



**Meeting of the DDA Board of Directors  
Informational Meeting as Required by PA 57  
December 21, 2021 - 8:00 a.m.**

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meeting on December 21, 2021 at 8:00 am is <https://us02web.zoom.us/j/83758653809>, to join by phone: 1-312-626-6799, Webinar ID: 837 5865 3809.

**AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments (3-minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
  - a. November 2021 Financial Statement (Attachment 4.a)
  - b. November 2021 Invoice Report (Attachment 4.b)
  - c. November 16, 2021 Meeting Minutes (Attachment 4.c)
  - d. 2<sup>nd</sup> Quarter Budget Amendments (Attachment 4.d)
  - e. Explanation of 2<sup>nd</sup> Quarter Budget Amendments (Attachment 4.e)
5. Informational Meeting – PA 57
  - a. DDA Annual Report (Attachment 5.a)
6. DDA Goals and Objectives 2022-23 (Attachment 6)
7. Downtown Mural (Attachment 7)
8. Conversion of Downtown Streetlights (Attachment 8)

9. Professional Consulting Services (Attachment 9)
  - a. Commercial Mix in Northville Downs Project
    - i. Freidman Retail Market Study (Attachment 9.a.i)
    - ii. LandUSA Retail Market Study (Attachment 9.a.ii)
    - iii. Gibbs Planning Proposal (Attachment 9.a.iii)
  - b. Inventory of Existing Building Space in the Downtown (Attachment 9.b)
  - c. Impact of Street Closures on a Downtown
10. Committee Information and Updates
  - a. Design Committee – DJ Boyd
  - b. Marketing Committee – Shawn Riley (Attachment 10.b)
  - c. Parking Committee – John Casey
  - d. Organizational Committee – DJ Boyd
  - e. Economic Development Committee – Aaron Cozart
  - f. Sustainability Committee – Dave Gutman (Attachment 10.f)
11. Future Meetings / Important Dates
  - a. Economic Development Committee – TBD
  - b. Marketing Committee Meeting – January 6, 2022
  - c. Executive Committee Meeting – January 12, 2022
  - d. Design Committee Meeting – January 10, 2022
  - e. DDA Board Meeting – January 18, 2022
  - f. Planning Commission Meeting – January 18, 2022
  - g. Parking Committee – TBD
  - h. Sustainability Committee Meeting – TBD
  - i. List of DDA Board meetings in 2022 (Attachment 11.i)
12. Board and Staff Communications
13. Adjournment – Next Meeting – January 18, 2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 11/30/2021

% Fiscal Year Completed: 41.92

NOVEMBER BENCHMARK 42%

Attachment 4.a

GL NUMBER	DESCRIPTION	2021-22		YTD BALANCE 11/30/2021 NORM (ABNORM)	ACTIVITY FOR MONTH 11/30/21 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	769,414.00	769,414.00	668,511.63	0.00	100,902.37	86.89	
370-000-403.010	DDA OPERATING LEVY	64,025.00	64,025.00	61,845.71	190.27	2,179.29	96.60	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	39,868.00	39,868.04	39,868.04	(0.04)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(500.00)	(500.00)	589.87	0.00	(1,089.87)	(117.97)	
PROPERTY TAXES		866,939.00	872,807.00	770,815.25	40,058.31	101,991.75	88.31	
LICENSES, FEES, & PERMITS								
370-000-476.130	OUTDOOR DINING/RETAIL PERMIT FEES	0.00	332.00	332.00	0.00	0.00	100.00	
LICENSES, FEES, & PERMITS		0.00	332.00	332.00	0.00	0.00	100.00	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	30,000.00	30,000.00	19,045.10	5,000.00	10,954.90	63.48	
370-000-586.080	DONATIONS/SPONSORSHIPS	3,000.00	3,000.00	975.00	0.00	2,025.00	32.50	
GRANTS & OTHER LOCAL SOURCES		33,000.00	33,000.00	20,020.10	5,000.00	12,979.90	60.67	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	0.00	100.00	960.00	210.00	(860.00)	960.00	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
370-000-667.000	INSURANCE PROCEEDS	0.00	0.00	35.00	0.00	(35.00)	100.00	
MISCELLANEOUS REVENUES		200.00	300.00	995.00	210.00	(695.00)	331.67	
INTEREST								
370-000-664.190	INTEREST - MI CLASS 1 DIST	75.00	75.00	7.01	0.00	67.99	9.35	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	8,000.00	8,000.00	2,298.74	0.00	5,701.26	28.73	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	0.00	(3,187.24)	0.00	3,187.24	100.00	
370-000-664.400	INVESTMENT POOL BANK FEES	0.00	(100.00)	(37.62)	0.00	(62.38)	37.62	
370-000-664.500	INVESTMENT ADVISORY FEES	(600.00)	(600.00)	(247.52)	(58.78)	(352.48)	41.25	
370-000-664.600	BANK LOCKBOX FEES	0.00	(100.00)	(49.92)	(2.31)	(50.08)	49.92	
370-000-664.700	CUSTODIAL FEES	(125.00)	(125.00)	(48.73)	0.00	(76.27)	38.98	
INTEREST		7,350.00	7,150.00	(1,265.28)	(61.09)	8,415.28	(17.70)	
Total Dept 000		907,489.00	913,589.00	790,897.07	45,207.22	122,691.93	86.57	
TOTAL REVENUES		907,489.00	913,589.00	790,897.07	45,207.22	122,691.93	86.57	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	13,740.00	5,243.11	4,580.99	8,496.89	38.16	
370-753-707.000	WAGES - REGULAR OVERTIME	1,185.00	1,185.00	0.00	0.00	1,185.00	0.00	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	0.00	0.00	500.00	0.00	
370-753-943.000	EQUIPMENT RENTAL - CITY	10,215.00	10,215.00	2,448.40	1,894.36	7,766.60	23.97	
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	3,977.99	3,375.53	10,617.01	27.26	
Total Dept 753 - DPW SERVICES		40,235.00	40,235.00	11,669.50	9,850.88	28,565.50	29.00	

PERIOD ENDING 11/30/2021  
% Fiscal Year Completed: 41.92  
NOVEMBER BENCHMARK 42%

GL NUMBER	DESCRIPTION	2021-22		YTD BALANCE 11/30/2021 NORM (ABNORM)	ACTIVITY FOR MONTH 11/30/21 INCR (DECR)	AVAILABLE		% BDGT USED
		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
Dept 861 - DESIGN COMMITTEE								
370-861-706.000	WAGES - REGULAR FULL TIME	17,590.00	17,590.00	7,546.16	2,422.83	10,043.84		42.90
370-861-707.000	WAGES - REGULAR OVERTIME	0.00	90.00	90.00	0.00	0.00		100.00
370-861-710.000	WAGES - PART TIME	55,960.00	55,960.00	30,219.74	4,334.80	25,740.26		54.00
370-861-726.000	SUPPLIES	575.00	575.00	0.00	0.00	575.00		0.00
370-861-740.050	DOWNTOWN MATERIALS	20,400.00	20,400.00	7,843.90	3,785.03	12,556.10		38.45
370-861-740.150	SOCIAL DISTRICT EXPENDITURES	0.00	1,800.00	469.85	(729.55)	1,330.15		26.10
370-861-751.000	FUEL & OIL	400.00	400.00	347.01	0.00	52.99		86.75
370-861-801.000	CONTRACTUAL SERVICES	25,930.00	25,930.00	6,790.31	4,187.01	19,139.69		26.19
370-861-801.160	RESTROOM PROGRAM	4,000.00	4,000.00	1,676.50	479.00	2,323.50		41.91
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
370-861-850.000	LANDSCAPE MAINTENANCE	32,310.00	32,310.00	7,200.39	6,957.00	25,109.61		22.29
370-861-913.000	VEHICLE INSURANCE	400.00	406.00	304.50	0.00	101.50		75.00
370-861-920.010	ELECTRIC POWER	5,390.00	5,390.00	1,117.71	78.66	4,272.29		20.74
370-861-920.020	NATURAL GAS	8,250.00	8,250.00	508.05	107.54	7,741.95		6.16
370-861-920.030	WATER & SEWER SERVICE	8,860.00	8,860.00	2,051.21	0.00	6,808.79		23.15
370-861-950.460	OPER TFR TO PUBLIC IMPROVEMENT	0.00	3,060.00	0.00	0.00	3,060.00		0.00
370-861-967.000	FRINGE BENEFITS	11,525.00	11,525.00	5,838.26	1,197.16	5,686.74		50.66
370-861-976.010	STREET FURNISHINGS	10,700.00	10,700.00	(180.00)	0.00	10,880.00		(1.68)
Total Dept 861 - DESIGN COMMITTEE		204,290.00	209,246.00	71,823.59	22,819.48	137,422.41		34.32
Dept 862 - MARKETING								
370-862-706.000	WAGES - REGULAR FULL TIME	17,590.00	17,590.00	7,546.17	2,422.80	10,043.83		42.90
370-862-710.000	WAGES - PART TIME	14,595.00	14,595.00	6,132.72	1,326.60	8,462.28		42.02
370-862-726.000	SUPPLIES	100.00	100.00	0.00	0.00	100.00		0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	50,000.00	50,000.00	28,590.50	8,128.00	21,409.50		57.18
370-862-785.000	BUSINESS RETENTION PROGRAM	750.00	750.00	0.00	0.00	750.00		0.00
370-862-801.000	CONTRACTUAL SERVICES	60,000.00	60,000.00	21,593.00	5,951.00	38,407.00		35.99
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	617.95	41.99	282.05		68.66
370-862-967.000	FRINGE BENEFITS	8,125.00	8,125.00	3,470.38	887.20	4,654.62		42.71
Total Dept 862 - MARKETING		152,060.00	152,060.00	67,950.72	18,757.59	84,109.28		44.69
Dept 863 - PARKING								
370-863-706.000	WAGES - REGULAR FULL TIME	8,795.00	8,795.00	3,773.17	1,211.43	5,021.83		42.90
370-863-710.000	WAGES - PART TIME	1,460.00	1,460.00	613.32	132.67	846.68		42.01
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00		0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	25,000.00	0.00	25,000.00		50.00
370-863-950.260	OPER TFR TO PARKING FUND	120,900.00	120,900.00	47,950.00	0.00	72,950.00		39.66
370-863-967.000	FRINGE BENEFITS	3,610.00	3,610.00	1,545.86	402.66	2,064.14		42.82
Total Dept 863 - PARKING		184,815.00	184,815.00	78,882.35	1,746.76	105,932.65		42.68
Dept 864 - ORGANIZATIONAL								
370-864-706.000	WAGES - REGULAR FULL TIME	21,990.00	21,990.00	9,432.84	3,028.57	12,557.16		42.90
370-864-710.000	WAGES - PART TIME	28,100.00	28,100.00	8,786.36	2,223.32	19,313.64		31.27
370-864-726.000	SUPPLIES	850.00	2,350.00	2,142.03	451.00	207.97		91.15
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00		0.00
370-864-731.000	PUBLICATIONS	65.00	65.00	(3.00)	0.00	68.00		(4.62)
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	4,435.00	5,435.00	3,960.17	378.78	1,474.83		72.86

PERIOD ENDING 11/30/2021  
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		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	3,500.00	3,181.50	1,368.00	318.50	90.90	
370-864-805.000	AUDITING SERVICES	5,105.00	5,105.00	5,104.00	0.00	1.00	99.98	
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	14.29	0.00	1,300.71	1.09	
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,280.00	6,338.00	4,259.32	0.00	2,078.68	67.20	
370-864-920.000	UTILITIES	1,420.00	1,420.00	539.85	107.97	880.15	38.02	
370-864-958.000	MEMBERSHIP & DUES	1,395.00	1,395.00	1,395.00	0.00	0.00	100.00	
370-864-960.000	EDUCATION & TRAINING	850.00	850.00	49.99	0.00	800.01	5.88	
370-864-967.000	FRINGE BENEFITS	9,305.00	9,305.00	4,495.53	1,169.55	4,809.47	48.31	
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,960.00	12,960.00	6,480.00	0.00	6,480.00	50.00	
Total Dept 864 - ORGANIZATIONAL		97,670.00	100,228.00	49,837.88	8,727.19	50,390.12	49.72	
Dept 865 - ECONOMIC DEVELOPMENT								
370-865-706.000	WAGES - REGULAR FULL TIME	21,990.00	21,990.00	9,432.46	3,028.37	12,557.54	42.89	
370-865-710.000	WAGES - PART TIME	2,920.00	2,920.00	1,226.52	265.31	1,693.48	42.00	
370-865-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00	0.00	
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00	0.00	
370-865-967.000	FRINGE BENEFITS	8,970.00	8,970.00	3,840.87	1,001.43	5,129.13	42.82	
Total Dept 865 - ECONOMIC DEVELOPMENT		34,530.00	34,530.00	14,499.85	4,295.11	20,030.15	41.99	
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,685.00	174,685.00	9,842.50	0.00	164,842.50	5.63	
Total Dept 945 - DEBT SERVICE		174,685.00	174,685.00	9,842.50	0.00	164,842.50	5.63	
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	19,204.00	17,790.00	0.00	0.00	17,790.00	0.00	
Total Dept 999 - RESERVE ACCOUNTS		19,204.00	17,790.00	0.00	0.00	17,790.00	0.00	
TOTAL EXPENDITURES		907,489.00	913,589.00	304,506.39	66,197.01	609,082.61	33.33	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		907,489.00	913,589.00	790,897.07	45,207.22	122,691.93	86.57	
TOTAL EXPENDITURES		907,489.00	913,589.00	304,506.39	66,197.01	609,082.61	33.33	
NET OF REVENUES & EXPENDITURES		0.00	0.00	486,390.68	(20,989.79)	(486,390.68)	100.00	

