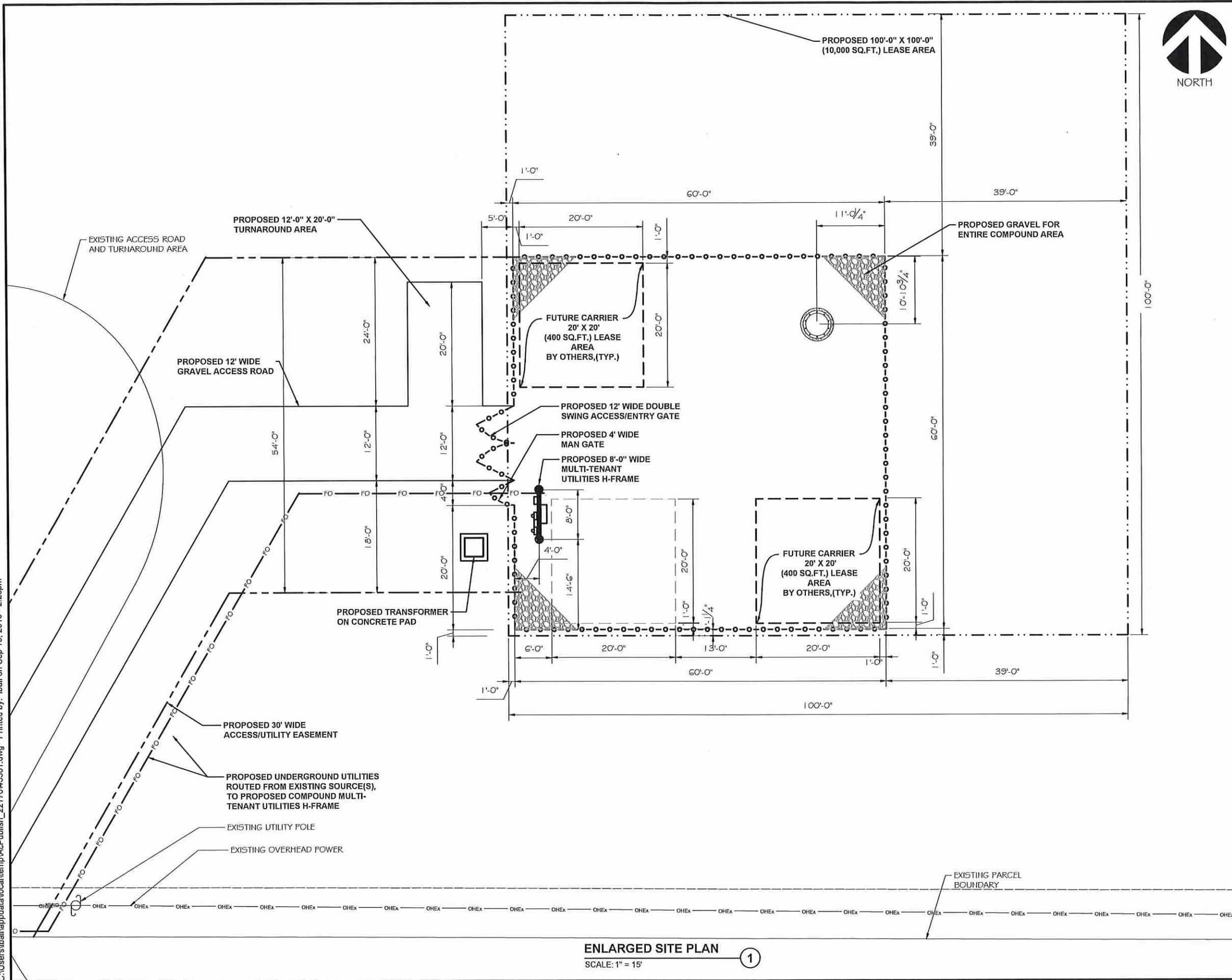


OVERALL SITE PLAN

11" x 17" - 1" = 40'  
 22" x 34" - 1" = 20'

PROJECT NUMBER: 43301  
 SHEET NUMBER: Z-1

**OVERALL PARCEL LAYOUT**  
 SCALE: 1" = 150'



**TILLMAN**  
**INFRASTRUCTURE**

152 WEST 57TH STREET  
 27TH FLOOR  
 NEW YORK, NY



**NORTHWEST REGIONAL OFFICE**  
 678 FRONT AVENUE NW, SUITE 215  
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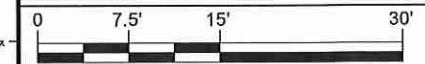
*Certification & Seal:*

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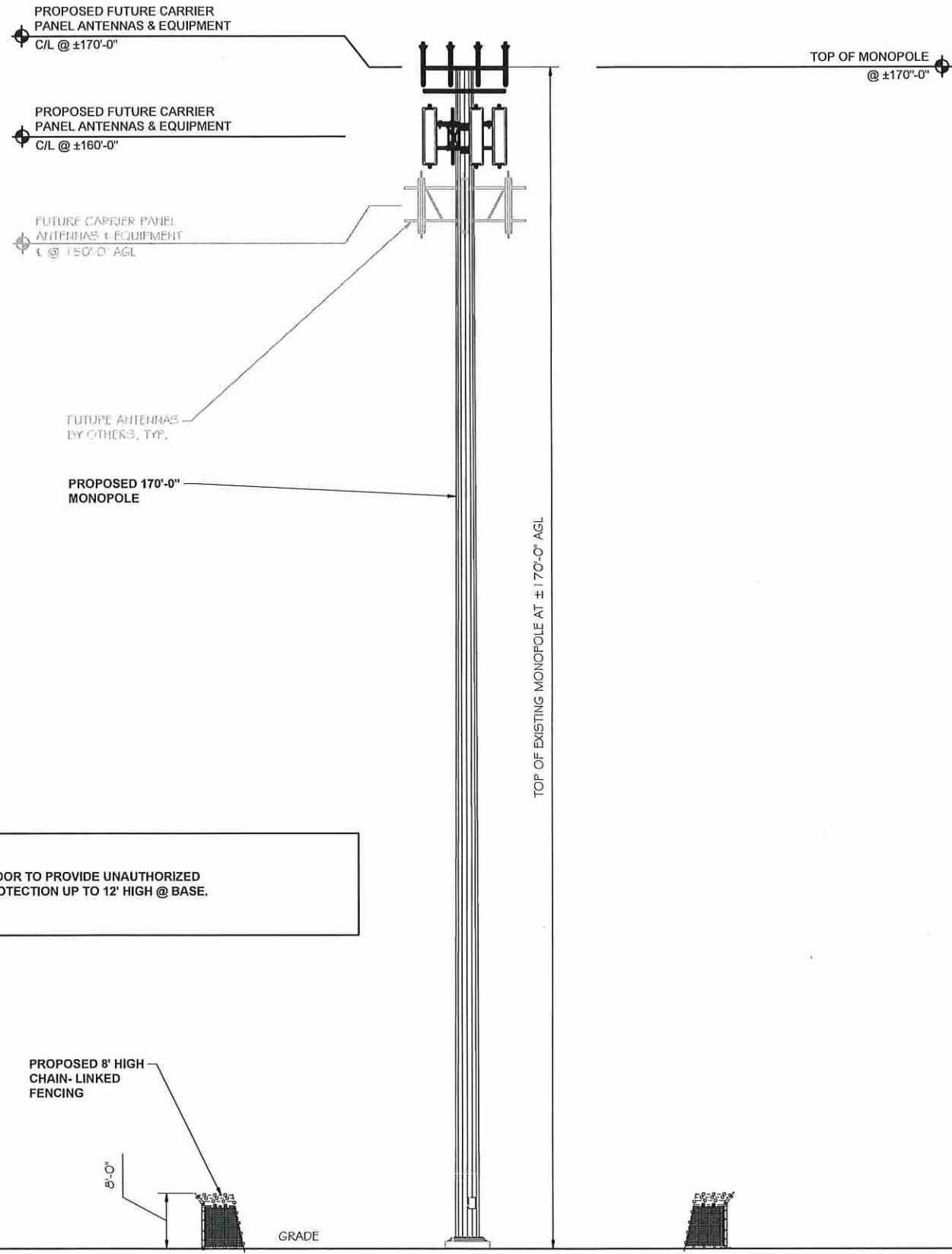
SHEET TITLE:  
**ENLARGED SITE PLAN**



