

## Northville DDA Economic Development Committee

Thursday, December 19, 2019 – 8:00 am

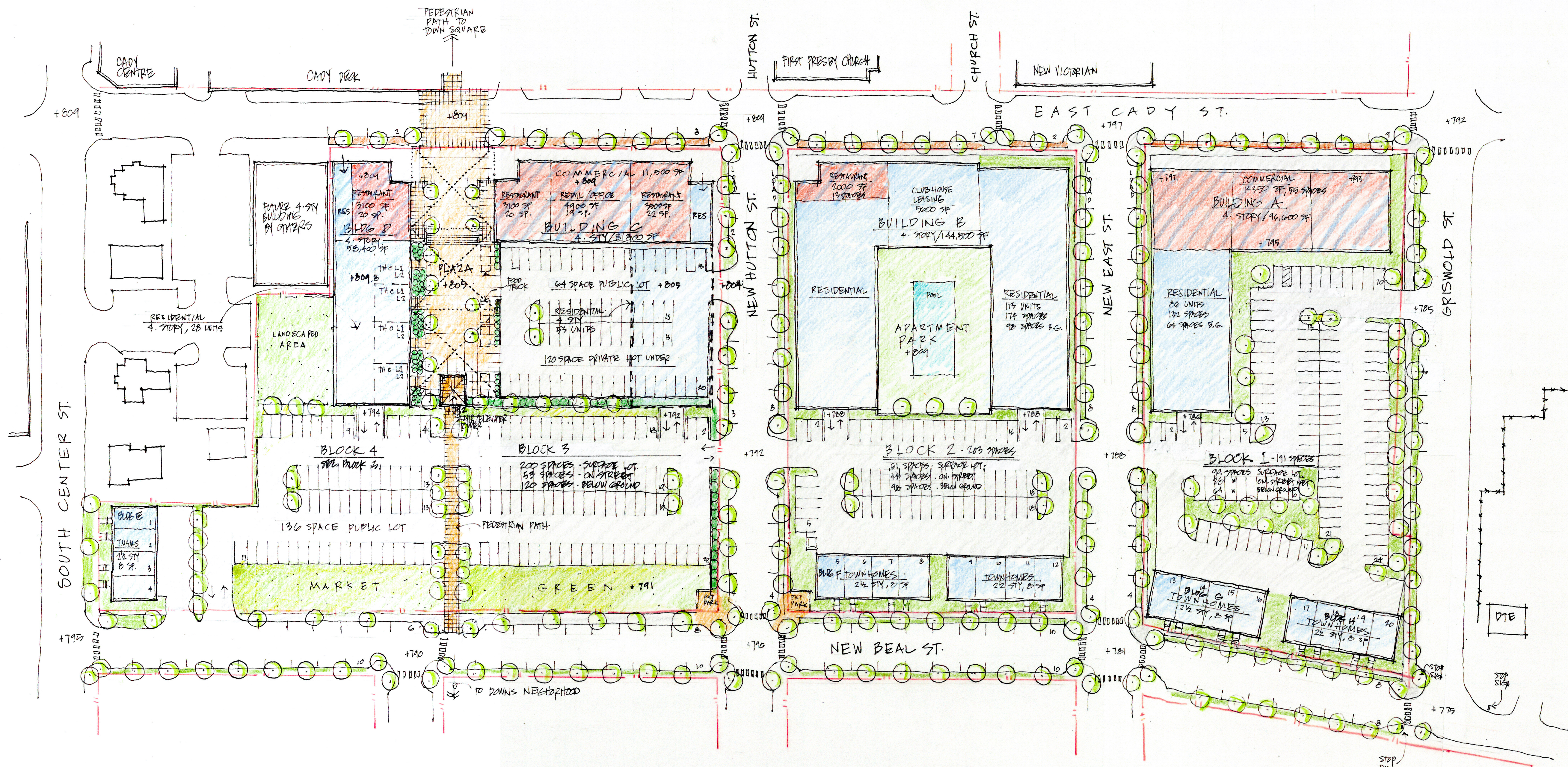
Meeting Room A – City Hall

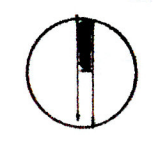
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### Meeting Agenda

1. Watermark Presentation (Attachment 1)
2. Committee Goals and Objectives for 2020-21 (Attachment 2)
3. Next Meeting – January 23, 2020






**SITE PLAN**  
 1" = 50'      10.21.19



## Northville Downtown Development Authority FY 2019-20 Goals and Objectives

The work of all committees will support the implementation of the vision created during the Updated Strategic Planning process.