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE  
 POST DATES 11/01/2021 - 11/30/2021  
 BOTH JOURNALIZED AND UNJOURNALIZED  
 BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-740.050	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERV	6035322538839337	10132021	11/03/21	489.48	116870
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE - BEAN BAGS FOR CORN HOLE	72021	11/03/21	169.56	116873
370-861-740.050	DOWNTOWN MATERIALS	GAJE WAREHOUSE	GARLAND	7632	11/17/21	3,147.00	116978
370-861-740.050	DOWNTOWN MATERIALS	BEGONIA BROTHERS	FALL LANDSCAPE DOWNTOWN/SKELETONS	12350	12/01/21	2,526.00	117048
370-861-740.050	DOWNTOWN MATERIALS	HOME DEPOT CREDIT SERV	6035322538839337	111221A	12/01/21	93.78	117054
370-861-740.050	DOWNTOWN MATERIALS	LORI WARD	REIMBURSE HOLIDAY DECORATIONS	1139148124420743	12/01/21	29.66	117056
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	110821	11/03/21	299.00	500458
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	TOWN SQUARE WIFI	120821	12/01/21	286.08	117037
370-861-801.000	CONTRACTUAL SERVICES	MARC DUTTON IRRIGATION	WINTERIZE AND REPAIR SPRINKLERS	207247	12/01/21	1,044.93	117045
370-861-801.000	CONTRACTUAL SERVICES	LONG MECHANICAL SERVIC	BOILER REPAIR	21-3330M	12/01/21	2,557.00	117049
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTY RENTALS 10/6-11/1/2021	13243	11/03/21	479.00	116868
370-861-850.000	LANDSCAPE MAINTENANCE	BEGONIA BROTHERS	LANDSCAPING	12267	11/17/21	1,255.00	116961
370-861-850.000	LANDSCAPE MAINTENANCE	BEGONIA BROTHERS	FALL LANDSCAPE DOWNTOWN/SKELETONS	12350	12/01/21	5,702.00	117048
370-861-920.010	8671921 - 127 E MAIN - CC	DTE ENERGY	ELECTRIC CHARGES	10/15/21 - 11/12	12/01/21	78.66	117044
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 10/2/21 - 11/2/21	110921	12/01/21	107.54	500459
Total For Dept 861 DESIGN COMMITTEE						18,264.69	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCAARONSON MANAGEMENT, I	A FRAME SIGNS - A HOLIDAY TO REMEMB	1-33932	11/17/21	153.00	116960
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCAARONSON MANAGEMENT, I	STAGE BANNER - A HOLIDAY TO REMEMB	1-33954	11/17/21	300.00	116960
370-862-784.000	DOWNTOWN PROGRAMMING &	PRC JAG ENTERTAINMENT	OCTOBER CONCERTS	2324	11/17/21	6,550.00	116977
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCOUR LADY'S MADRIGAL SI	HOLIDAY TO REMEMBER	NDDA-0002101	12/01/21	375.00	117082
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCRED FYRE LLC	HOLIDAY TO REMEMBER EVENT	1028A	12/01/21	175.00	117083
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCRED FYRE LLC	HOLIDAY TO REMEMBER EVENT	1028B	12/01/21	175.00	117083
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCBRITTANY DIMMITT	HOLIDAY TO REMEMBER	000014A	12/01/21	200.00	117086
370-862-784.000	DOWNTOWN PROGRAMMING &	PRCBRITTANY DIMMITT	HOLIDAY TO REMEMBER	000014B	12/01/21	200.00	117086
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	SOCIAL MEDIA/MARKETING NOVEMBER	NORTHVILLE11-202	11/03/21	2,000.00	116841
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	EVENT POSTERS	65642	11/17/21	92.00	116939
370-862-801.000	CONTRACTUAL SERVICES	KIMPRINT INC	EVENT CARDS	65643	11/17/21	586.00	116939
370-862-801.000	CONTRACTUAL SERVICES	SARAH KENNEDY	OCTOBER GRAPHIC DESIGN	056	11/17/21	1,120.00	116979
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	MONTHLY MARKETING/PR	NORTHVILLE 11-20:	12/01/21	2,000.00	117026
370-862-801.000	CONTRACTUAL SERVICES	AARONSON MANAGEMENT, I	HOLIDAY TO REMEMBER SPONSOR SIGNS	1-33993	12/01/21	153.00	117047
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSEMENT FOR MAILCHIMP NOVEMBE	MC13656330	11/17/21	41.99	116969
Total For Dept 862 MARKETING						14,120.99	
Dept 864 ORGANIZATIONAL							
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 3 RING BINDERS, POST IT NO'	211249858001	12/01/21	17.06	117024
370-864-726.000	SUPPLIES	OFFICE DEPOT	28571763 REPORT COVERS	211249442001	12/01/21	7.39	117024
370-864-801.190	TECHNOLOGY SUPPORT & SERV	CARLISLE-WORTMAN ASSOC	OCT 2021 ELECTRONIC MTGS	2163040	11/17/21	290.38	116963
370-864-801.190	TECHNOLOGY SUPPORT & SERV	COMCAST CORPORATION	DDA OFFICE WIFI	120721	12/01/21	88.40	117038
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE SEPT 2021	126060	11/03/21	584.00	116882
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE OCT 21 (6.	126299	12/01/21	784.00	117070
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATI	PHONE & INTERNET	110821	11/03/21	32.97	500458
Total For Dept 864 ORGANIZATIONAL						1,804.20	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						34,189.88	

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**Meeting of the DDA Board of Directors**  
**November 16, 2021**  
**Zoom Meeting**

The November meeting of the DDA Board was called to order at 8:11 a.m.

**ROLL CALL**

**Present:** *Mayor Brian Turnbull, DJ Boyd, Margene Buckhave, Aaron Cozart, Jim Long (Longboat Key, Sarasota Co., Florida), Ryan McKindles, Greg Presley, Greg Richards (Canton, Wayne Co.), Shawn Riley, Mary Starring*

**Absent:** *None*

**Also Present:** *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director, Jessica Howlin/DDA Marketing Assistant, Patrick Sullivan/City Manager, Sandi Wiktorowski/Finance Director, Sarah Prescott/School Board, Dave Gutman/Resident, Ashley Raden/Plante Moran, Joe Kowalski/Plante Moran, Nate Shureb/Plante Moran, Kathy Spillane/Resident, Andrew Krenz/City Council, Chuck Murdock/Resident, Fred Sheill/Resident, Marilyn Price/City Council, Susan Haifleigh/Resident, Barbara Morowski-Browne/City Council*

**AUDIENCE COMMENTS**

Ward introduced Greg Richards, manager of Browndog Barlor, as the newest member of the DDA Board.

**APPROVAL OF AGENDA AND CONSENT AGENDA**

**Motion by McKindles, seconded by Boyd,** to approve the agenda and consent agenda. **Motion carried unanimously.**

**2020-21 DDA AUDIT**

Joe Kowalski, Audit Partner at Plante Moran, presented audit results for fiscal year ending June 30, 2021. Kowalski reported that there are no control deficiencies and issues on the audit due to strong internal controls. Ashley Raden, of the Plante Moran audit team, said the DDA net position is at approximately \$360,131 which is up from approximately \$299,000 last year. Raden added the DDA revenues show approximately \$260,000 is unassigned, which is the amount the DDA currently has available for future spending. The \$47,000 in committed fund balance is related to the TIF capture for street improvements that have been ongoing. The DDA revenues were approximately \$1M,

expenditures were approximately \$985,000 which was a net increase of approximately \$61,000. The increase in revenue was mostly due to increase in donations. Raden pointed out that the debt service will expire in 2025, and at that time the DDA's collection of Northville District Library millage may go away and should be taken into consideration for future DDA planning. Ward added that in 2025 there will be approximately \$175,000 available for debt service if news bonds were issued.

**Motion by Starring, seconded by Long, to accept the DDA audit. Motion carried unanimously.**

## **WALKABILITY REPORT**

Dave Gutman and Kathy Spillane presented highlights of the walkability study. The study includes analysis of current streetscapes and includes proposed development sites in the City of Northville. The study is intended to be a guide for walkability issues, ongoing road construction programs, supplement traffic management planning, River Walk pathway planning, and feedback to City boards and commissions with respect to the Social District impact on the community. Spillane said challenges and areas of improvement in current parking and road segments were analyzed. The Committee found that many of the current crosswalks are a box style, which present lower visibility than a block style crosswalk that has white striping across the crosswalks. The City also has several high curve radius roadways, including the large curve at Dunlap and Hutton.

South Center Street is also a concern for walkability due to minimal protection for pedestrian traffic even with the dedicated bike lane. The City should consider reducing the posted speed to 25MPH from the current posted 35MPH. Spillane said that while the social district itself has excellent walkability, the immediate surrounding areas have created walkability hazards due to impatient drivers. Boyd commented that as a cyclist, he finds most drivers are more cautious due to stop signs and street closures. Long added that traffic has just about returned to pre-pandemic levels and with street closures many motorists are now utilizing Wing Street. Spillane clarified that the data used to identify motorists on Wing Street was collected via field research conducted by members of the Walkability Committee.

Spillane said a challenge and area of improvement is the location of current handicapped parking spaces. Several handicapped parking spaces are distant from downtown locations and far from elevators in parking garages. One parking area in particular that the study highlighted are handicapped spaces in the E. Cady/S. Center parking deck. The spaces are currently located close to stairs and farther from the elevator. Spillane added that additional areas of possible improvement include restriping crosswalks, adding parallel parking, tree and plant maintenance along streetscape, constructing new paths and reconfiguring existing streets for non-motorized paths, reducing street lanes and reducing posted speed limits.

Audience comments noted that many motorists regularly travel the wrong way on Mary Alexander Court and a possible solution could include speed bumps or other deterrents. Audience comments also brought attention to the accessibility of Fish Hatchery Park and the challenge to walk or bike there while crossing Seven Mile Road. Another area



highlighted by audience comment is the current design of the sidewalk immediately adjacent to the curb on N. Center Street. This was not included in the initial study, and Spillane acknowledged that the Committee would like to further research this area. It was also noted that attention should be brought to current and proposed street widths due to traffic speeds and parallel parking.

## **MURAL INSTALLATION**

Ward said as part of the DDA's Wayfinding project, project designer, Buzz Bizzell suggested the use of murals in Downtown Northville and included some suggested graphics should the DDA decide to move forward. The Design Committee has recently started meeting again after pausing due to Covid, and is addressing the mural project that has been in progress for about 4-5 years. The mural placement would be located on the west elevation of the building located at 102 E. Main Street. A variety of design concepts have been explored including a Concours d' Elegance mural and a Race Day in Northville mural. The Design Committee agreed upon a version of Race Day in Northville. Presley suggested the Design Committee delay selection of a final graphic until a joint group of citizens and members of the development team are able to research artifacts and photos currently at the Northville Downs.

Boyd, addressing the comment mentioned at last month's DDA Board meeting to hire a local artist, said the Design Committee previously reached out to source the project locally and were not able to generate interest in the project. Boyd added that the Design Committee will entertain additional art ideas for a final graphic during the December Design Committee meeting. **Boyd motioned, Cozart seconded** to approve the concept of the mural project with input on additional graphic designs before December 10<sup>th</sup>, and bring back final design to the DDA Board for approval. **Motion carried unanimously.**

## **COMMITTEE INFORMATION AND UPDATES**

a. *Design Committee:*

None

b. *Marketing Committee:*

Riley said October was very successful in Downtown Northville with Skeletons are Alive. Northville is gearing up for a new event, A Holiday to Remember. Johnson said that this event will run during the first three weekends in December. Friday nights will feature strolling live music. Saturdays will include carolers and free horse and wagon rides picking up in Town Square. Sundays are slated as a family day, with live reindeer and elf, a petting zoo and costumed characters. The DDA has been working on filling the stands with a variety of vendors for the event. The DDA staff will be distributing postcards and posters to downtown businesses in addition to a Mailchimp email blast.

c. *Parking Committee:*

None

d. *Organizational Committee:*

Ward noted that Greg Richards filled one of the open DDA Board seats. The City Council Selection Committee is currently interviewing for the second open DDA Board seat. In January the DDA Board will vote on officers. The DDA Board vice-chair will remain vacant until elections.

Ward added there is current legislation in process to update social districts to eliminate the sunsets and allow DDA and social district communities to utilize both social district and special events permits in conjunction with one another.

*e. Economic Development Committee:*

Cozart said the EDC is working to schedule a meeting to look at impacts of street closures. Cozart attended the Planning Commission meeting and speaking on behalf of the DDA Board and EDC, spoke in favor of the PUD eligibility for the Downs project.

*f. Sustainability Committee:*

None

#### **BOARD AND STAFF COMMUNICATIONS**

Presley shared that the Planning Commission is holding a public meeting tonight regarding the Master Plan updates. Long inquired about the status of the development at the southeast corner of N. Center Street and Dunlap Street. Ward said the project will be starting within the month. Lava Grill, the development going into the old Brick's location, just received their liquor license transfer and is moving forward with opening plans. The next DDA Board meeting is scheduled for December 21, 2021.