11" x 17" - 1" = 15'  
 22" x 34" - 1" = 7.5'

PROJECT NUMBER: 43301  
 SHEET NUMBER: Z-2

**ENLARGED SITE PLAN**  
 SCALE: 1" = 15'



**NOTE:**  
 \*TOWER VENDOR TO PROVIDE UNAUTHORIZED CLIMBING PROTECTION UP TO 12' HIGH @ BASE.

**TOWER ELEVATION**  
 SCALE: 1" = 30'



152 WEST 57TH STREET  
 27TH FLOOR  
 NEW YORK, NY



**NORTHWEST REGIONAL OFFICE**  
 678 FRONT AVENUE NW, SUITE 215  
 GRAND RAPIDS, MI 49504



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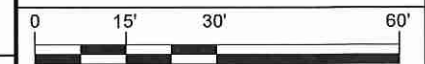
Certification & Seal:


ISSUE PHASE ZONING DRAWINGS DATE ISSUED 09/19/2019

PROJECT TITLE:  
**TI-OPP-13241  
 CANDIDATE (B)**

PROJECT INFORMATION:  
 181 URAN SREET  
 HILLSDALE, MI 49242  
 HILLSDALE COUNTY  
 PARCEL #: 006-222-151-05

SHEET TITLE:  
**TOWER ELEVATION**



11" x 17" - 1" = 30'  
 22" x 34" - 1" = 15'

PROJECT NUMBER 43301  
 SHEET NUMBER Z-3



**TO: Planning Commission**

**FROM: Zoning Administrator**

**DATE: October 8, 2019**

**RE: Kingdom Geekdom Rezone**

**Background:** The owner of Kingdom Geekdom, a small business downtown, is looking to expand. There are no storefronts downtown that are viable for their needs without extensive repair and renovation. They own property along Wolcott and would like to build a new building custom to their needs. The project would require re-zoning. The owners have included a proposal and are requesting your feedback prior to submitting an official request.



# Building a Kingdom

Pruning for better growth

14 N Howell St  
Hillsdale, MI 49242

p. 517.610.5016

Alison@KingdomGeekdom.net  
KingdomGeekdom.TCGPlayerPro.net

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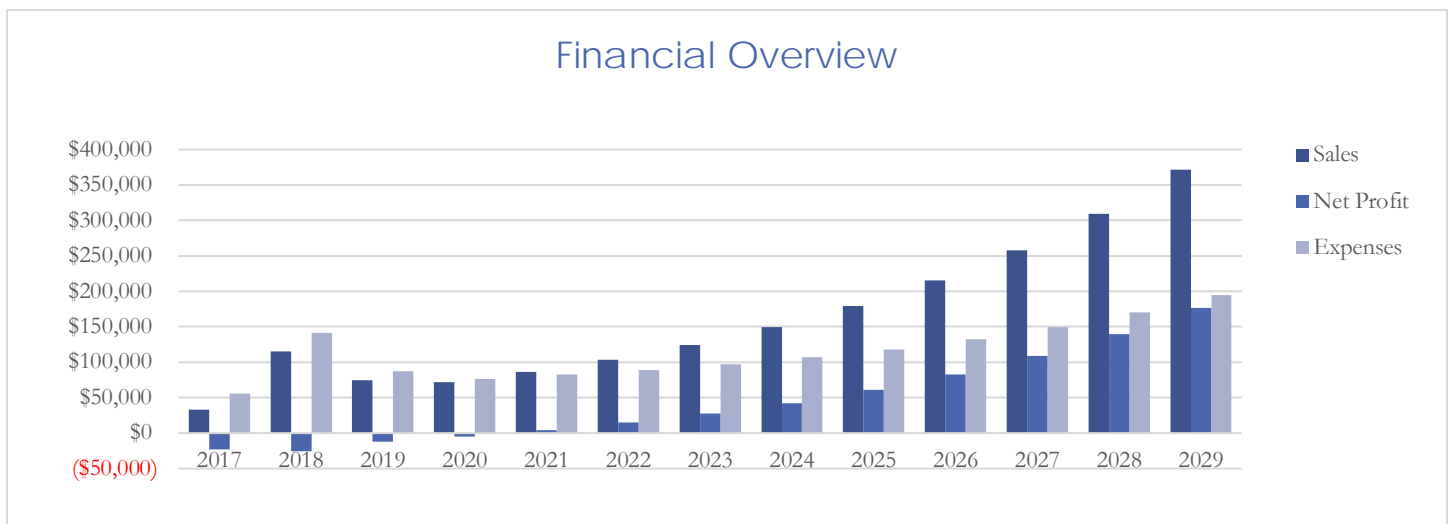
# Executive Summary

Kingdom Geekdom is an event-focused gaming shop located in downtown Hillsdale. We host tabletop role playing games each week as well as trading card events on demand. We've seen unexpected growth in the last year and with that, we've run into issues with the space that we currently occupy. We cannot hold enough tabletop roleplaying events to accommodate the players who want to take part and the sounds and smells from surrounding buildings coming into our space have turned players off and hurt our business. We have replaced most of those customers, however, we realize that we need to recapture the lost customers and do something to accommodate the growth of players wanting to participate in these events.

Our solution is to create a new location on our own land on the edge of the city of Hillsdale. This location will be mostly undeveloped to mirror the fantasy worlds that most of our tabletop roleplaying games take place in. This will allow us to expand into outdoor events as well. We will have a private gaming room to be able to hold at least two events at once, film for our online channel, and get extra income from renting it out.

## Highlights

This shows our past couple years as well as projections for the next ten years following the proposed business plan. We've used the average market data for growth in experience entertainment businesses as well as our own growth patterns to determine the projections and expenses. Notice that in 2018 we attempted to follow the traditional path of the local game shop and experienced the same cost increases that shut down thousands of shops in the United States. We also, after the first quarter, saw our biggest sales year yet as we moved into experience entertainment pay-to-play programs. It is by focusing on these and dropping some of the traditional local game shop offerings that we plan to grow our sales while decreasing our costs.



## Objectives

- Fall & Winter 2019/2020
  - Obtain a \$50,000 business loan
  - Re-zone the two southern lots at 81 S Wolcott St
- Early Spring 2020
  - Get utilities in place
  - Pour Cement
  - Construct pole barn style building
- Mid-Late Spring 2020
  - Open new Kingdom Geekdom location with increased rates for sessions
  - Use our YouTube channel to promote our new location for filming as well as advertise that others can rent the space for the same purpose
- Ongoing
  - Steadily increase the number of tabletop sessions by adding new buildings to the “Kingdom”
  - Introduce premium live-action role-playing experiences
- Long-term
  - Rent our theme location to Michigan Renaissance Faire organizers for small “pop-up” events

## Mission Statement

Kingdom Geekdom is dedicated to getting people to step away from the screens and interact with each other.