Goal	Objective	Action Steps
<i>Organization Committee</i> Evaluate the operational structure and funding of the DDA.	Review options available to the DDA to strengthen the DDA's financial position and ability to facilitate projects that could enhance the downtown.	<ul style="list-style-type: none"> <li>▪ Review and evaluate cost sharing arrangements with the City.</li> <li>▪ Explore grants and other funding options for DDA projects and programs.</li> <li>▪ Hire part-time staff person to assist in the DDA office.</li> </ul>
<i>Organization Committee</i> Ensure the successful and smooth operation of the DDA.	Oversee the daily administrative duties required to effectively operate the DDA office.	<ul style="list-style-type: none"> <li>▪ Ensure DDA compliance with new legislative requirement impacting TIF capture.</li> <li>▪ Review Committee structure to ensure Board members are engaged and active participants in the Committee's efforts.</li> </ul>
<i>Design Committee:</i> Implement Wayfinding and Signage Systems for Downtown to assist residents and visitors in navigating our community and in learning about Northville's unique heritage.	Work with other Northville Organizations to develop Signage, Historic Markers and Walking Tour Programs	<ul style="list-style-type: none"> <li>▪ Using the design standards developed in the Wayfinding and Signage Program, work with the others to develop prototype for Historic Markers Program to tell Northville's unique story.</li> <li>▪ Work with the Northville Historical Society to develop a walking map and app to highlight Downtown Northville's history and architecture.</li> <li>▪ Research funding sources to assist with the implementation of the Historic Markers program.</li> <li>▪ Implement, where appropriate mural projects that receive the support of the community and HDC.</li> </ul>
	Add additional directory locations in the Downtown	<ul style="list-style-type: none"> <li>▪ Acquire Easement to allow design and installation of a wall mounted directory sign near the Comerica Community Connection.</li> </ul>

<p><i>Design Committee:</i> Develop sponsorship and memorial program</p>	<p>Develop guidelines to allow for sponsorship of street furnishings.</p>	<ul style="list-style-type: none"> <li>▪ Retire old program, return plaques.</li> <li>▪ Develop guidelines for new program to allow the sponsorship of street furnishings and trees.</li> </ul>
<p><i>Design Committee:</i> Continue to develop connections in the Downtown area that make the Downtown more accessible and easier to navigate.</p>	<p>Continue to explore creation of physical link from Downtown to Ford Field and other areas.</p>	<ul style="list-style-type: none"> <li>▪ Work with Parks and Recreation Department and Northville Rotary to explore design solutions and funding options to visually and physically link Ford Field with the Downtown.</li> <li>▪ Explore foundation or other grant support for project.</li> </ul>
	<p>Continue to promote and develop Northville as a non-motorized community.</p>	<ul style="list-style-type: none"> <li>▪ Encourage citizens to ride, for recreation and for their health, including the placement of more bicycle racks.</li> </ul>
	<p>Provide high quality maintenance in the Downtown and ensure that the infrastructure systems are operational.</p>	<ul style="list-style-type: none"> <li>▪ Work with DPW staff to perform regular maintenance items including: painting and repair of trash receptacles, planters, drinking fountains and other furnishings.</li> <li>▪ Supervise seasonal maintenance staff responsible for daily upkeep of the Downtown.</li> <li>▪ Oversee contractor routine maintenance of irrigation system and snow melt systems, tree pruning, holiday lighting, and other repairs as necessary.</li> <li>▪ Explore opportunities to contract maintenance work out with outside vendors.</li> </ul>
	<p>Continue to Replace High Pressure Sodium lighting in the Downtown with Energy efficient lighting.</p>	<ul style="list-style-type: none"> <li>▪ Develop and Implement phasing plan for the replacement of High Pressure Sodium lights in the downtown with high efficiency Induction lighting.</li> <li>▪ Review options to replace parking lot lighting with high efficiency lighting.</li> <li>▪ Explore creating a dark-sky program to reduce light pollution and provide lighting regulations for Downtown Northville.</li> </ul>
<p><i>Design Committee:</i> Create energy efficient and environmentally friendly Downtown.</p>	<p>Provide recycling opportunities for visitors.</p>	<ul style="list-style-type: none"> <li>▪ Explore adding recycling receptacles to high traffic locations, particularly for special events.</li> </ul>