**Motion by McKindles, seconded by Buckhave** to adjourn the DDA Board meeting.  
**Motion carried unanimously.**

**Meeting adjourned at 9:39 am**

Respectfully submitted,  
Jessica Howlin, Marketing Assistant  
Northville DDA

QUARTERLY BUDGET AMENDMENT REPORT FOR CITY OF NORTHVILLE

Year Ended 06/30/2022

2ND QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
DEPT: 000-									
GRANTS & OTHER LOCAL SOURCES									
370-000-586.020	SPONSORSHIPS	30,000	0	0	0	0	30,000	21,545	71.82
370-000-586.080	DONATIONS/SPONSORSHIPS	3,000	0	0	0	0	3,000	975	32.50
	GRANTS & OTHER LOCAL SOURCES	33,000	0	0	0	0	33,000	22,520	68.24
INTEREST									
370-000-664.190	INTEREST - MI CLASS 1 DIST	75	0	(40)	0	0	35	9	25.60
370-000-664.200	LONG TERM INVESTMENT EARNINGS	8,000	0	(1,000)	0	0	7,000	2,825	40.36
370-000-664.300	UNREALIZED MARKET CHANGE IN IN	0	0	(4,000)	0	0	(4,000)	(3,920)	98.00
370-000-664.400	INVESTMENT POOL BANK FEES	0	(100)	0	0	0	(100)	(38)	37.62
370-000-664.500	INVESTMENT ADVISORY FEES	(600)	0	(150)	0	0	(750)	(248)	33.00
370-000-664.600	BANK LOCKBOX FEES	0	(100)	0	0	0	(100)	(50)	49.92
370-000-664.700	CUSTODIAL FEES	(125)	0	0	0	0	(125)	(60)	48.23
	INTEREST	7,350	(200)	(5,190)	0	0	1,960	(1,482)	(75.57)
LICENSES, FEES, & PERMITS									
370-000-476.090	NEWSPAPER RACK REGISTRATION FE	0	0	180	0	0	180	0	0.00
370-000-476.130	OUTDOOR DINING/RETAIL PERMIT	0	332	0	0	0	332	332	100.00
	LICENSES, FEES, & PERMITS	0	332	180	0	0	512	332	64.84
MISCELLANEOUS REVENUES									
370-000-659.110	RENTS-SHORT TERM	0	100	1,055	0	0	1,155	1,155	100.00
370-000-666.000	MISCELLANEOUS REVENUE	200	0	0	0	0	200	0	0.00
	MISCELLANEOUS REVENUES	200	100	1,055	0	0	1,355	1,155	85.24
PROPERTY TAXES									
370-000-403.000	CURRENT PROPERTY TAXES	769,414	0	(1,664)	0	0	767,750	668,512	87.07
370-000-403.010	DDA OPERATING LEVY	64,025	0	(51)	0	0	63,974	61,846	96.67
370-000-403.040	LOCAL COMMUNITY STABILIZATION	34,000	5,868	0	0	0	39,868	39,868	100.00
370-000-418.000	PROPERTY TAXES - OTHER	(500)	0	(590)	0	0	(1,090)	590	(54.12)
	PROPERTY TAXES	866,939	5,868	(2,305)	0	0	870,502	770,816	88.55
TOTALS FOR DEPT 000-		907,489	6,100	(6,260)	0	0	907,329	793,341	87.44
TOTAL Revenues		907,489	6,100	(6,260)	0	0	907,329	793,341	87.44
DEPT: 753-DPW SERVICES									
370-753-706.000	WAGES - REGULAR FULL TIME	13,740	0	0	0	0	13,740	5,494	39.99
370-753-707.000	WAGES - REGULAR OVERTIME	1,185	0	0	0	0	1,185	0	0.00
370-753-939.000	AUTOMOTIVE SERVICE	500	0	0	0	0	500	0	0.00
370-753-943.000	EQUIPMENT RENTAL - CITY	10,215	0	0	0	0	10,215	2,598	25.43
370-753-967.000	FRINGE BENEFITS	14,595	0	0	0	0	14,595	4,115	28.19
TOTALS FOR DEPT 753-DPW SERVICES		40,235	0	0	0	0	40,235	12,207	30.34
DEPT: 861-DESIGN COMMITTEE									
370-861-706.000	WAGES - REGULAR FULL TIME	17,590	0	0	0	0	17,590	8,171	46.45
370-861-707.000	WAGES - REGULAR OVERTIME	0	90	0	0	0	90	90	100.00

Year Ended 06/30/2022

2ND QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
370-861-710.000	WAGES - PART TIME	55,960	0	0	0	0	55,960	31,658	56.57
370-861-726.000	SUPPLIES	575	0	0	0	0	575	0	0.00
370-861-740.050	DOWNTOWN MATERIALS	20,400	0	0	0	0	20,400	7,844	38.45
370-861-740.150	SOCIAL DISTRICT EXPENDITURES	0	1,800	0	0	0	1,800	470	26.10
370-861-751.000	FUEL & OIL	400	0	400	0	0	800	448	56.04
370-861-801.000	CONTRACTUAL SERVICES	25,930	0	0	0	0	25,930	7,089	27.34
370-861-801.160	RESTROOM PROGRAM	4,000	0	0	0	0	4,000	1,677	41.91
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000	0	0	0	0	2,000	0	0.00
370-861-850.000	LANDSCAPE MAINTENANCE	32,310	0	0	0	0	32,310	7,200	22.29
370-861-913.000	VEHICLE INSURANCE	400	6	0	0	0	406	305	75.00
370-861-920.010	ELECTRIC POWER	5,390	0	0	0	0	5,390	1,118	20.74
370-861-920.020	NATURAL GAS	8,250	0	0	0	0	8,250	508	6.16
370-861-920.030	WATER & SEWER SERVICE	8,860	0	0	0	0	8,860	2,051	23.15
370-861-950.460	OPER TFR TO PUBLIC IMPROVEMENT	0	3,060	0	0	0	3,060	0	0.00
370-861-967.000	FRINGE BENEFITS	11,525	0	0	0	0	11,525	6,242	54.16
370-861-976.010	STREET FURNISHINGS	10,700	0	0	0	0	10,700	(180)	(1.68)
TOTALS FOR DEPT 861-DESIGN COMMITTEE		204,290	4,956	400	0	0	209,646	74,691	35.63
DEPT: 862-MARKETING									
370-862-706.000	WAGES - REGULAR FULL TIME	17,590	0	0	0	0	17,590	8,171	46.45
370-862-710.000	WAGES - PART TIME	14,595	0	0	0	0	14,595	6,654	45.59
370-862-726.000	SUPPLIES	100	0	0	0	0	100	0	0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	50,000	0	0	0	0	50,000	28,591	57.18
370-862-785.000	BUSINESS RETENTION PROGRAM	750	0	0	0	0	750	0	0.00
370-862-801.000	CONTRACTUAL SERVICES	60,000	0	0	0	0	60,000	21,593	35.99
370-862-801.340	WEB SITE MAINTENANCE	900	0	0	0	0	900	618	68.66
370-862-967.000	FRINGE BENEFITS	8,125	0	0	0	0	8,125	3,778	46.50
TOTALS FOR DEPT 862-MARKETING		152,060	0	0	0	0	152,060	69,405	45.64
DEPT: 863-PARKING									
370-863-706.000	WAGES - REGULAR FULL TIME	8,795	0	0	0	0	8,795	4,086	46.45
370-863-710.000	WAGES - PART TIME	1,460	0	0	0	0	1,460	665	45.58
370-863-726.000	SUPPLIES	50	0	0	0	0	50	0	0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000	0	0	0	0	50,000	25,000	50.00
370-863-950.260	OPER TFR TO PARKING FUND	120,900	0	0	0	0	120,900	47,950	39.66
370-863-967.000	FRINGE BENEFITS	3,610	0	0	0	0	3,610	1,684	46.64
TOTALS FOR DEPT 863-PARKING		184,815	0	0	0	0	184,815	79,385	42.95
DEPT: 864-ORGANIZATIONAL									
370-864-706.000	WAGES - REGULAR FULL TIME	21,990	0	0	0	0	21,990	10,214	46.45
370-864-710.000	WAGES - PART TIME	28,100	0	0	0	0	28,100	9,687	34.47
370-864-726.000	SUPPLIES	850	1,500	0	0	0	2,350	2,142	91.15
370-864-730.000	POSTAGE	100	0	0	0	0	100	0	0.00
370-864-731.000	PUBLICATIONS	65	0	0	0	0	65	(3)	(4.62)
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	4,435	1,000	0	0	0	5,435	3,960	72.86
370-864-802.010	LEGAL SERVICES - GENERAL	3,500	0	2,000	0	0	5,500	3,182	57.85
370-864-805.000	AUDITING SERVICES	5,105	0	0	0	0	5,105	5,104	99.98
370-864-900.000	PRINTING & PUBLISHING	1,315	0	0	0	0	1,315	14	1.09
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,280	58	0	0	0	6,338	4,259	67.20
370-864-920.000	UTILITIES	1,420	0	0	0	0	1,420	648	45.62
370-864-958.000	MEMBERSHIP & DUES	1,395	0	0	0	0	1,395	1,395	100.00
370-864-960.000	EDUCATION & TRAINING	850	0	0	0	0	850	50	5.88
370-864-967.000	FRINGE BENEFITS	9,305	0	0	0	0	9,305	4,917	52.84
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,960	0	0	0	0	12,960	6,480	50.00
TOTALS FOR DEPT 864-ORGANIZATIONAL		97,670	2,558	2,000	0	0	102,228	52,049	50.91

Year Ended 06/30/2022

2ND QUARTER BUDGET AMENDMENTS

Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY

GL NUMBER	DESCRIPTION	ADOPTED BUDGET	QTR 1 AMENDMENTS	QTR 2 AMENDMENTS	QTR 3 AMENDMENTS	QTR 4 AMENDMENTS	FINAL AMENDED BUDGET	YTD ACTUAL	PCT OF BUDGET USED
DEPT: 865-ECONOMIC DEVELOPMENT									
370-865-706.000	WAGES - REGULAR FULL TIME	21,990	0	0	0	0	21,990	10,213	46.45
370-865-710.000	WAGES - PART TIME	2,920	0	0	0	0	2,920	1,331	45.58
370-865-726.000	SUPPLIES	150	0	0	0	0	150	0	0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500	0	0	0	0	500	0	0.00
370-865-967.000	FRINGE BENEFITS	8,970	0	0	0	0	8,970	4,184	46.64
TOTALS FOR DEPT 865-ECONOMIC DEVELOPMENT		34,530	0	0	0	0	34,530	15,728	45.55
DEPT: 945-DEBT SERVICE									
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,685	0	0	0	0	174,685	9,843	5.63
TOTALS FOR DEPT 945-DEBT SERVICE		174,685	0	0	0	0	174,685	9,843	5.63
DEPT: 999-RESERVE ACCOUNTS									
370-999-999.000	UNALLOCATED RESERVE	19,204	(1,414)	(8,660)	0	0	9,130	0	0.00
TOTALS FOR DEPT 999-RESERVE ACCOUNTS		19,204	(1,414)	(8,660)	0	0	9,130	0	0.00
TOTAL Expenditures		907,489	6,100	(6,260)	0	0	907,329	313,308	34.53
TOTAL FOR FUND 370									
REVENUES:		907,489	6,100	(6,260)	0	0	907,329	793,341	87.44
EXPENDITURES		907,489	6,100	(6,260)	0	0	907,329	313,306	34.53
NET OF REVENUES vs. EXPENDITURES		0	0	0	0	0	0	480,035	0.00

Northville DDA  
 FY 2020-21 Proposed DDA Budget  
 1st Quarter Budget Explanations

Line Item #	Classification	Description of Amendment	Increase in Planned Earnings	Decrease in Planned Earnings
<b>Revenue</b>				
370-000-664.19	Interest – Michigan Class 1	Actual Earnings		(\$40)
370-000-664.20	Long Term Investment Earnings	Actual Earnings		(\$1,000)
370-000-664.30	Unrealized Market Change	Adjusted value of investments to market		(\$4,000)
370-000-664.50	Investment Advisory Fees	Actual Charges		(\$150)
370-000-476.09	News rack Fees	Actual Charges	\$180	
370-000-659.11	Short Term Rental	Income from Pods and Stands	\$1,055	
370-000-403.00	TIF Revenue	Successful Tax Appeals		(\$1,664)
370-000-403.01	Revenue from 2 mill levy	Successful Tax Appeals		(\$51)
370-000-418.00	Property Tax Other	Tax Appeal/Foreclosure (prior year)		(\$590)
Subtotal			\$1,235	(\$7,495)
<b>Total</b>				(\$6,260)
			Reduction in Planned Spending	Increase in Planned Spending
<b>DPW</b>				
none				
<b>Design</b>				
370-861-751.00	Fuel and Oil	Increased use of truck for Social District		\$400
<b>Marketing</b>				
none				
<b>Parking</b>				
none				