We use tactile games to engage people, helping them build skills to support them in real life while they also develop positive relationships with people of similar interests (White, 2017).

## Keys to Success

We are successful because we are creating something on trend in the growing industry of experience entertainment that cannot be found within our area of influence. Our sessions play on popular themes of fantasy worlds and classic literature while also providing a chance for face-to-face interaction with other people that is lacking in this technological age. (Analysis, 2019), this is the ideal time to expand our operations in an area that has one-time costs for long-term revenue streams.

## Description of Business

---

Kingdom Geekdom will be the premiere location and brand for tabletop role-playing games and live action experiences. We will have private gaming rooms to run our own gaming sessions as well as rent out for private use outside of regular hours. We will hold summer camps for kids as well as outdoor live-action experiences.

Kingdom Geekdom is also the face of our marketing business. We design and print shirts and other marketing materials for local businesses, schools, and groups.



## **Company Ownership/Legal Entity**

Kingdom Geekdom is a Limited Liability Company entirely owned by Alison McDowell.

The indicated changes in this business plan will not change the structure or ownership of the business, merely its focus and growth plan.

## **Location**

The new location will include the lots of 91 and 87 S Wolcott St within the city of Hillsdale. This location is conveniently located a few blocks from downtown, while being undeveloped enough to suit the purposes of the business. It will be developed at first into one 24x24 building in the center of the more northern lot. This will leave enough space for parking without infringing upon the street for space. Eventually a wall will be put up around the two lots to contain the space and create the illusion of another, more rural world. Additional small buildings will also be added over time to facilitate additional sessions and develop the façade of a medieval town.

## **Interior**

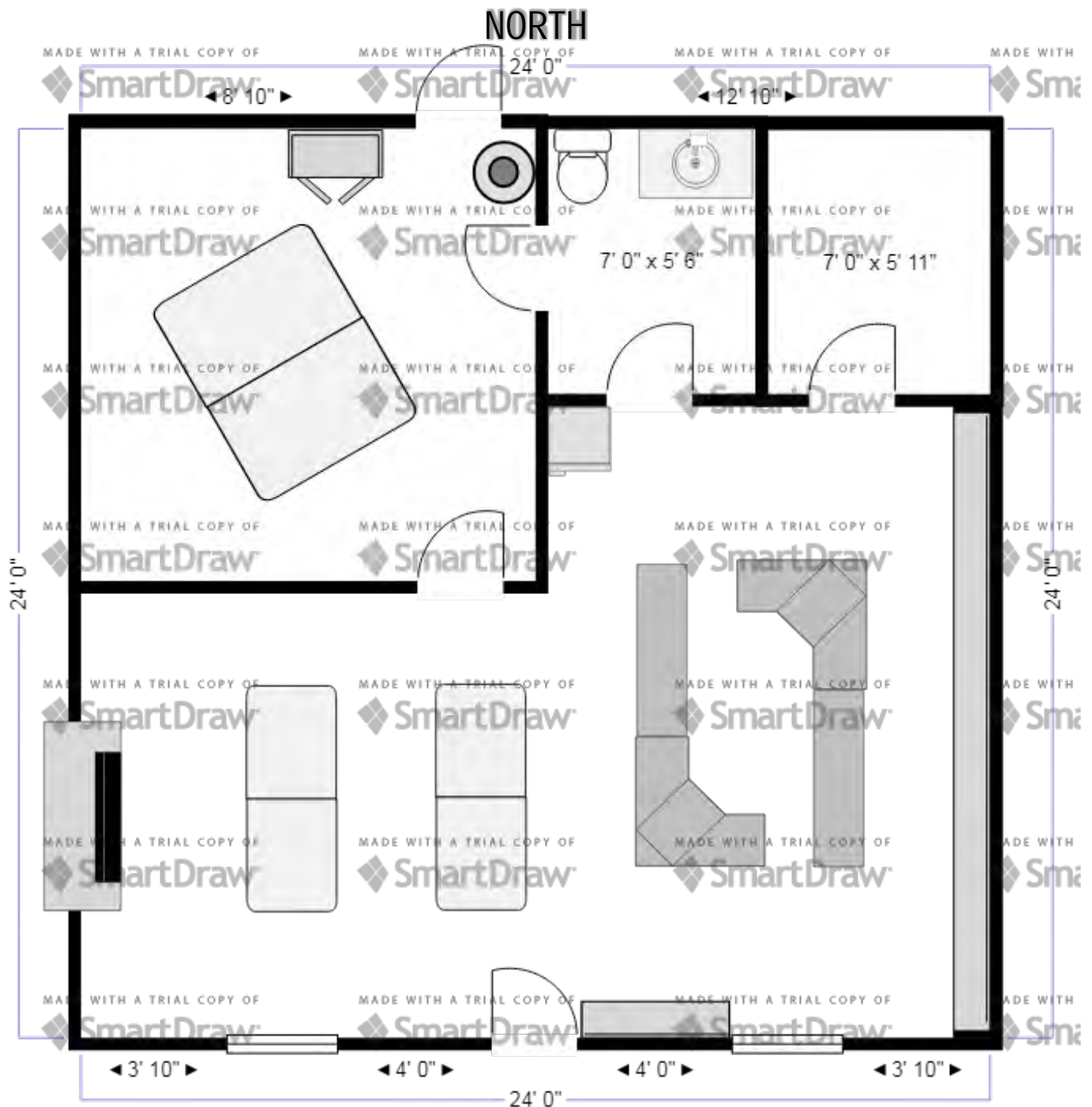
The initial building will be 576 square feet and hold an open play/retail space as well as an insulated gaming room, public bathroom, and utility/storage closet.

The retail space will be 348 square feet and hold retail products on the eastern walls and within the central display counters. The central counters will hold product two display cabinets as well as cashier counter and a consultation space for our marketing clients. There will be open play tables available at any time for casual players to occupy and two windows and a fireplace in the main space. There will also be a snack station near the bathroom.

The event room will be 144 square feet each and be insulated against noise. It will have a one-way mirror so that people can observe the sessions without disrupting the players. It will also have doors to the exterior, bathroom, and retail space of the shop. The room will have speakers ready for use with ambient sound programs, hold our Table of Ultimate Gaming, and have web cameras ready to stream events for our own online channels as well as be available to rent out for other aspiring streamers.

The bathroom will be handicap accessible, 38.5 square feet, and have doors to both the gaming room and the open play space. It will also contain our freshness station for utilization by players who are in need.

Our utility and storage closet will be 41 square feet and contain a utility sink as well as shelving for extra stock and cleaning supplies.



## Hours of Operation

Our hours will not be immediately changing from what we hold currently.

**Monday through Thursday open from 12pm until 11pm**

**Friday and Saturday open from 12pm until 12am**

With this new building we would, however, be able to rent out the gaming room for events earlier in the day as an additional revenue stream.

## **Products and Services**

Kingdom Geekdom provides gaming products and experiences for all ages and experience levels. At our tabletop role playing campaigns, players receive rewards and a guaranteed level of production and game management. We offer ongoing campaigns that meet weekly as well as shorter events such as winter and summer campaigns and week-long camps for younger players. We also have available for sale all kinds of gaming accessories for trading card games, board games, and tabletop games.