	Participate in sustainable practices with the City of Northville	<ul style="list-style-type: none"> <li>▪ Explore projects and operational methods that provide energy efficiency and positively impact the environment.</li> </ul>
	Monitor parking occupancy in parking decks, lots, and on-street.	<ul style="list-style-type: none"> <li>▪ Investigate/implement other high tech options of collecting parking count data to provide accurate and comprehensive information.</li> <li>▪ Develop a parking app using parking count data collected.</li> <li>▪ Improve buffering of the surface parking lots.</li> </ul>
<i>Parking Committee:</i> Ensure adequate, safe aesthetically pleasing parking to support the Downtown.	Maintain and repair of existing parking lots and decks as required.	<ul style="list-style-type: none"> <li>▪ Begin the renovation of the Cady Street and MainCentre parking decks as adopted in the Carl Walker Report.</li> <li>▪ Define responsibilities for maintenance and upkeep of the parking system.</li> <li>▪ Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.</li> <li>▪ Convert Parking lot/deck parking to high efficiency lighting.</li> </ul>
<i>Marketing Committee:</i> Attract more people to Downtown.	Promote the Downtown as a destination for shopping, design and entertainment.	<ul style="list-style-type: none"> <li>▪ Work with Marketing Consultant and Marketing Mix Committee to develop annual advertising and public relations plan for Downtown.</li> <li>▪ Monitor analytics to evaluate the effectiveness of the various marketing efforts.</li> <li>▪ Update the DDA website.</li> </ul>
	Attract more visitors to the Downtown area for events.	<ul style="list-style-type: none"> <li>▪ Evaluate the DDA's role in Special Events.</li> <li>▪ Oversee the rental of Town Square and encourage additional use of the facility.</li> </ul>
	Attract potential new businesses to the Downtown Area	<ul style="list-style-type: none"> <li>▪ Have ongoing discussions with property owners to determine when vacancies will be occurring in the Downtown and assist owners in filling those spaces.</li> <li>▪ Actively Market Available Properties.</li> </ul>



<p><i>Economic Development Committee</i> Leverage market opportunities to attract new development and redevelopment projects.</p>	<p>Attract potential developers and investors to the Downtown Area.</p>	<ul style="list-style-type: none"> <li>▪ Work with LandUSA to better understand and communicate the results of the Target Market Analysis in terms of the definition of commercial space and how much commercial square footage Downtown Northville can support.</li> <li>▪ Utilize Target Market Analysis, provided as part of the Update Strategic Plan, to attract developers to Northville.</li> <li>▪ Prepare an Executive Summary of Retail and Residential Target Market Analysis.</li> <li>▪ Informational meeting with local realtors and regional developers to provide information on available development sites and incentives.</li> </ul>
	<p>Support existing downtown businesses.</p>	<ul style="list-style-type: none"> <li>▪ Provide workshops and training opportunities that provide downtown businesses support and skills to compete in the market.</li> </ul>
	<p>Monitor new development and its impacts and benefits to the downtown.</p>	<ul style="list-style-type: none"> <li>▪ Participate in the review of the economic impact of new projects on the DDA/City.</li> </ul>
<p><i>Economic Development Committee</i> Review policies and documents governing downtown development.</p>	<p>Refine Sub Area Plans.</p>	<ul style="list-style-type: none"> <li>▪ Review potential E. Main Street sub area plan.</li> </ul>
	<p>Assist businesses with specific needs.</p>	<ul style="list-style-type: none"> <li>▪ Develop a Business Assistance Team to meet with businesses in need of additional support.</li> </ul>
	<p>Develop downtown as an entertainment and arts district.</p>	<ul style="list-style-type: none"> <li>▪ Explore the creation of an Arts and Creative Industries Master Plan for Downtown.</li> </ul>





## Economic Development Committee Updates 2019 – 20

### Review and Update of Master Plan

Work with the Planning Commission to review and update the City's Master Plan and sub-area plans including the Race Track, Cady Street, and South Center areas. Public meetings have been scheduled and a public participation plan has been devised. The plan will be presented to the Planning Commission at their December 17<sup>th</sup> meeting.

### Post Office

Review potential Post Office location for possible expansion.

### Review and Comment on new Development Projects

Review proposed new development and comment on economic impact on the project on the downtown area.

### Review Tools and Incentive

Review potential tools and incentives that could be utilized to promote economic development in Northville.

### Arts and Creative Industries Master Plan

Discuss whether to move forward with development of an Arts and Creative Industries Master Plan.





## Northville Downtown Development Authority

### Design Committee

2019 - 20

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#### Lists of Goals & Objectives

- Sponsor the Arts and Creative Industries Master Plan – Cady Town
- Executive Summary of Retail Market and Residential TMA
- Information Meeting with local Realtors
- Downtown Property Exchange
- Revise Article 20 – PUD
- Redevelopment Ready Community Status
- Refine the Sub Area Plan for Cady Street Corridor / Update the Zoning Overlap
- Refine the Sub Area Plan for McDonald Ford
- Sub Area Plan for East Main Street
- Density, LEED, and Affordable Housing Bonuses
- Potential Land Acquisition
- Develop Business Assistance Team
- Expansion of the DDA District
- Joint Planning Meetings
- Business Recruitment and Retention