<b>Organizational</b>				
370-864-802.01	Legal Service	Increased charges for MainCentre Facilitation		\$2,000
<b>Economic Dev.</b>				
None				
Subtotal				(\$2,400)
<b>Total Impact to DDA Budget to date</b>				<b>(\$8,660)</b>

**Annual Report on Status of Tax Increment Financing Plan**

<p>Send completed form to:  <a href="mailto:Treas-StateSharePropTaxes@michigan.gov">Treas-StateSharePropTaxes@michigan.gov</a></p>	<p><b>City of Northville</b></p>	<p>TIF Plan Name</p>	<p>For Fiscal Years ending in</p>
<p>Issued pursuant to 2018 PA 57, MCL 125.4911          Filing is required within 180 days of end of authority's fiscal year ending in 2021.</p>	<p><b>Downtown Development Authority</b></p>		<p><b>2021</b></p>
<p>Year AUTHORITY (not TIF plan) was created:</p>	<p>1978</p>		
<p>Year TIF plan was created or last amended to extend its duration:</p>	<p>2015</p>		
<p>Current TIF plan scheduled expiration date:</p>	<p>2040</p>		
<p>Did TIF plan expire in FY21?</p>	<p>No</p>		
<p>Year of first tax increment revenue capture:</p>	<p>1979</p>		
<p>Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?</p>	<p>No</p>		
<p>If yes, authorization for capturing school tax:</p>			
<p>Year school tax capture is scheduled to expire:</p>	<p>N/A</p>		



<b>Revenue:</b>	Tax Increment Revenue	\$	734,235
	Property taxes - from DDA levy	\$	61,007
	Interest	\$	3,003
	State reimbursement for PPT loss (Forms 5176 and 4650)	\$	34,092
	Other income (grants, fees, donations, etc.)	\$	214,560
	Total	\$	1,046,897

**Tax Increment Revenues Received**

	From counties	\$	211,656
	From municipalities (city, twp, village)	\$	425,178
	From libraries (if levied separately)	\$	29,805
	From community colleges	\$	61,903
	From regional authorities (type name in next cell)	HCMA	\$ 5,693
	From regional authorities (type name in next cell)		\$ -
	From regional authorities (type name in next cell)		\$ -
	From local school districts-operating	\$	-
	From local school districts-debt	\$	-
	From intermediate school districts	\$	-
	From State Education Tax (SET)	\$	-
	From state share of IFT and other specific taxes (school taxes)	\$	-
	<b>Total</b>	<b>\$</b>	<b>734,235</b>

**Expenditures**

	Design	\$	362,293
	Marketing	\$	139,539
	Parking	\$	13,965
	Organizational	\$	85,043
	Public Works	\$	33,104
	Economic Development	\$	33,818
	Debt Service--pass thru commitment	\$	174,335
		\$	-
		\$	-
		\$	-
		\$	-
		\$	-
Transfers to other municipal fund (list fund name)		\$	-
Transfers to other municipal fund (list fund name)	Transfers to Parking Fund	\$	93,220
	Transfers to General Fund	\$	50,000
	Total	\$	985,318

**Outstanding non-bonded Indebtedness**

	Principal	\$	635,000
	Interest	\$	49,754

**Outstanding bonded Indebtedness**

	Principal	\$	-
	Interest	\$	-
	<b>Total</b>	\$	684,754

**Bond Reserve Fund Balance**

	\$	-
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**CAPTURED VALUES**

PROPERTY CATEGORY	Current Taxable Value	Initial (base year) Assessed Value	Captured Value	Overall Tax rates captured by TIF plan	
				TIF Revenue	TIF Revenue
Ad valorem PRE Real	\$ 859,933	\$ 485,253	\$ 374,680	27.1344000	\$10,166.72
Ad valorem non-PRE Real	\$ 30,253,422	\$ 5,575,895	\$ 24,677,527	27.1344000	\$669,609.89
Ad valorem industrial personal	\$ -	\$ -	\$ -	0.0000000	\$0.00
Ad valorem commercial personal	\$ 2,749,400	\$ 742,140	\$ 2,007,260	27.1344000	\$54,465.80
Ad valorem utility personal	\$ -	\$ -	\$ -	0.0000000	\$0.00
Ad valorem other personal	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility real property, 0% SET exemption	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility real property, 50% SET exemption	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility real property, 100% SET exemption	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility personal property on industrial class land	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility personal property on commercial class land	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT New Facility personal property, all other	\$ -	\$ -	\$ -	0.0000000	\$0.00
Commercial Facility Tax New Facility	\$ -	\$ -	\$ -	0.0000000	\$0.00
IFT Replacement Facility (frozen values)	\$ -	\$ -	\$ -	0.0000000	\$0.00
Commercial Facility Tax Restored Facility (frozen values)	\$ -	\$ -	\$ -	0.0000000	\$0.00
Commercial Rehabilitation Act	\$ -	\$ -	\$ -	0.0000000	\$0.00
Neighborhood Enterprise Zone Act	\$ -	\$ -	\$ -	0.0000000	\$0.00
Obsolete Property Rehabilitation Act	\$ -	\$ -	\$ -	0.0000000	\$0.00
Eligible Tax Reverted Property (Land Bank Sale)	\$ -	\$ -	\$ -	0.0000000	\$0.00
<b>Exempt (from all property tax) Real Property</b>	\$ -	\$ -	\$ -	0.0000000	\$0.00
<b>Total Captured Value</b>		<b>\$ 6,803,288</b>	<b>27,059,467</b>	<b>\$734,242.40</b>	<b>Total TIF Revenue</b>

# ~ City of Northville ~

## Downtown Development Authority

### Fiscal Year 2022 - 23 Goals and Objectives

Goal	Objective	Action Steps
<i>Organization Committee:</i> Provide operational support and adequate funding for DDA programs and projects.	Review options available to the DDA to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown.	Review and evaluate cost allocation arrangement with the City.
		Explore refinancing of DDA bonds to provide revenue for DDA projects.
		Explore grants, sponsorships and other means of financing the DDA's projects and programs.
	Track Funding for DDA.	Strive to internally fund capital improvement projects.
<i>Design Committee:</i> Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction, improvements, enhancements and maintenance of Downtown amenities and projects.	Install additional bike parking downtown.
		Repair and maintain Town Square amenities including Pavilion and Fire Pits.
		Implement, where appropriate, mural program.
	Implement sustainable practices, where feasible, throughout the downtown.	Working with DPW, investigate opportunities to increase cardboard recycling for downtown businesses.
		Monitor health of downtown trees and treat and/or replace as necessary.
		Replace High Pressure Sodium streetlights and parking lot lights in the downtown with high efficiency lighting.
<i>Parking Committee:</i> Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.	Monitor parking occupancy in parking decks, lots, and on-street in order to provide an adequate supply of parking.	Actively participate in the City's new Sustainability Team.
		Work with Police Department to explore new technologies to expand parking counts and parking.
		Review impact of planned potential new development and or redevelopment projects on downtown parking.
		Participate in an update of the 2006 Parking Study.
Parking Committee: Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.	Maintain and repair parking lots and decks within the DDA boundaries as needed.	Explore use of additional surveillance cameras in parking lots and decks and upgrade existing surveillance program.
		Continue to Implement 20-year Maintenance Plan for parking decks and surface lots.
		Identify funding sources for both parking deck and surface parking lot repairs and maintenance.
		Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and private vendors.

		Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.
	Provide Adequate EV charging opportunities in the Downtown.	Monitor performance of EV charging stations and ensure sufficient EV units are installed.
<i>Marketing Committee:</i> Attract more people to Downtown.	Promote the Downtown as a destination for shopping, services, and entertainment.	Work with Marketing Consultant and Marketing Committee to develop annual advertising, public relations, and social media plan for Downtown.
		Continue to update content and graphics on DDA website.
		Work with other Northville organizations to cross promote events and happenings in the community.
		Oversee the rental of Town Square and encourage additional use of all special event venues.
		Update the DDA walking map and directories.
<i>Economic Development Committee - Encourage quality (re)developments that are consistent with the City's Master Plan.</i>	Attract potential developers and investors to the Downtown Area.	Review potential tools and incentives that could be utilized to encourage economic development Downtown.
		Encourage commercial uses at ground floor.
	Attract potential new businesses and (re)developments to the Downtown area.	Continue to actively market available properties and update the DDA's Business Investment Guide.
	Monitor new development and its impacts and benefits to the downtown.	Participate in the review of the economic impact of new projects on the DDA/City.
	Review Policies and documents governing downtown development.	Participate in a city wide task force to explore the Redevelopment Ready Program for Northville.
	Track business mix and vacancy rates for the downtown.	Develop an inventory of spaces in the downtown and update monthly.
<i>Economic Development Committee - Continue to Support the Business Community during Covid 19 recovery.</i>	Evaluate the impact of downtown street closures on the community and determine next steps.	Administer surveys to business owners and residents for input.
		Hold Town Hall Meetings to gain input from the community.
		DDA, in conjunction with City, provide staff to service and maintain Social District.
	Develop a coordinated plan for downtown Social District.	Work with HDC to develop guidelines for the Social District.
		Consider additional public amenities for Social District.



To: Northville DDA Board of Directors

From: Lori M. Ward, DDA Executive Director

Subject: Mural Project

Date: December 21, 2021

### **Background:**

As part of the DDA's Wayfinding project, project designer, Buzz Bizzell suggested the use of murals in Downtown Northville and included some suggested graphics should the DDA



want to move forward. The DDA Board and the Design Committee both embraced the idea. The past few years most of the DDA's design projects have been put on hold due to Covid. Recently the Design Committee has started meeting again and addressing the backlog of projects that have built up. The mural project has been on the DDA's Goals and Objectives for the past 4-5 years. The Design Committee, over the years has explored various design concepts for the downtown and convened a mural placement

subcommittee to explore various locations where murals could be installed. Through all of this, the Design Committee kept returning to the graphic that Bizzell developed called Race Day in Northville that depicted a harness racing scene. The proposed location for the mural was the west elevation of the building located at 102 E. Main Street.



### **Analysis:**

The Design Committee met with a representative of the building's owners, Stacey Tardich, to discuss the project. Tardich was familiar with the projects as



DDA staff has discussed the concept with her over the years. An Easement was drafted by Plunkett and Cooney that would allow the DDA to place the mural on the west elevation of the building.

The mural would be installed by printing the graphic out on a thin material and using heat to mold it to the bricks on the building. This method is a more desirable method of installation over painting the mural on the building's façade.

This method of installation was used to install the Stinson airplane mural on the side of the Village Workshop and was previously approved by the Historic District Commission.

At the Design Committee's October meeting the group discussed the proposed dimensions of the mural and decided on a mural roughly 12' x 36', the exact dimensions would be worked out with the final graphics with Bizzell.

At the November Board meeting Greg Presley requested the DDA Board to table the mural decision until the owners of the Northville Downs were able to go through some of their old vintage photos. Presley believed that there may be historic photos of the Downs that could be used for the mural instead of the existing chosen image. The Board agreed to table the recommendation to allow for the volunteer group to meet with the owners of the Northville Downs and review the archival information. The DDA Board agreed to give the volunteers until the December EDC meeting to review the information. Since then, Presley has shared that the Downs is no longer willing to share their old photos and advised that the project as presented by the Design Committee should be considered by the DDA Board of Directors.

**Budget:**

Bizzell has provided a proposal to the Design Committee (Attachment A) to complete the graphic drawings for reproduction, producing 2 - 24" x 72" original artwork prints, fabrication and installation in the amount of \$11,670. The project is not currently budgeted and would require a budget amendment to provide funding for the project.

**Recommendation:**

DDA staff recommends that the DDA Board approve the proposal submitted by Buzz Bizzell to complete the graphic package, print and install the mural.





## CITY OF NORTHVILLE MURAL CONCEPT OCTOBER 15 2021



**BIZZELL DESIGN INC.**

**Proposal  
#52418**

May 24, 2018



**BIZZELLDISIGN**  
WAYFINDING PROGRAMS  
BRAND / IDENTITY  
URBAN IDEAS

Lori M. Ward, AICP  
Director, Northville Downtown Development Authority  
215 West Main Street  
Northville, MI 48167

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**Northville MI, Northville Downtown Public Art - Mural ( Raceday in Northville )**

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Scope of Design Services:

As the initial study of the Northville wayfinding signage process began, we developed the program with a vision that included many elements of style that would shape a consistent graphic language linking together a branding effort that connected visitors to Northville’s hometown culture, unique destinations and events. The mural concept, which was the springboard to the color systems and style guide for the graphic plan has served us well and with the final installation of the mural will become a memorable visual element that will truly reflect the character and unique history of the town.

We classify this artwork in the same category as a sculpture, a fountain or historic monument. The initial concept is different from the next steps required where we create an actual artist rendering. This 24” x 72” original art will be a valuable work of art on its own. We can produce archival prints for use by the town as framed artwork, gifts and awards. This artwork can also become items for sale in Northville’s retail shops and galleries. We have had success in the same way for Davidson.

The artistic team combines the talents of HL ( Buzz Bizzell ) and John White. Bizzell is known as one of the leading artist in the creation and adaptation of unique civic artworks, murals signs and monuments. John White is one of the country’s top historic illustrators. Recreating historic events and places in countless books.