With the growing trend of event entertainment (CWT Meetings and Events, 2019), the service we provide in maintaining these campaigns is well-appreciated, profitable, and a great tool in up-selling our branded products (Hendricks, 2017). Our professional connections with major companies in the tabletop role playing game industry have helped us set up a fantastic launch for our online platform of filming sessions and creating additional revenue streams as well as visibility for our brand within the demographic. This is a growing area of public entertainment (Deville, 2017) and we already have sponsorship offers for product testing from The Rook & The Raven, Drakenstone, Eldritch Foundry, and more.

Kingdom Geekdom also provides skilled design and production of both digital and textile marketing materials at competitive prices. With no minimum orders required and a one-on-one consultation process, we are dedicated to making sure that we bring your concept to life as accurately as possible. We are also currently designing our own line of shirts to sell online and in-store relating to our gaming events and our city.

We've seen growth in our marketing materials and packages each year, with 2019 being the largest growth yet. We've continued to support our recurring corporate clientele as well as secured several new orders from Hillsdale College which is showing no sign of slowing down. Because we source our shirts from Michigan and Ohio-based companies, we have a fantastic ability to get orders done on a short notice and we are well-known for our design work as well as our quality standards.

## **Suppliers**

We source most of our gaming supplies from small companies located in Michigan and Ohio. Our official line products such as Dungeons & Dragons and Magic: the Gathering, we order from the Chicago warehouse of Southern Hobby Supply. We pay for all our product when ordered so there are no lingering costs or restrictions on sales once it arrives.

## **Service**

At Kingdom Geekdom people of all ages, experience levels, and backgrounds can find friends, foes, and family at our tables. Tabletop gaming is a tactile experience with intra-personal interaction outside of a screen. We encourage everyone to utilize the papers and pencils we provide to further eliminate the need to be plugged in. We work hard to get to know our players so that we can group everyone into play groups that will best match the ways different people enjoy the games. Tabletop gaming develops social skills, mental acuity, and teaches actions and consequences in a gentle way.

While there are other screen-printing services available, we are the only business in the area that offers no minimum orders, an interactive design process with mockups at every step, and one-on-one consultations teaching you how to best use the digital and physical materials we've created for you. Our fundraiser programs, with in-shop samples and sizing examples,

## **Manufacturing**

Our screen-printed materials are all made by hand. No part of the process is automated so that there is supervision and quality control at every step. We order our shirts from Michigan and Ohio-based companies and usually see them arrive within one to two days. We check the orders, then start the printing process. Orders take on average two weeks to fulfill, although we do have expedited options available.

Our non-screen-printed materials we outsource to the same factories that Vistaprint and other major production companies use. We make sure that the products are of an acceptable quality level and get them ready for the customer.

## **Management**

Kingdom Geekdom is owned and operated by Alison McDowell. She currently works full-time managing the business and is dedicated to making sure it remains a viable business to fulfill its mission. Having gone to college for business and marketing, her passion for the shop comes from its merging of these things with her hobbies. While in the last year, hundreds of local game shops have closed due to unprecedented cost increases and changes from major companies (GAMA, 2019), Mrs. McDowell has managed to shift the business plan through the changes in the market, and keep Kingdom Geekdom on schedule for profitability in its third year since becoming a gaming shop.

For this new business plan, we will employ one other full-time employee, Robert Barnett. Mr. Barnett has been working at Kingdom Geekdom for over a year running campaigns, as of June 2019 working as a regular employee. He is the Game Master in our online series as well as the very popular podcast based on his "World of Sol'raan" (EuroTwin Games, 2019). He has over 25 years of experience in tabletop role playing games and become something of a celebrity with our young camp players as the "Evil Dungeon Master Bo."

## Financial Management

We will continue to utilize our Clover system for our point of sale and credit card processing. It also tracks our employee scheduling and clocked hours to accurately run payroll. Our funds will continue to be processed to our business account with our local bank.

The immediate changes we will be implementing in our financial management is no longer supporting our smallest margin product lines and moving to a system more focused on having customers commit to orders before we place them with the suppliers than having large amounts of products on the shelf. We will also be employing the services of an accountant to help us manage our taxes and reporting.

To lessen the upkeep we will be eliminating our existing business line of credit in favor of the loan with our local bank which will cover our initial startup costs for the new building as well as have a \$10,000 cushion for unexpected operating expenses and inventory needs if immediate demand exceeds our projections.

## Marketing

### Market Analysis

The company behind Dungeons & Dragons grew their online sales 53% last year (Rowe, 2019). Our sales in this area saw a similar boost. All these people want a place to play out the characters they dream up from these books. Our shop provides that outlet. For our retail and event space, our target market is everyone with an interest in tabletop role playing games in middle school or older. Because our demographic is so large and varied, there are many outlets to reach them. We will be focusing on the top four social media and search platforms that reach the different age ranges within our demographic; Facebook, Instagram, Twitter, and Google. We will use targeted hashtags as well as our professional connections with other tabletop role playing companies to boost our visibility to people with interests in our services.



(U.S. Census Bureau, 2018)

## Competition

While there are other local gaming shops, the closest are in Adrian, Jackson, and Coldwater; a 30-minute drive minimum. None of them provide the tabletop roleplaying experience that we do. There are larger stores further away in Indiana, Ohio, and Lansing, but still none of them are providing the ongoing campaign experiences that we offer daily. Because we have spent so much time building good relationships with the closest store owners, we are able to work collaboratively with them and send customers to each other for the interests that we focus on.

While there are other screen-printing businesses locally, as well as a plethora of options available online, we are unique in offering no minimum orders and a level of personal service that makes sure that our customers not only get quality products, they know how to get the most out of them.

## Pricing

All our in-store events are pay-to-play, a concept that is not being well-accepted in most local gaming shops. With the squeeze on margins of traditional gaming products, many shops have tried to institute pay structures to the protests of their player-bases. We have been successful in incorporating it by a balance of providing a non-traditional service and careful customer expectation management. Currently our campaigns cost \$2 per hour for each player. With the move and building of a private gaming room, we would increase that cost to \$3 per hour for each player, still maintaining our maximum of six players per tabletop role playing event to maintain the same level of personal experience within each session. For our retail products we have left the organized play programs of our most restrictive publisher and will be keystone pricing all our products at a minimum of 50% margins.

For our screen-printing and marketing prices, we have instituted a pricing structure that tiers for larger orders. This is how we can print single item orders and still make our margins. Our logo packages will remain \$75 and our marketing asset packages will remain at \$150 with our one-hour explanatory consultation included. We will also continue to offer additional educational sessions at \$50 per hour. We have found that maintaining pricing and quality has gained and kept more customers who were put off by the unexpected fees and rising costs after an introductory order elsewhere.

## Appendix

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### Start-Up Expenses

Rezoning Fees	\$500
Building Materials	\$6,500
Construction	\$1,500
Interior Modifications	\$18,750
Utilities Hookup	\$4,000
Septic Installation	\$3,250
<b>Total Startup Expenses</b>	<b>\$34,500</b>

## Determining Start-Up Capital

We called three of the major construction companies in the area as well as the Hillsdale Board of Utilities to get quotes on the costs to build our planned location. To estimate our sales next year with this new business model we have used these number and conservative growth projections based on current retail and event trends (CWT Meetings and Events, 2019) as well as our own sales patterns from the past four years. With this information we've determined our need for a \$50,000 five-year loan to cover initial start-up costs. With minimal growth, and without instituting new revenue streams, we will be able to be cash-flow positive by December of 2020 and can handle the loan payment with our current and projected revenue streams. This loan will also have the added benefit of building credit for the business to facilitate any future needs for expansion.

2020	March	April	May	June	July	August	September	October	November	December
Starting cash	\$2,000.00	(\$32,800.00)	(\$30,875.00)	(\$27,693.20)	(\$25,087.58)	(\$21,463.55)	(\$15,357.90)	(\$8,323.44)	(\$2,695.00)	\$3,969.50
Cash In:										
Cash Sales Paid	\$9,000.00	\$9,900.00	\$8,910.00	\$8,019.00	\$9,622.80	\$11,547.36	\$12,702.10	\$10,796.78	\$12,416.30	\$14,278.74
Receivables	\$700.00	\$770.00	\$693.00	\$623.70	\$717.26	\$860.71	\$1,032.85	\$929.56	\$790.13	\$671.61
Total Cash In	\$9,700.00	\$10,670.00	\$9,603.00	\$8,642.70	\$10,340.06	\$12,408.07	\$13,734.94	\$11,726.34	\$13,206.43	\$14,950.35
Cash Out:										
Rent	(\$600.00)	(\$600.00)								
Loan Payment	(\$780.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)
Payroll	(\$500.00)	(\$500.00)	(\$350.00)	(\$350.00)	(\$350.00)	(\$350.00)	(\$350.00)	(\$350.00)	(\$350.00)	(\$350.00)
Start Up Costs	(\$40,000.00)									
Other	(\$2,620.00)	(\$5,645.00)	(\$4,071.20)	(\$3,687.08)	(\$4,366.02)	(\$3,952.42)	(\$4,350.48)	(\$3,747.90)	(\$4,191.93)	(\$4,715.11)
Total Cash Out	(\$44,500.00)	(\$8,745.00)	(\$6,421.20)	(\$6,037.08)	(\$6,716.02)	(\$6,302.42)	(\$6,700.48)	(\$6,097.90)	(\$6,541.93)	(\$7,065.11)
Ending Balance	(\$34,800.00)	\$1,925.00	\$3,181.80	\$2,605.62	\$3,624.03	\$6,105.65	\$7,034.46	\$5,628.44	\$6,664.50	\$7,885.25
Change (cash flow)	(\$32,800.00)	(\$30,875.00)	(\$27,693.20)	(\$25,087.58)	(\$21,463.55)	(\$15,357.90)	(\$8,323.44)	(\$2,695.00)	\$3,969.50	\$11,854.75

## Cash Flow

This table reflects our projected cash flow after the loan. We have two months budgeted for the building of the new location and then moving into it. We have also allocated funds to do some paid advertising for the two months prior and the month after moving, to promote the new number and quality of events we will be able to hold. After April, we will no longer have rent payments, our utilities will go down, and our labor costs will be lessened as we move to one full-time employee instead of two part-time.

	March	April	May	June	July	August	Sept.	October	November	December	January	February
Starting cash	\$55,000.00	\$16,240.00	\$18,907.00	\$22,205.80	\$27,505.90	\$31,868.90	\$39,804.50	\$46,669.00	\$52,002.90	\$58,497.10	\$66,211.40	\$71,832.84
Cash In:												
Cash Sales	\$9,000.00	\$9,900.00	\$8,091.00	\$8,019.00	\$9,623.00	\$11,547.00	\$12,702.00	\$10,797.00	\$12,416.00	\$14,278.00	\$11,422.40	\$9,709.04
Receivables	\$700.00	\$770.00	\$693.00	\$624.00	\$717.00	\$861.00	\$1,033.00	\$930.00	\$790.00	\$671.00	\$536.80	\$590.48
<i>Total Cash Intake</i>	<i>\$9,700.00</i>	<i>\$10,670.00</i>	<i>\$8,784.00</i>	<i>\$8,643.00</i>	<i>\$10,340.00</i>	<i>\$12,408.00</i>	<i>\$13,735.00</i>	<i>\$11,727.00</i>	<i>\$13,206.00</i>	<i>\$14,949.00</i>	<i>\$11,959.20</i>	<i>\$10,299.52</i>
Cash Out (expenses):												
Rent	(\$600.00)	(\$600.00)										
Utilities	(\$160.00)	(\$160.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)
Payroll (incl. taxes)	(\$500.00)	(\$500.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)	(\$400.00)
Loan Payments	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$2,000.00)	(\$200.00)
Insurance	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)	(\$60.00)
Advertising	(\$100.00)	(\$100.00)	(\$100.00)									
Professional fees	(\$40,000.00)	(\$125.00)			(\$125.00)			(\$125.00)				(\$125.00)
Office supplies	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)	(\$100.00)
Internet	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)	(\$90.00)
Inventory	(\$4,850.00)	(\$4,268.00)	(\$2,635.20)	(\$2,592.90)	(\$3,102.00)	(\$3,722.40)	(\$4,120.50)	(\$3,518.10)	(\$3,961.80)	(\$4,484.70)	(\$3,587.76)	(\$3,089.86)
<i>Total Cash Outgo</i>	<i>(\$48,460.00)</i>	<i>(\$8,003.00)</i>	<i>(\$5,485.20)</i>	<i>(\$3,342.90)</i>	<i>(\$5,977.00)</i>	<i>(\$4,472.40)</i>	<i>(\$6,870.50)</i>	<i>(\$6,393.10)</i>	<i>(\$6,711.80)</i>	<i>(\$7,234.70)</i>	<i>(\$6,337.76)</i>	<i>(\$4,164.86)</i>
<b>Ending Balance</b>	<b>\$16,240.00</b>	<b>\$18,907.00</b>	<b>\$22,205.80</b>	<b>\$27,505.90</b>	<b>\$31,868.90</b>	<b>\$39,804.50</b>	<b>\$46,669.00</b>	<b>\$52,002.90</b>	<b>\$58,497.10</b>	<b>\$66,211.40</b>	<b>\$71,832.84</b>	<b>\$77,967.50</b>