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**Cost of Art, Design & Production Services**

<b>A- Art Direction and final composition of the mural concept.....</b>	<b>\$2500.00</b>
<b>B- 24” x 72” original artwork ( includes two archival prints ).....</b>	<b>\$3000.00</b>
<b>C- Digitizing the scaled image for full scale printing.....</b>	<b>\$500.00</b>
<b>D- Printing the grand scale image on alumagraphics media.....</b>	<b>\$3290.00</b>
<b>E -Installation at the building Central &amp; Main.....</b>	<b>\$2380.00</b>
<b>Total Investment.....</b>	<b>\$11,670.00</b>

Total fees include full color image & digital patterns full ownership copyright by the Town of Northville

Respectfully Submitted:

HL ( Buzz ) Bizzell, IDSA, SEGD  
President-Creative Director  
Bizzell Design, Inc.

Accepted: \_\_\_\_\_ Date

\_\_\_\_\_  
Lori M. Ward, AICP  
Director, Northville Downtown Development Authority





To: Northville DDA Board of Directors

From: Lori M. Ward, DDA Executive Director

Subject: Downtown Streetlight Conversion

Date: December 21, 2021

**Background:**

The Energy Reduction Coalition ("ERC") is a Michigan nonprofit corporation currently serving numerous government entities in Michigan. The ERC's purpose is to accelerate the adoption of energy-saving technologies. The ERC's staff are experts in energy conservation, primarily by converting outdated lighting to energy efficient lighting. ERC provides a service where, at their cost, they replace low efficiency lights with more energy efficient lights in exchange for a percentage of the cost savings received (Attachment A). The City of Northville has entered into a contract with ERC to replace a large amount of lighting in the City. This is an attractive program because it requires no costs for materials or labor to complete the project.

DDA staff has been in contact with ERC to see if the program would be applicable to the replacement of the downtown decorative street lights. A little over 100 lights were retrofitted as part of the streetscape enhancement project and about 100 remain to be converted. The lights were converted from High Pressure Sodium to Induction lights and were all metered separately from the remainder of the system. In recent years the DDA has expressed interested in converting the remainder of the lights to a more energy efficient source.

**Analysis:**

Originally ERC indicated that they could convert the lights to induction lighting to match the existing lights replaced during the streetscape project. ERC proceeded with an energy audit of the DDA's lights in order to provide a scope of work to the DDA. While undertaking the audit, ERC discovered that it was increasing difficult to find vendors of the induction lighting fixtures. Phillips, the original vendor was purchased by a European company and it is now more difficult and expensive to purchase the equipment. ERC also discovered that the remaining lights to be converted are not metered and are billed as fixed poles by DTE. DTE do not have a billing code for induction and going from 100W down to 85W would not produce enough financial savings to justify ERC's investment.

The DDA has two options to proceed: meter the remaining system, which would be quite costly, or convert the high pressure sodium lights to LED which is billed at a lower rate. DTE and ERC are open to reassessing and changing the billing if there is an energy efficient conversion to LED.

ERC has approached the DDA to see if they would consider the replacement of the remaining high pressure sodium lights with LED lights. Previously DDA staff and the Sustainability Committee were resistant to converting to an LED light for several reasons. The Induction lighting is very successful for the DDA requiring very little maintenance. In addition, the color rendition is softer than that of a LED light and is more in keeping with the historic character of the community.

ERC has offered to install a test fixture outfitted with an LED light so that the DDA could compare the two light sources. The lighting would be between 3,000 – 5,000K. The lighting fixture has also improved and is designed in a similar fashion to the induction lights with a single bulb (Attachment B). ERC has agreed to install the test fixture for a fee of \$1,000. If the DDA decides to move forward with the conversion, the \$1,000 fee would be waved. If the DDA decided to meter the system and convert to an induction light, the DDA would be charged the \$1,000.

**Budget Impact:**

This program is expected to be self-funding, with energy savings paying for the cost of the program. The DDA currently pays the City \$50,000 annually or 50% of the cost of the City's lighting bill. Under this program, the DDA's costs would be reduced. If the DDA is interested in the program, ERC will provide more specific information on the cost savings.

**Recommendation:**

DDA staff recommends that the DDA Board authorize the expenditure of \$1,000 for the installation of an LED test fixture that would allow the DDA to compare the color and appearance of the LED fixture to the existing induction lights.



# ENERGY REDUCTION

## COALITION

A MICHIGAN NONPROFIT CORPORATION

1407 Allen Drive, Suite J  
Troy, MI 48083  
248-481-4194

[www.energyreductioncoalition.org](http://www.energyreductioncoalition.org)

Call **Robert Florka** directly at  
(248) 703-1630

**Upgrading to LED Lighting has  
Never Been So Easy**

## LED LIGHTING CONVERSION PROGRAM

Energy Reduction Coalition's mission is to accelerate the adoption of energy-saving technologies. The ERC lighting conversion program removes the obstacles and risks that get in the way of making the switch to LED.

This unique partnership program requires **no investment from the lighting user**. ERC pays all the costs of conversion and **the program partners immediately get the first share of savings**. The savings reserved for the program partners grow every year.

ERC Program Partners have **no lighting maintenance costs**. ERC not only pays for the initial complete conversion, but also pays to replace lights as long as partners choose to stay in the program, both product and labor – regardless of warranty.

### Why partner with ERC?

- Immediate no-cost conversion to better looking, more energy efficient lighting
- No long-term commitment
- You do not book a long term liability
- You do not invest capital, borrow funds, or sign a lease
- You enjoy an immediate and guaranteed reduction in lighting costs, minimum 20% growing to 60% for qualified interior lighting, and 10% growing to 30% for qualified exterior lighting
- Your savings increase each year throughout the increasing benefit period
- All results are verified and adjusted by an annual measurement and verification reconciliation
- *Savings are based on actual use* and adjusted whenever that changes
- You avoid all risks associated with product failure, changes in energy pricing, changes in hours of usage, or technological obsolescence
- You can opt out of the program after 2 years, or buy out the lights at their depreciated value *at any time*
- ERC pays the cost of maintenance – *product + labor*

### A unique program offering win-win opportunities

This program is not a lease, performance contract, ESCO agreement, or purchase agreement – **the ERC Lighting Conversion Program does not require minimum payments**. By partnering with ERC, the user achieves immediate cost savings and improved lighting quality, while ERC furthers its mission to advance energy saving

technologies. The environment wins too, as more efficient, longer lasting lighting reduces carbon emissions and waste.

### Effortlessly achieve your goals

Through the ERC lighting conversion program, all of your facilities could be upgraded to high efficiency LED lighting. After the conversion, ERC is responsible for any future lighting maintenance costs, including replacement inventory and reimbursement of your labor or contractor costs.

### Cost savings drives the program

ERC funds this program by creating enough savings in the lighting system to share the benefits of reduced energy costs. The majority of the financial benefits go to the user, even though the **user invests nothing and makes no long term commitment**. ERC annually measures and verifies savings from the program, to ensure the value to the program partners.

### Bottom line

Through the ERC program, partners can fully convert to LED lighting in all facilities in a matter of 2-3 months, and see immediate operating savings, without making any investment of resources. Instead, those resources and the realized operational savings can be used for more mission-critical needs. You are guaranteed to always be better off having converted, regardless of energy prices, hours of use or product performance.



# KT-LED25A23-O-E26-8XX

## REPLACEMENT LAMP

### DESCRIPTION

25W Commercial A23 Lamp | 3000–5000K | >80 CRI | Omni-Directional



**LAMP TYPE:** Commercial A23

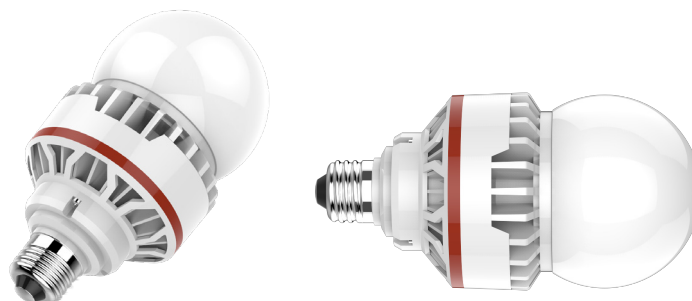
**BASE TYPE:** E26 (Medium)

**WATTAGE:** 25W

**COLOR TEMPERATURE:** 3000–5000K

**COLOR RENDERING INDEX (CRI):** >80

**WARRANTY:** 5 Years



### PRODUCT FEATURES

- Up to 75% energy saving compared to legacy equivalent lamps
- Can be used in base-up or base-down position
- Rated for open and enclosed fixtures
- Large metal heatsink for optimal heat dissipation
- THD <20%
- PF >0.90
- Operating temperature range –4°F/–20°C to 113°F/45°C; 95°F/35°C max for fully enclosed fixture
- Ideal for post top, bollards, and outdoor corridor lighting
- Suitable for dry and damp location
- Meets Energy Star requirements
- UL 1993 and 1598C Rated

### ELECTRICAL AND PERFORMANCE SPECIFICATIONS

Keystone Catalog Number	Description	Color Temp	Input Voltage	Rated Lamp Wattage	Legacy Equivalent Wattage	Base Type	Lumens	CRI	Light Distribution	Dimmable	Efficacy
KT-LED25A23-O-E26-830	Commercial A23 Bulb. Universal Input Voltage, Omni-Directional, Non-Dimmable	3000K	120–277V	25W	200W incand./100W HID	E26	3380 L	>80	330	No	135 lm/W
KT-LED25A23-O-E26-840	Commercial A23 Bulb. Universal Input Voltage, Omni-Directional, Non-Dimmable	4000K	120–277V	25W	200W incand./100W HID	E26	3530 L	>80	330	No	141 lm/W
KT-LED25A23-O-E26-850	Commercial A23 Bulb. Universal Input Voltage, Omni-Directional, Non-Dimmable	5000K	120–277V	25W	200W incand./100W HID	E26	3600 L	>80	330	No	144 lm/W

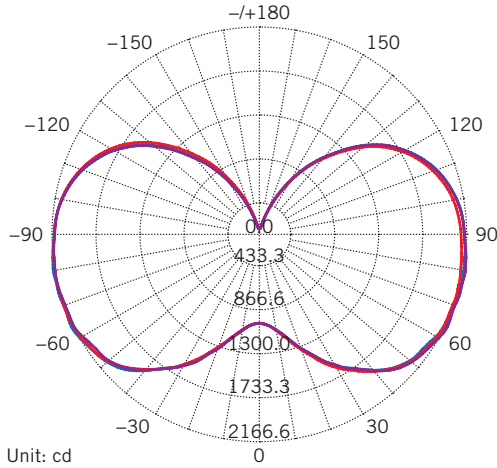


# KT-LED25A23-0-E26-8XX

## REPLACEMENT LAMP

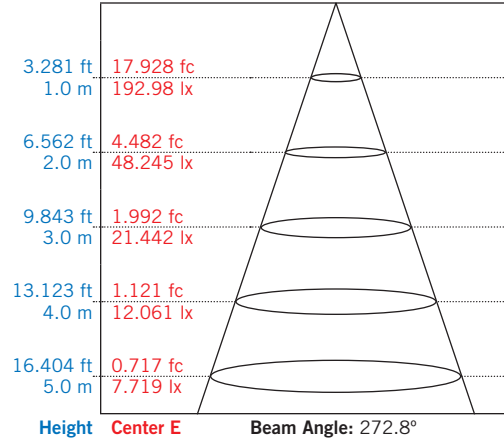
### OPERATING SPECIFICATIONS

#### POLAR CANDELA DISTRIBUTION



C Plane	50% MaxAng.	10% MaxAng.
■ C180.0_360.0	280.1	327.7
■ C0.0_180.0	280.1	327.7
■ C90.0_270.0	281.9	328.7
■ C180.0_360.0	280.1	327.7

#### LUX DISTANCE CURVE

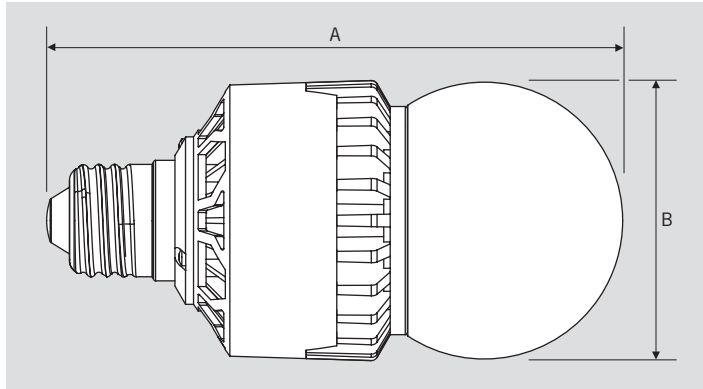


Note: The curves indicate the illuminated area and the average illumination when the luminaire is at a different distance.