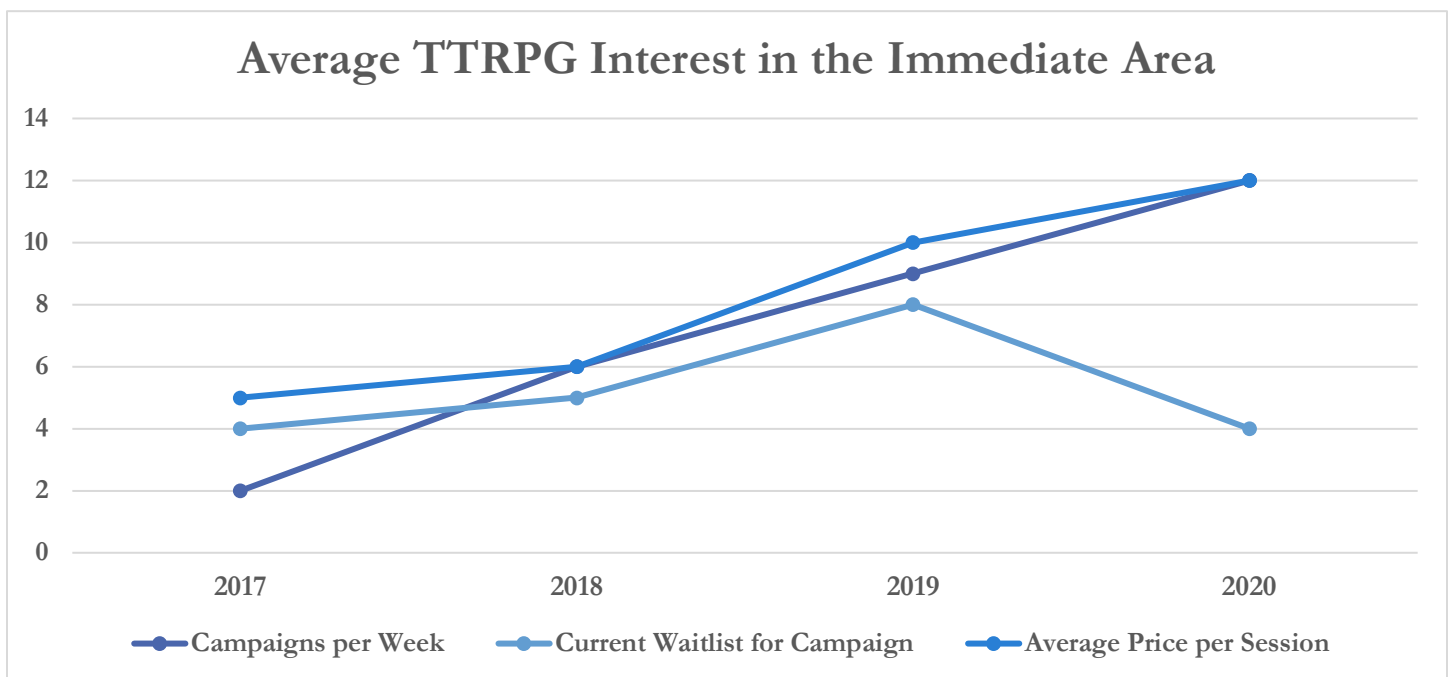
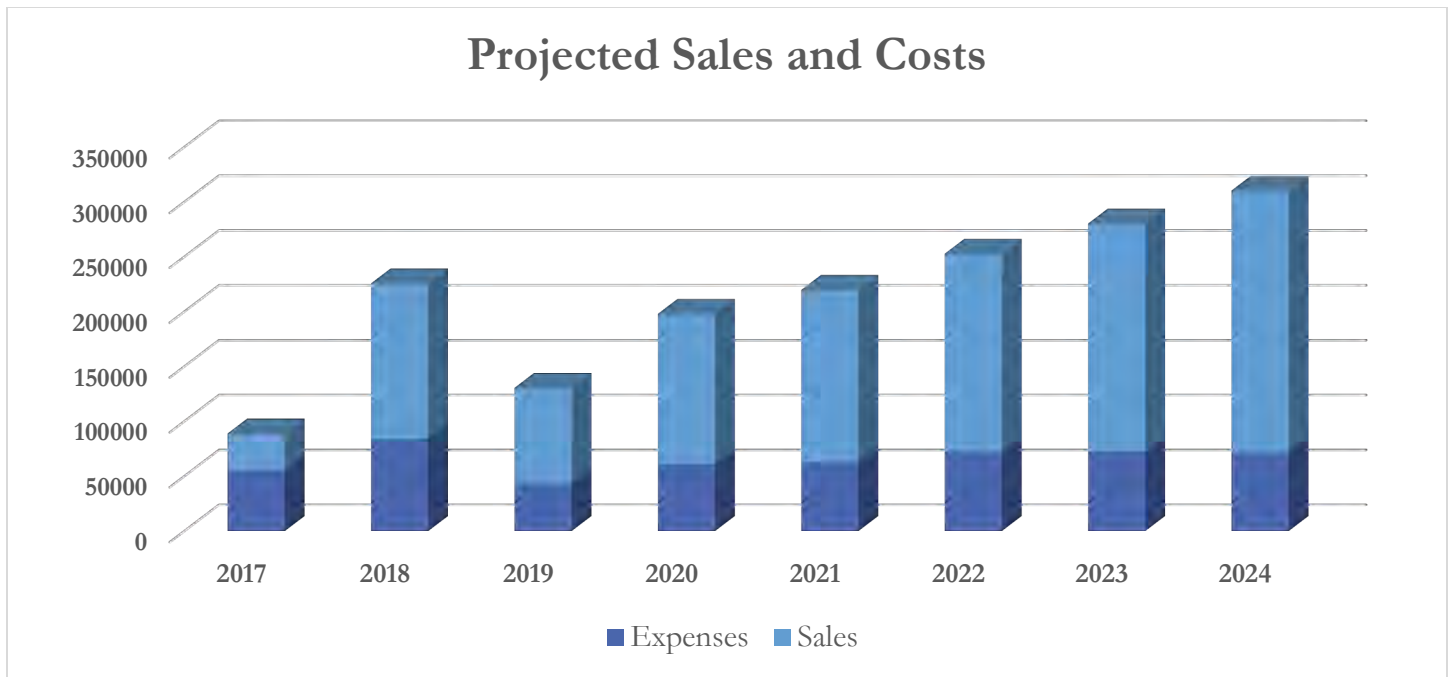


## Profit and Loss Statement

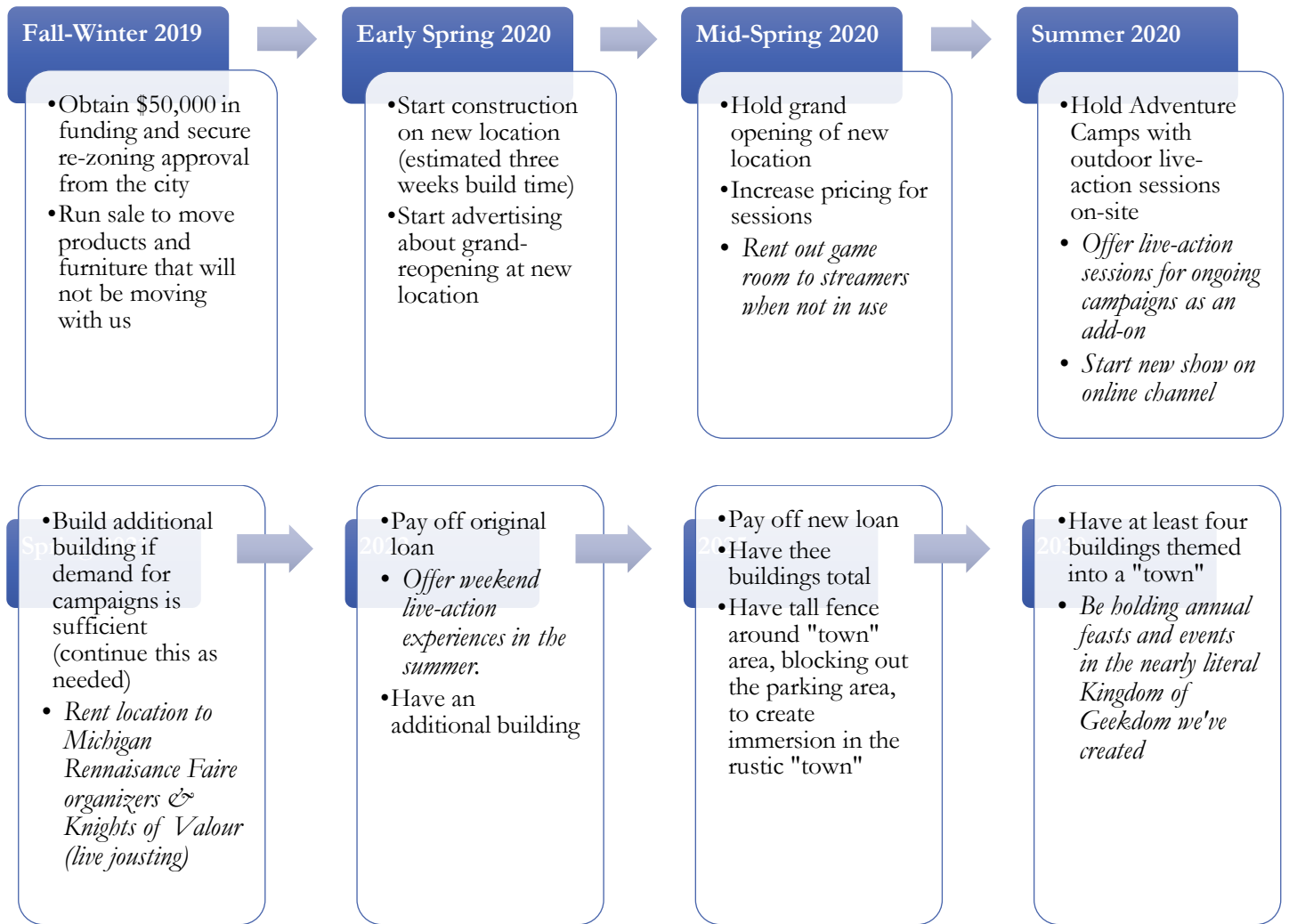
*Profit and Loss, Budget vs. Actual: (January 2017—December 2019)*

	January 2017—December 2019	Budget	Amount over Budget
<b>Income:</b>			
Sales	\$187,159	\$140,000	\$47,159
Other	\$10,863	\$5,000	\$5,863
<i>Total Income</i>	<i>\$198,022</i>	<i>\$145,000</i>	<i>\$53,022</i>
<b>Expenses:</b>			
Salaries/Wages	\$38,635	\$30,000	\$8,635
Advertising	\$5,000	\$7,000	(\$2,000)
Utilities	\$9,720	\$8,000	\$1,720
Rent	\$21,600	\$21,600	\$0
Loan Repayments	\$12,860	\$10,000	\$2,860
<i>Total Expenses</i>	<i>\$87,815</i>	<i>\$76,600</i>	<i>\$11,215</i>
<b>Net Profit/Loss</b>	<b>\$110,207</b>	<b>\$68,400</b>	<b>\$41,807</b>

## Sales Forecast



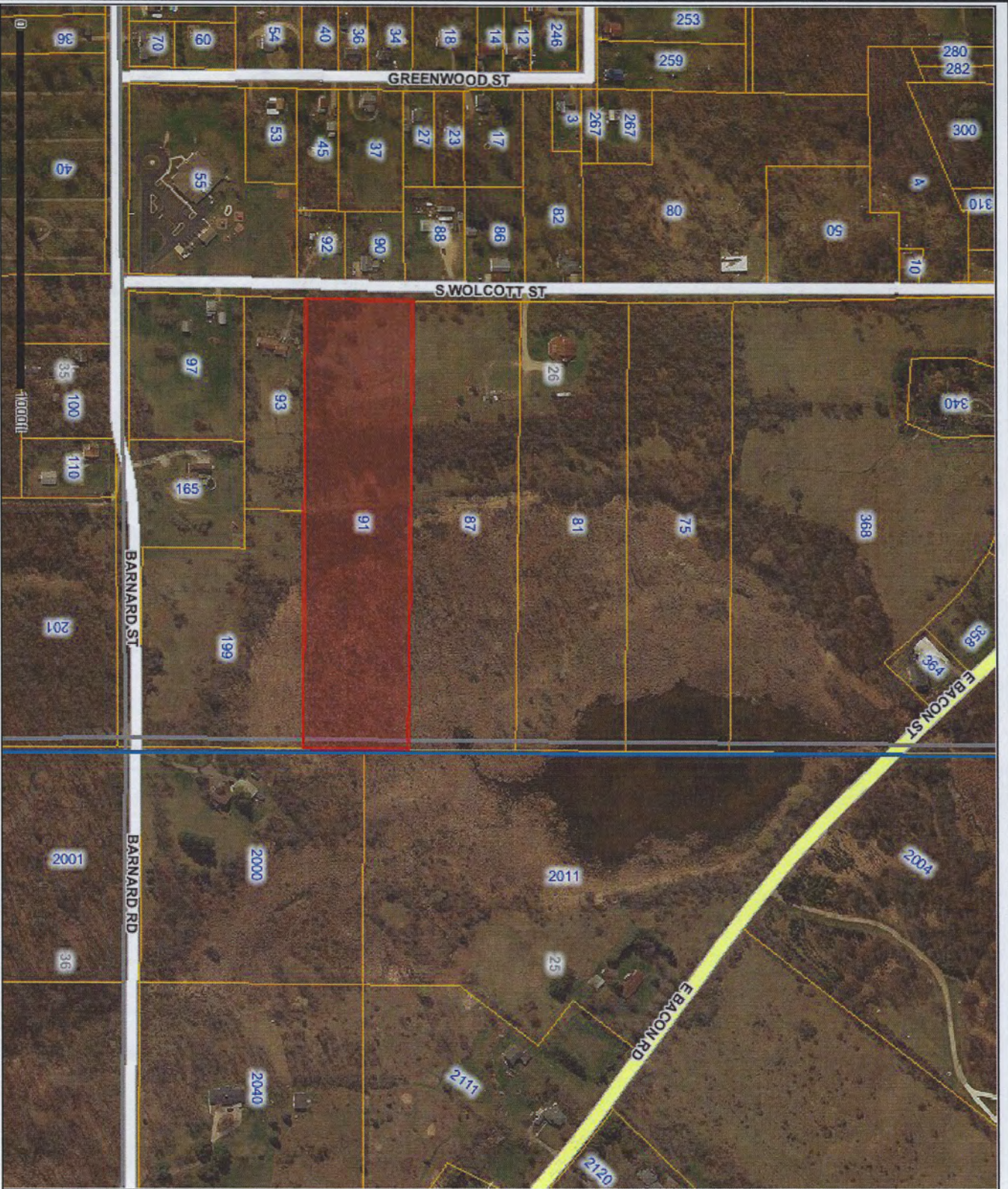
## Milestones *New income sources not included in projections*



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- █ Selected Features
- █ Municipal Boundaries
- █ PLS - Sections
- █ Bike Paths
- █ Railroad
- █ Streets
- █ Major Arterial
- █ Minor Arterial
- █ Roads
- █ Lakes
- █ Rivers and Creeks
- █ Sand Lake Valley Lots
- █ Sand Lake Valley Detail
- █ Parcels

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and sources regarding the area shown, and is to be used for reference purposes only. The user of this map acknowledges that the State/County/Cities/Townships/Villages shall not be liable for any damages, all claims, and agrees to defend, indemnify, and hold harmless the State/County/Cities/Townships/Villages from any and all claims brought by the User, its employees or agents, or third parties with access or use of data provided. Map Created: 10/2/2019

## Happy fall neighbor!

We would like to rezone the southern two lots of our property and move our business, Kingdom Geekdom, here from downtown. Our business primarily consists of small (no more than six people) event sessions that will take place inside the insulated building and our screen-printing which we already produce within our home. There is plentiful parking within the property that there should be no regular cause for people to park on our street.

Our clientele ranges from middle-school age children up to well-aged adults. We maintain a family-friendly atmosphere and do not tolerate unruly or inappropriate behavior at our shop. Because of this well-known policy, we don't attract the more disruptive gamers to our events.