#### RATED LIFE

L70 (Hours)	50,000
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### PHYSICAL CHARACTERISTICS



#### LAMP DIMENSIONS

A (Length)	6.28"
B (Diameter)	3.22"

BASE TYPE: E26 (Medium)

### PACKAGING

Carton Quantity	24 pcs (25W)
Carton Dimensions	12" x 15.1" x 16.14"
Carton Weight	33.5 lbs



To: DDA Board of Directors

From: Lori M. Ward, DDA Director

Re: Northville Downs Project  
Street Closures

Date: December 21, 2021

At the last EDC meeting, the Committee discussed how to determine the amount of commercial square footage that could be supported by the North Downs mixed-use project. DDA staff was requested to contact Bob Gibbs, a landscape planner and urban designer in Michigan who has worked in Northville and knows the Northville community well to begin a conversation. DDA staff met with Gibb on December 10<sup>th</sup> and discussed the following issues:

- How to determine the optimal commercial square footage for the Northville Downs project
- How to set up a data base containing the square footage of space in the downtown and broken out by land use
- How to determine the impact of long-term street closures on the downtown

When the DDA updated their Strategic Plan in 2017, part of the update was a Retail Market Study prepared by LandUSA. The LandUSA report concluded that Northville could support an additional 35,000 – 50,000 square feet of commercial and also support a boutique hotel. In addition, Hunter Pasteur (HP) commissioned a retail report that stated their project could support 17,000 square feet of commercial, which is reflected in the project. The breakdown of the 17,000 is 10,070 SF Restaurant/Retail, 5,210 SF of Leasing/Lobby and 2,094 SF of Flex/office. This is substantially less than LandUSA conclusions. In addition to the Northville Downs project there are other mixed-use projects that have provided some limited commercial that will add to the amount of commercial space in the area – Foundary Flask and Grewal law building. The EDC discussed their desire to ensure that there is a sufficient amount of square footage to support the new residential develop of the project, but not too much where spaces could remain vacant. Also, the EDC wants to ensure that the type of commercial targeted by the project will not compete with the established commercial “uptown”. Gibbs has provided a list of services that could be utilized to assist the DDA in determining the amount of commercial square footage that is sustainable.

During DDA staff’s meeting with Gibbs about the need to establish a building inventory of downtown space that would track the total square footage of land uses in the downtown and the percentage of each of those uses of the whole. The City/DDA does not have a current inventory that provides us with the total square footage or retail, restaurant, office,

service. The data would also provide the vacancy rate in downtown and report how long properties are sitting vacant. In discussions with Gibb, the DDA was offered the use of a real estate program that tracks this type of information called CoStar. Gibbs staff pays roughly \$20,000 per year for this service and then quarterly issues reports to clients for \$1,200. A complimentary report was prepared by Gibbs and is included in your packet as Attachment 9.b. DDA staff would like to have more access to this data and be able to update it on our own. DDA staff is recommending that we determine another way to track and report this information other than CoStar. The Sustainability Team and Planning Commission members have requested this information and would like to have it updated monthly.

DDA has reached out to City Assessor Mitchell Elrod to discuss other options.

The final issue that DDA staff discussed with Gibbs was the need for assistance in evaluating the financial impact of having the road closed to vehicular traffic for an extended period of time. The EDC discussed this issue at their last meeting and noted that the City and DDA have discussed the need for community input through surveys and Town Hall meetings, but little discussion has taken place on the financial impact of the street closures on the downtown. The EDC wants to make sure that this is fully explored a sustainable decision and will stand the test of time. If the City makes the decision to keep one or more road closed to vehicular traffic, Gibbs has the skill set to assist the DDA with the design issues of the Social District area going forward – how to lay it out, how big it should be, public improvements needed, etc.

DDA staff is seeking input from the DDA Board on how to move forward on the 3 items outlined above. The DDA currently has an unassigned fund balance of approximately \$260,000 that could be utilized for the retention of professional services. .





# RETAIL DEMAND REPORT DOWNTOWN NORTHVILLE

## Prepared For:

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## Prepared By:

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SEPTEMBER 2021



# DOWNTOWN NORTHVILLE OVERVIEW

Northville is a city in Oakland and Wayne counties in the state of Michigan. The city is a distinctive community of approximately 6,000 residents located on the western edge of Metro Detroit. Incorporated as a village in 1867, it later became a city in 1955. City roads are well laid out with easy access to nearby major freeways, including I-275, M-14, I-696, and I-96. and is a short 30-minute drive to both the city of Detroit (11 miles) and Ann Arbor (17 miles).

Northville is a lively city, with a 150-year old history. It offers beautiful neighborhoods, a vibrant business district, first-rate schools and city services, historic buildings and settings, and plenty of parks and trails for relaxing, enjoying nature and staying active.

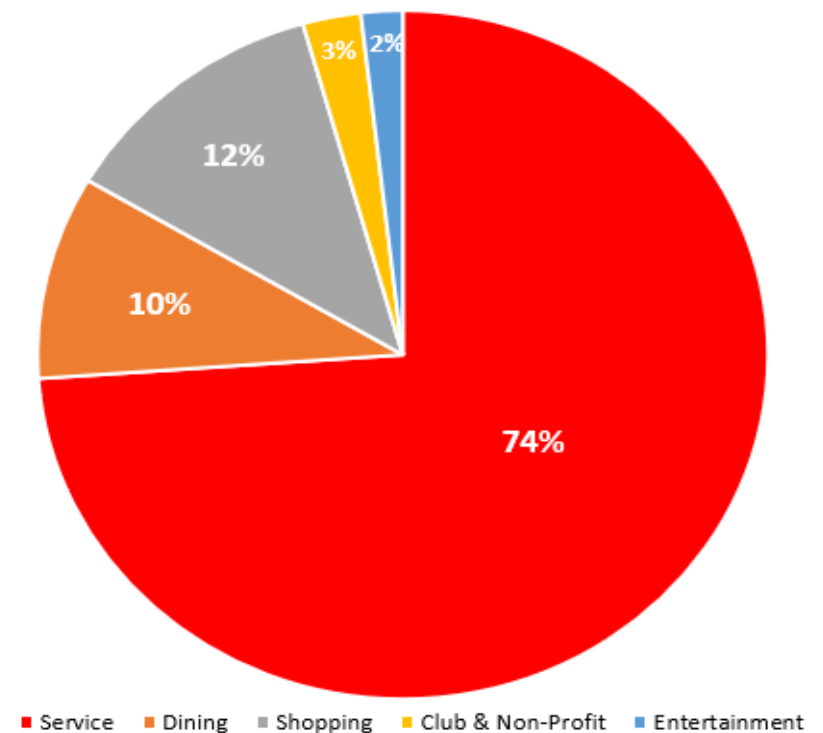
Specialty shops, art galleries, theaters, restaurants and intriguing landmarks abound in the walkable downtown. Events ranging from outdoor markets to parades and concerts draw thousands of visitors throughout the year. People gather for events and take a break at Town Square, which has free wifi, tables and chairs set up year-round, oversize games, and a stage.

The city has a great amount of green space with numerous parks and trails - many with woods, ponds, and rivers. City roads have plenty of bike lanes for leisure and serious cyclists. A marked path guides bicyclists from Northville to nearby Maybury State Park and to the 30 miles of trails that line Hines Park.

Northville also has a thriving business community with a blend of professional services, retail and cultural venues. The City's major employers are the Northville Public Schools, Kroger, and Jack Doheny Supply.

Retail Businesses	272
Retail/Mixed Use Buildings	61
Retail/Mixed Use Area (SF)	429,787 SF
Current Vacant Area (SF)	7,980
Current Occupancy	98.1%
Historical Occupancy (10 Year Avg.)	95.1%

**DOWNTOWN NORTHVILLE RETAIL (BY STORE TYPE)**



# DOWNTOWN NORTHVILLE RETAIL DEMAND FORECAST

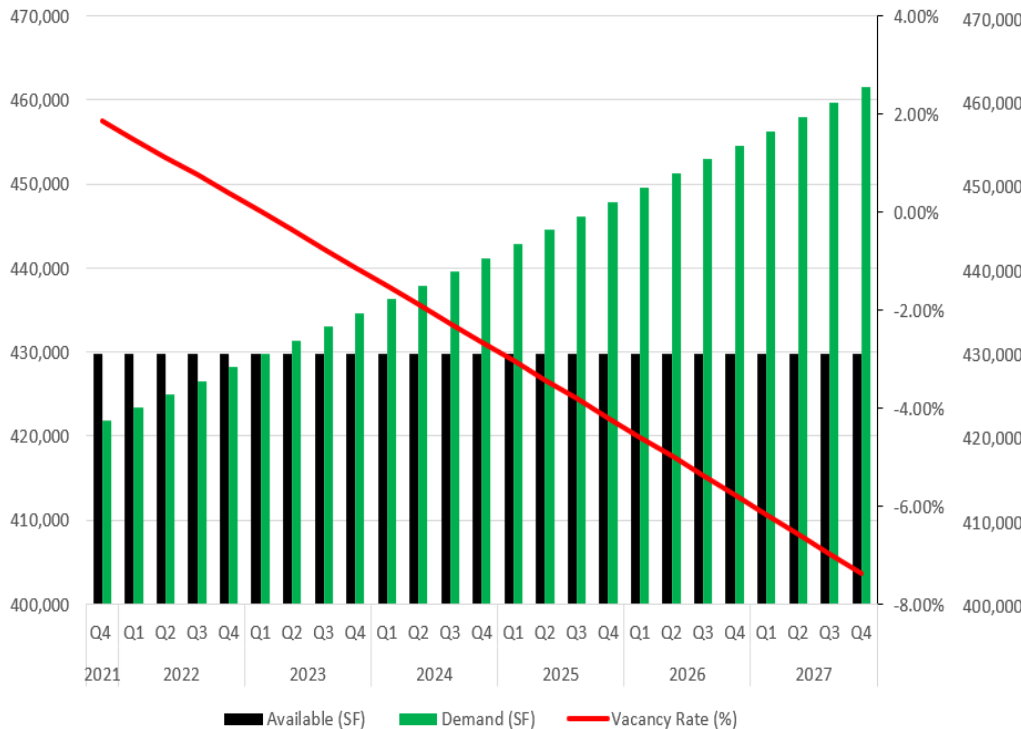
Historically, downtown commercial space is approximately 98% occupied with an annual retail demand growth rate of around 1.5%. Hunter Pasteur Homes plans to develop the current “Northville Downs” 48+ acre site with a mixed-use development consisting of single-family residential homes, multifamily rental units, for sale townhomes, row housing, and approximately 17,000 SF of commercial space, with an estimated delivery date of Q4, 2024. Our analysis also takes into consideration an additional 12,000 SF of commercial space at the 456 East Cady Street mixed use development planned for Q3 2023 delivery.

Based upon historical analytics, retail demand growth, absorption, and estimated population growth rate, our opinion is that the 17,000 SF of commercial retail space being delivered in the “Northville Downs” development will be absorbed within three (3) years of delivery.

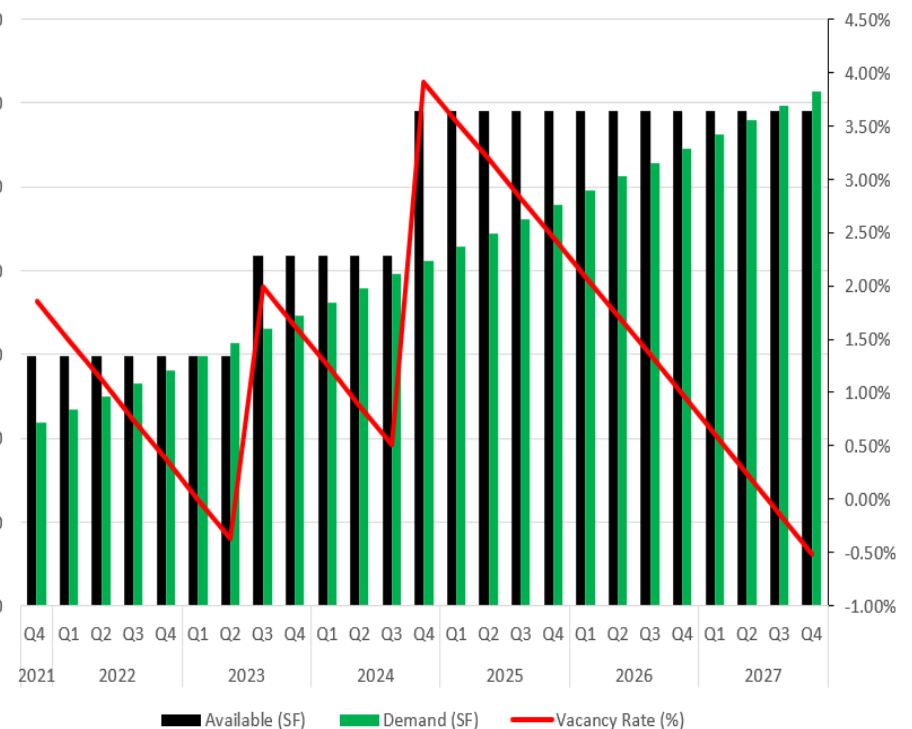
Proposed Retail (SF)	29,234
Delivery	Q3 2023 Q4 2024
Annual Retail Demand Growth Assumption	1.50%*
Quarterly Retail Demand Growth Assumption	0.38%
Supply Deficit Forecast (Existing Retail Inventory)	Q2 2023
Supply Deficit Forecast (29,234 SF Additional Retail)	Q3 2027

\*Growth assumption based off historical population growth

### RETAIL DEMAND FORECAST (EXISTING INVENTORY)



### RETAIL DEMAND FORECAST (29,234 SF ADDITIONAL RETAIL)



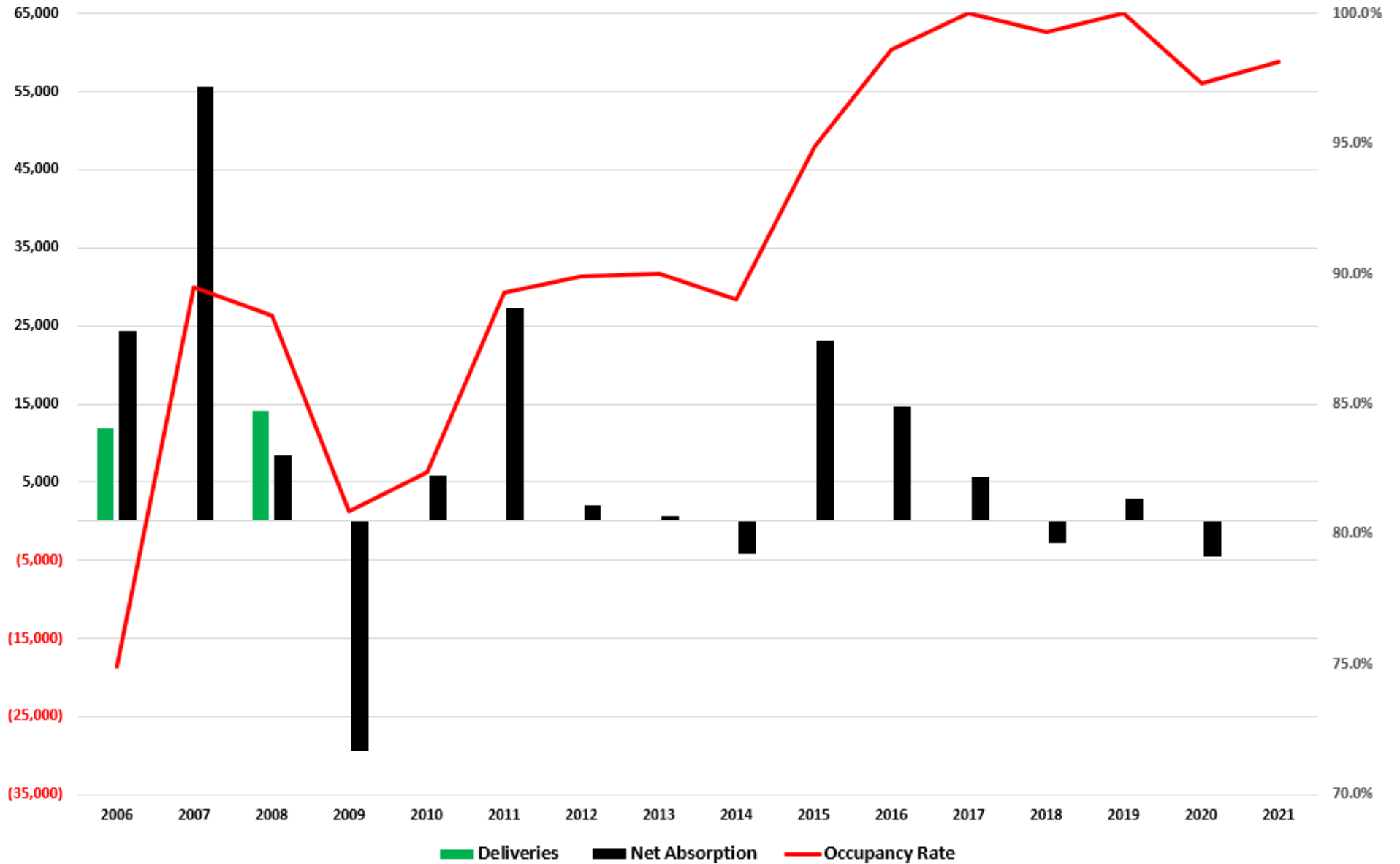
# APPENDIX A — DOWNTOWN NORTHVILLE RETAIL STATISTICS

Submarket	# Building	Inventory (SF)	Net Abs. (SF)	Leasing Volume	Total Vav (%)	Overall Occ. (%)	SF Delivered	Avg. Asking Rent (NNN)
2021 YTD	60	429,787	-	3,466	1.86%	98.1%	-	\$18.16
2020	61	429,787	(4,447)	2,290	2.66%	97.3%	-	\$18.16
2019	61	429,787	2,850	-	0.00%	100.0%	-	N/A
2018	61	429,787	(2,850)	4,249	0.70%	99.3%	-	\$26.04
2017	61	429,787	5,600	5,162	0.00%	100.0%	-	\$19.00
2016	61	429,787	14,660	8,231	1.40%	98.6%	-	\$21.40
2015	61	429,787	23,160	8,536	5.10%	94.9%	-	\$16.65
2014	61	429,787	(4,100)	19,160	11.00%	89.0%	-	\$15.76
2013	61	429,787	740	10,031	10.00%	90.0%	-	\$15.76
2012	61	429,787	2,042	7,242	10.10%	89.9%	-	\$15.79
2011	61	429,787	27,309	3,255	10.70%	89.3%	-	\$15.91
2010	61	429,787	5,892	12,741	17.60%	82.4%	-	\$15.96
2009	61	429,787	(29,371)	4,153	19.10%	80.9%	-	\$15.80
2008	61	429,787	8,450	2,655	11.60%	88.4%	14,300	\$16.53
2007	60	415,487	55,585	4,417	10.50%	89.5%	-	\$20.02
2006	60	415,487	24,336	-	25.10%	74.9%	11,910	\$19.37

Source: Costar, Northville DDA



# APPENDIX B — DOWNTOWN NORTHVILLE RETAIL OCCUPANCY & ABSORPTION



Source: Costar, Northville DDA



# APPENDIX C — POPULATION STATISTICS

Municipality/Trade Area	2010 Population	2020 Population	Total Growth %	Annual Growth Rate %
Northville Township	28,497	31,758	10.27%	1.03%
Northville City	5,970	6,119	2.44%	0.24%
Northville Total	34,467	37,877	9.00%	0.90%
Downtown Northville Trade Area	163,206	171,661	5.18%	0.52%

Source: U.S. Census Bureau





# APPENDIX E — RETAIL DEMAND FORECAST STATISTICS

## RETAIL DEMAND FORECAST (29,234 SF ADDITIONAL RETAIL)

	2021	2022				2023				2024				2025				2026				2027					
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Available (SF)	429,787	429,787	429,787	429,787	429,787	429,787	429,787	<b>441,787</b>	441,787	441,787	441,787	441,787	441,787	<b>459,111</b>	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111	459,111
Vacancy Rate (%)	1.86%	1.49%	1.12%	0.75%	0.38%	0.00%	-0.37%	1.99%	1.62%	1.25%	0.88%	0.51%	3.90%	3.54%	3.18%	2.82%	2.45%	2.09%	1.72%	1.35%	0.98%	0.61%	0.24%	-0.13%	-0.51%		
Demand (SF)	421,807	423,389	424,976	426,570	428,170	429,775	431,387	433,005	434,629	436,258	437,894	439,536	441,185	442,839	444,500	446,167	447,840	449,519	451,205	452,897	454,595	456,300	458,011	459,729	461,453		

\*Additional 12,000 SF of commercial space will become available (Foundry Flask)

\*Additional 17,234 SF of commercial space will become available

## RETAIL DEMAND FORECAST (EXISTING INVENTORY)

	2021	2022				2023				2024				2025				2026				2027				
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Available (SF)	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787	429,787
Vacancy Rate (%)	1.86%	1.49%	1.12%	0.75%	0.38%	0.00%	-0.37%	-0.75%	-1.13%	-1.51%	-1.89%	-2.27%	-2.65%	-3.04%	-3.42%	-3.81%	-4.20%	-4.59%	-4.98%	-5.38%	-5.77%	-6.17%	-6.57%	-6.97%	-7.37%	
Demand (SF)	421,807	423,389	424,976	426,570	428,170	429,775	431,387	433,005	434,629	436,258	437,894	439,536	441,185	442,839	444,500	446,167	447,840	449,519	451,205	452,897	454,595	456,300	458,011	459,729	461,453	





# THE FRIEDMAN DIFFERENCE

Friedman Real Estate has been actively involved in the servicing of real estate needs of its clients for 30 years. By providing expert advice and counsel, we have been able to position our company as one of the Midwest's premier brokerage and management firms specializing in unique and distressed situations. Founded in 1987, Friedman Integrated Real Estate is one of the nation's largest privately owned real estate services firms. Our experienced team of over 300 industry professionals provides a complete array of commercial real estate services, including property and asset management, brokerage and construction.

While we are skilled in all aspects of the real estate business, we are especially adept in the field of crisis management. For nearly three decades, our property specialists have assisted banks, special servicers, private owners and a litany of financial institutions in evaluating, securing, protecting, managing, repositioning, and ultimately liquidating their distressed assets. Over the past 30 years, we have closed on over \$10 Billion in asset sales, and in turn have developed invaluable relationships within the industry, from hedge funds and financial firms to local and regional owners, developers, buyers and individual investors who rely upon Friedman's diverse spectrum of services.

Friedman's professional and experienced staff has an average of 10 years pertinent experience for all of our company divisions, including, but not limited to: brokers, property managers, financial analysts, researchers, marketing specialists, space planners, and administrative staff. From managing principals to administrative staff, we work together successfully to add value to the assets that we service.

With a presence in 32 of the 50 states and a steady progression toward a representation in the entire continental United States, we are continually growing, evolving, and bettering ourselves to provide our clients the excellent experience they have come to expect.

Friedman uses a more intelligent and informed approach in our underwriting process; while many firms simply run numbers from rent rolls and operating expenses, we take into account our research and extensive market/management knowledge of the surrounding marketplace to benchmark against comparable assets. Friedman currently maintains branch offices in seven states, with more expected to open soon.

<p><b>BROKERAGE</b> Acquisitions &amp; Dispositions Tenant &amp; Landlord Representation</p>	<p><b>CONSTRUCTION &amp; DESIGN</b> Space Planning &amp; Interior Design Construction &amp; Project Management</p>	<p><b>FACILITY MANAGEMENT &amp; ADVISORY SERVICES</b> Risk Management Research &amp; Valuation Portfolio &amp; Operations Planning</p>	<p><b>COMMERCIAL &amp; MULTI-FAMILY MANAGEMENT</b> Asset Management Budgeting &amp; Accounting</p>
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More than just a broker, Friedman's deep operational expertise and market knowledge combines to offer our clients the highest level of service. We are able to help stabilize assets through expert property management to achieve maximum operational efficiency. Our brokerage team is able to add value through an aggressive leasing plan, recommending every transaction with the Owner's goals in mind. Our team of in-house analysts and market experts dig into every assignment to understand the tangible and intangible factors that impact the value of your asset in order to provide an accurate in-place and stabilized valuation, along with a realistic disposition plan. And finally, our experienced team of Investment Specialists and best-in-class Marketing Team have a proven track record of selling assets both traditionally and at auction.



**8 HUNDRED**  
**CURRENT BROKERAGE LISTINGS**



**16 MILLION**  
**COMMERCIAL SF MANAGED**



**\$11 BILLION**  
**IN CLOSED TRANSACTIONS**



**16 THOUSAND**  
**MULTI-FAMILY UNITS MANAGED**





# RETAIL Market Study

## The City of Northville, MI

### 2016

Prepared by:



LandUseUSA

In Collaboration with:



Beckett & Raeder

Prepared for:

The City of Northville, Michigan  
Detroit Metro Prosperity Region 10



## Executive Summary

Through a collaborative initiative by its downtown development authority, planning commission, and city council, the City of Northville has undertaken development of a new Downtown Master Plan. To complete this endeavor, the city has hired Beckett & Raeder ([www.bria2.com](http://www.bria2.com)), who in turn has invited LandUseUSA to conduct a market study as part of the process and deliverables. The objective of this study is to identify and measure the market potential for economic, retail, and residential growth throughout the city; and results will be used to guide the master plan.

This document presents the findings and recommendations from the retail market analysis, and follows a conventional approach to supply and demand. For documentation purposes, this study it has not been funded by a matching grant from the state, and instead has been exclusively funded by the City of Northville.

This Executive Summary highlights the results for the City of Northville, with comparisons to neighboring places within Wayne, Oakland, and Livingston Counties. It is intentionally designed to be direct and succinct, with a focus on study results, key observations, conclusions, and recommended strategies.

**Hardline Retail Anchors** – The market potential for downtown Northville can be achieved by developing new retail space in a mixed-use project that includes build-to-suit anchor space for at least one hardline type of business. Specifically, there is a need for a downtown hardware store, furniture store, appliance and electronics store, and/or office supply store. Any of these could range between 2,000 and 8,000 square feet, each. These types of retailers are most likely to meet the convenience needs of year-round residents, so are more likely to be self-sustaining year-round and without relying on import by seasonal visitors. [\[Exhibit A.1\]](#)

**Showrooms for Existing Businesses** – Assuming that at least one new anchor store is added to downtown Northville (as described above), then there may also be an opportunity for some of its existing businesses to add small store fronts and show rooms. This recommendation could apply to a variety of businesses, such as Papa Joe's Appliance Repair, Vision Computer Solutions, Cutco Cutlery, and Tespo. [\[Exhibit A.1\]](#)

**Grocery Retail Anchor** – The market potential can also be achieved by developing new retail space in a mixed-use project that includes build-to-suit anchor space for a convenience-style grocery store with at least 2,000 square feet (and ideally 4,000 to 8,000 square feet).