Our reasoning for wanting to move out here to our quiet neighborhood is just that. We run about 13 events each week and the apartment above our location, as well as the pedestrians in the evening, have proven more and more disruptive as we are trying to create a themed atmosphere. We want to build a small building to start with to be able to hold two sessions at a time where they will be insulated from noise from both each other and the rest of the world. Long-term we plan to build a fence around the commercial area and add in other small one-room buildings, creating a themed "village" of Kingdom Geekdom.

If you have any additional concerns, please, give us a call or stop in our shop sometime to see what we do for yourself. If you don't, we would really appreciate you taking the time to jot down a couple things here so that we can add them to our package as we consult with the city on pursuing this endeavor.

Thank you for taking the time,

Alison & Matthew McDowell → 517.610.6456  
Owner of Kingdom Geekdom

Last Name: Shoffner

Resident of: 90 S. Wolcott St.



I support the rezoning of  
87 & 91 S. Wolcott St.



I do not support the rezoning  
of 87 & 91 S. Wolcott St.

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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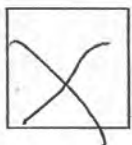
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Thank you for taking the time,

Alison & Matthew McDowell  
Owner of Kingdom Geekdom

Last Name: Coler

Resident of: 88 S. Wolcott St



I support the rezoning of  
87 & 91 S. Wolcott St.



I do not support the rezoning  
of 87 & 91 S. Wolcott St.

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Alison & Matthew McDowell → 517.610.6456  
Owner of Kingdom Geekdom

Last Name: M BEARD

Resident of: 97 S Wolcott



I support the rezoning of  
87 & 91 S. Wolcott St.



I do not support the rezoning  
of 87 & 91 S. Wolcott St.

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_





**TO: Planning Commission**

**FROM: Zoning Administrator**

**DATE: October 8, 2019**

**RE: Wayfinding signage**

**Background:** The Economic Development Corporation has been wanting to spearhead the installation of wayfinding signage for a number of years. The Chair of EDC has submitted a proposal and is asking for support and feedback on the project from the Commission.

# **Action Plan:** **Hillsdale Way Finding Project**

## **2019**

Dean Affholter, Chairman Hillsdale EDC  
Andrew Gelzer, Hillsdale EDC & TIFA

# Objective

The Objective of this project is to provide the Hillsdale City Council with a go-forward Way Finding Sign Execution Plan that has been proposed by the following studies and / or projects:

2006 TIFA Request

2011 City Project Request

2018 Rising Tide

# Strategy

Utilize the repeated recommendations for Way Finding Signage to develop an action oriented plan

Enlist support of local businesses

Retain the current design / motif as current “Welcome to Hillsdale” Signs

Identify Locations for Primary, Secondary (Major venues) and Tertiary Signs (Individual Businesses)

Obtain Total Cost Estimates for Project

Recommend Variable Timing for Implementation based on annual budget and total cost constraints

Enlist assistance of State Representative (Leutheuser) to assist with any MDOT issues

Utilize an independent contractor for design and implementation of project

# Goals

**Standardize on Basic Design ... Q1 2019**

**ID of Primary, Secondary and Tertiary Locations .... Q2 2019**

**Project Approval ... Q3 2019**

**Project Initiation ... Q4 2019**

**Project Execution Phase I .... Q1-4 2020**

**Project Execution Phase II .... Q1-2 2021 (If necessary)**

**Project Completion ...Q2- 2021**

# Plan (List of Endorsements /Support)

## Letter to Hillsdale's City Council

We believe that the placement of signage along main thoroughfares of the City of Hillsdale would be beneficial to the economy of our City. Newcomers and passers-through often miss the numerous restaurants, retail and service businesses, educational institutions, and recreational centers that make our City so unique and attractive. Prominently visible signs will attract and direct local citizens and newcomers alike to Hillsdale operations. The main entry to our city, M-99, weaves through the city and currently has sparse signage that does little to direct a traveler. Signs should direct people towards the Manufacturing & Technology Park, the Downtown Business District, Hillsdale Hospital, Hillsdale Public Library, Jackson College, Baw Beese Lake, Hillsdale High school, the Senior Center, Hillsdale College and the City Airport. The few signs that are up are not uniform, and easily missed.

We do not propose this as a measure to adopt in preference of road repair or infrastructure maintenance. We do not recommend this if it means taking of funds from any educational, vocational, or local cultural program. However, if there are funds available for the creation of a uniformly themed series of wayfaring signage, we ask that it be done. Economic activity within the City limits will increase with signs that highlight the locations of centers of commerce and service.

This letter is endorsed by the undersigned:

# Plan (Additional Support)

May 6, 2019

Representative Eric Leutheuser  
N-992 House Office Building  
PO Box 30014  
Lansing, MI 48909

Dear Representative Leutheuser:

The City of Hillsdale Economic Development Corporation (EDC) is spearheading and trying to revitalize the Way Finding Sign Project and moving it forward.

In the past there's been a few challenges when installing signs due to Michigan Department of Transportation (MDOT) rules and regulations for placement which has delayed and in some cases ceased Way Finding projects.

I'm writing on behalf of the City of Hillsdale Economic Development Corporation (EDC), to give you a heads up and ask for your support on this matter as the project proceeds.

Respectfully,

Dean T. Affholter  
EDC Board Chair

# Plan (Basic Design)





# Plan (Basic Design) Secondary / Tertiary



# Plan (Location Recommendations)

Proposed Sign Locations			
Phase	Type	Location	Location
1	Secondary	Jackson College	M-99, W. Carleton Road
1	Secondary	Hillsdale College	M-99, W. Carleton Road & Fayette St.
1	Secondary	Business District	M-99, N. Broad Street & N. Howell St.
1	Secondary	Hillsdale High School: Senior Center; Hillsdale Public Library	M-99, N. Broad Street & E. Bacon St.
1	Secondary	Hillsdale Hospital	M-99, N. Broad Street & Hallett
1	Tertiary	Local Business	M-99, N. Broad Street & McCollum
2	Primary	Welcome	W. Bacon & Spring St.
2	Primary	Welcome	E. Bacon & City Limit
2	Secondary	Hillsdale Airport	Oak & State / Oak & E. Carleton Rd.
2	Secondary	County Court House	M-99, N. Broad Street
2	Secondary	Mrs. Stocks Park	M-99, N. Broad Street & E. Bacon St.
2	Secondary	Owens Park / Baw Beese LK.	M-99, Hudson Rd. & Steamburg Rd.
2	Tertiary	Local Business	E. Bacon & Howell
2	Tertiary	Local Business	N. Howell & McCollum St.
3			TBD

# Plan (Cost Estimate)

Project Cost Estimates				
Phase	Quantity	Type	Cost	Total
1	--	Primary	\$5,000	
1	5	Secondary	\$4,000	\$20,000
1	25	Tertiary	\$250	\$6,250
2	2	Primary	\$5,000	\$10,000
2	4	Secondary	\$4,000	\$16,000
2	10	Tertiary	\$250	\$2,500
2	TBD	Primary	\$5,000	
2	TBD	Secondary	\$4,000	
2	TBD	Tertiary	\$250	

# Recommendations

Council to review / study plan

Council approve plan with any revisions or modifications

Provide funding for Wayfinding Signage in 2020 / 2021 budgeting process

Initiate plan in Q4 2019

Monitor / Manage performance based on plan expectations

**Following up on Recommendations:  
Providing Focus to Hillsdale's Assets**