The ideal grocery store will be a specialty food store with a high-quality product mix, including a meat and deli counter, wine department, fresh and locally grown produce, and organic choices. A downtown grocery store is essential to supporting the market potential for attached housing units that would appeal to upscale target markets who are on the move and seeking Missing Middle Housing choices. [Exhibit A.1]

Destination for Small Event Industry – Downtown Northville’s niche strength is small businesses that are serving local needs for retail and services in the events industry. The city’s historic village, which includes paths linking across the Middle Rouge River to Ford Field Park, is an asset and is being leveraged by small parties for special events. The Flask Foundry redevelopment site (which is also located along the Middle Rouge River and within walking distance) could also be leveraged to expand indoor and outdoor event space, and provide more space for supporting businesses. [Exhibit A.6 and Exhibit A.7]

Many of the downtown businesses are striving independently to leverage the opportunity, and there is a need for a more collective initiative that focuses on identity, branding, and aggressive cross-marketing. With the DDA’s support, existing businesses should be able to knit together a collaborative artisan studio with kiosks for entrepreneurs like Board & Brush, Bee’s Knees, ColorfuLaura, Merci-N, and Bark Avenue (some of these may be relocations and/or replacements of closed stores). [Exhibit A.2]

New Retail to Support Small Events – Assuming that new retail space is available, then there is a need and potential for additional businesses that also leverage the small events industry. Examples include a photographer and framing shop; paper and artisan supply; hobby, craft, and costume supply; fabric and silk floral supply; and travel agency. If critical mass can be achieved among these businesses, then a few specialty apparel and accessories stores would also be supportable, such as women’s intimates, children’s party dresses, tuxedo rental, and beauty supplies. [Exhibit A.2]

Boutique Hotel – Together with Northville Downs, the small event industry could be leveraged to build support for a boutique-style downtown hotel. This could be located at the Flask Foundry redevelopment site, or along Cady Street and overlooking the Downs. Ideally it would serve as an anchor to a mixed-use building that includes street-level retail space and that incorporates generous public space for residents and curiosity-seekers, as well as hotel patrons. This recommendation does *not* call for a detached, free-standing hotel wrapped by parking fields and outdoor amenities reserved for hotel patrons. [See exhibit in Section B]

Range of Aggregate Market Potential – Based on the findings of this retail study, the City of Northville can easily support at least 35,000 square feet of new retail space, and up to 50,000 square feet, plus a boutique hotel. Prior forecasts of market potential for 75,000 square feet (or more) are optimistic and should be cautiously viewed as aggressive and long-term goals.

Apparel Chains are Overly Optimistic – Prior indications of a market potential for national chain apparel shops are overly optimistic because they will gravitate towards Twelve Oaks Mall and will cluster near large anchor department stores like Macy's. Prior indications of market potential for national chain furniture galleries are overly optimistic, because most will strive to cluster together in locations that offer visibility to traffic along interstate highways. This also applies to national sporting goods chains like REI.

National Chains Expanding in Michigan – LandUseUSA has identified twelve (12) national chain stores that recently announced plans to expand nation-wide and also into the State of Michigan; and that might realistically consider a location in downtown Northville. These include brands like Complete Nutrition, Medicine Shoppe, Merle Norman, Sally Beauty, Dunkin Donuts, True Value Hardware, FedEx Office, Books-A-Million, PaperSource, the Great Frame Up, and Learning Express. [\[Exhibit A.3\]](#).

Realistic and Attainable Strategies – This report is designed to highlight realistic and attainable retail strategies, and does not reflect blue-sky scenarios that are difficult to achieve. Rather than striving to recruit national chains that already have stores near Twelve Oaks Mall, or that are more inclined to seek sites along interstate highways, the City of Northville should strive for niches that are truly unique to its market. A realistic strategy involves a combination of the following:

- a) Work with existing retailers to expand their mix of stores and focus on anchor categories, particularly hardware, home furnishings, sporting goods, and grocery.
- b) Work with closed retailers to find new space so they can reopen small shops in kiosks, or have a small booth inside an existing merchant store.
- c) Work with existing retailers that are in marginal locations, and encourage them to relocate to better space within into the downtown.
- d) Work with existing businesses to cross-market and leverage the small events industry, and expand their product mix to meet the need within merchandise niches.
- e) Work with existing property owners to envision, plan, design, and build mixed-use projects that create more retail space to accommodate anchors, while leveraging the historic village, Middle Rouge River waterfront, and Northville Downs.

- f) Contact and recruit a few national chains that have actually announced plans to expand nationwide and into the State of Michigan. Focus on brands that would realistically consider downtown Northville to be an advantage over Twelve Oaks Mall and interstate corridors.
- g) Consider related strategies that are detailed in Exhibit A.5, attached.

## Contact Information

This concludes the Draft Market Strategy Report for the City of Northville’s Target Market Analysis. Questions regarding economic growth, downtown development, planning, and implementation of these recommendations can be addressed to the following team leaders.

Project Manager	Planning Consultants
Lori Ward, DDA Director	John Iacoangeli, AICP, Principal
lori.ward@downtownnorthville.com	jri@bria2.com
(248) 349-0345	(734) 646-6901
Northville DDA	Beckett & Raeder, Inc.
215 West Main Street	535 West William, Ste. 101
Northville, Michigan 48167	Ann Arbor, Michigan 48013

Questions regarding this report, the work approach, methodology, TMA terminology, analytic results, strategy recommendations, and planning implications may be directed to Sharon Woods at LandUse|USA.

Sharon M. Woods, CRE  
Counselor of Real Estate  
Principal, TMA Team Leader  
LandUse|USA, LLC  
<http://www.landuseusa.com>  
sharonwoods@landuseusa.com  
(517) 290-5531

## Memorandum

*Date:* 15 December 2021  
*To:* Lori Ward, Director, Northville DDA  
*From:* Bob Gibbs  
*Subject:* Draft Services Scope Outline

### Message:

Lori: I'm pleased to send you a draft of my scope of services based upon our recent discussions and my understanding of the City's objectives. I'll follow-up with our proposed professional fees once our scope of services is defined by the City.

### Statement of Understanding

The City of Northville is considering numerous traffic calming, streetscape and capital improvement measures to reopen Center Street and Main Street to vehicular traffic. The City is also seeking a peer review and market advisory services for the proposed Northville Downs development and to gauge its downtown real estate occupancy levels.

I've outlined my proposed scope of services and schedule to accomplish my understanding of the City's objectives.

### Task 1: Northville Downs Advisory Services (\$225/hr.-Not to Exceed)

GPG shall be available for general urban planning and to review the Northville Downs master plan, urban design and commercial proposals as directed by the City. GPG shall complete these services on an hourly basis, with a not-to exceed limit as pre-authorized by the City.

### Task 2: Real Estate Market Research (\$1,200. Quarterly)

Based on third-party data and on-the-ground research, GPG shall estimate the downtown's existing commercial sizes, retail mix, lease rates and occupancy/vacancy rates. GPG shall update this analysis on an annual quarterly basis for a lump sum fee.

### Task 3: Retail Market Analysis Update & Models (\$60,000)

Task three is our most extensive analysis and is intended to provide the City with a detailed understanding of its current and 2027 (Post-COVID) retail market demand assuming Center Street and Main Street are returned to two-way vehicular traffic. Additionally, GPG will research and estimate the potential retail demand under four different scenarios:

- Center and Main Streets remain closed
- Center Street is reopened; Main Street remains closed
- Main Street is reopened; Center Street remains closed
- Both Main and Center Streets remain closed

During this analysis, GPG will:

- Comb the Northville region, visiting most relevant employment centers, shopping centers, retailers and residential clusters. The assessment will include evaluation of the quality, service and merchandise of area stores to seek out potential voids or over-supply of a particular good or service.
- Visit the downtown and conduct pedestrian and drive-time studies and prepare a gravitational model to estimate the site's primary and secondary trade areas. Conduct focus groups with Northville's stakeholders.
- Conduct 'silent shopper' research in the downtown and various Northville businesses.



**Task 3: Retail Market Analysis Update Models (Cont.)**

- Research and collect third party demographic data, household income, consumer expenditure potential by retail category, education levels, percentage of various employment types, age, projected growth, etc. This study will analyze 60 retail types including apparel, books, children's, department stores (discount and luxury), electronics, gifts, grocery, hardware, home furnishings, pharmacies, sporting goods and restaurants.
- Contact retail industry insiders including tenant representatives, developers and commercial real estate professionals to estimate new store deployment plans in the study area. Based on the above interviews, GPG will list the names of potential retailers and restaurant tenants for the downtown.
- The final deliverable of this study shall be a 35 to 40-page written and illustrated report which will include sales forecasts and size estimates of the retailer and restaurant categories most likely supportable, as well as the list of names of potential retailers and restaurant tenants for the downtown.

**Optional Task 4: Hotel/Hospitality Market Analysis (\$20,000)**

The hospitality analysis is designed to estimate the downtown's demand (if any) for additional hotel development over the next five (5) years. The analysis is based on and will include:

- Existing projected potential lodging expenditure capture, and detailed lodging market supply research, including occupancy rates, average daily rates, revenue per available room, rooms available and room type. GPG shall complete this analysis on a lump-sum basis.
- GPG's hotel gap analysis will estimate the area's potential occupancy rates, revenue capture and supportable rooms.
- A list of supportable hospitality market segments: Full service, luxury, conference centers, limited service, discount and boutique hotels
- Retain industry experts to define specific regional and national brand hotels that could potentially deploy new hospitality developments in the downtown.



**Level 1 Retail Market Analysis (\$5,000-\$10,000)**

This study is designed to provide a general understanding of the amounts and types of retail development currently supportable for a given site or region. GPG will analyze 25 retail and restaurant categories including apparel, grocery, home and restaurants. This concise report will include specific estimated sales forecasts and business sizes of the retailers and restaurants that can produce market rate sales. These analyses are ideal for initial real estate master planning programming and general city planning policies.

**Level 2 Retail Market Analysis (\$20,000-\$30,000)**

This analysis is intended to provide a detailed understanding of the types and sizes of retail businesses supportable for a given site or city over the next five years. Utilizing advanced databases including CoStar and on-site research, GPG will analyze the area's employment centers, residential clusters and shopping centers to assess their impact on the region's commercial market. Our analysis will include drive-time studies and calibrated gravitational models to estimate trade areas, demographic data and consumer expenditure potential for 50 retail and restaurant categories. The 30-40 page illustrated report will include detailed sales forecasts and size estimates for each type of supportable retailer and restaurant. This research is designed for programing commercial or mixed-use town centers, real estate master planning and institutional or city planning, revitalization or zoning policies.

**Level 3 Retail Market Analysis (\$35,000-\$50,000)**

This comprehensive analysis includes all components of the above Level 2 Retail Market Analysis. In addition, GPG will contact knowledgeable retail industry insiders including national retailer representatives and commercial brokers professionals to estimate new store deployment plans in the study area. Our 40-50 page illustrated report will incorporate this research and include a targeted list of potential retail and restaurant brands that may likely deploy a new store in the study area. This research is ideal for advanced real estate planning, shopping center repositioning, new town center development and city center revitalization projects.

**Hotel/Hospitality Market Analysis (\$10,000-\$20,000)**

The hospitality analysis estimates the study area's demand for additional hotel development over the next five years. It is based on existing projected potential lodging expenditure capture and detailed lodging research including occupancy rates, average daily rates, revenue per available room, rooms available and room type. The study will also list the regional and national brand hotels that could potentially deploy new hospitality facilities at a specific location, city or region.

**Office Market Analysis (\$10,000-\$20,000)**

GPG offers a variety of office market research from general demand models to detailed real estate financial models. GPG's research is based on sophisticated third-party data including CoStar and real estate brokerage market conditions. These analyses estimate the amounts and types of new office development that can be supported for a given site or city over a five-year horizon. Depending on the study level, this research can be applied to program site specific mixed-use master plans, cities or regions.

**Residential Market Analysis (\$10,000-\$20,000)**

GPG offers multiple levels of residential market analysis services to estimate the types of new housing development that are supportable for market rate returns on a given location. The analysis will include current residential rental or sale values, occupancy and market absorption levels. This research will estimate the quantities, sizes, features and typologies of apartments, lofts, single-family or townhomes that can potentially be developed for a given site, city or region.

**Urban Planning Services**

GPG offers a broad range of urban design consulting from peer reviews and quick sketches to full-service planning and design. Our plans are based on traditional, new urban principles to create walkable, market-based new development or city centers. Using a collaborative approach, GPG assembles a team of seasoned architects, economists, engineers, landscape architects, planners and real estate professionals to collaborate in the master planning or site design process.

**Shopability Analysis & Implementation Strategy**

This popular study examines how a shopping center or downtown's planned and built environment impacts its commercial commerce. It will analyze the center or downtown's existing conditions from the perspective of the shopper or retailer and will include an examination of vehicular/pedestrian circulation, parking, streetscape, signage, building placement, etc. From this analysis, GPG develops a step-by-step implementation strategy (with short, medium and long-term enhancements) to reposition an underperforming shopping center or urban center. The study will also focus on increasing the center's retail market share and help it become more appealing to leading retailers and restaurants. On average, these studies include 30-50 specific design, planning, parking, streetscape and zoning enhancements for the center to implement to help increase retail sales and business attraction.

**Consulting Services**

GPG offers professional real estate advising, peer reviews, planning and research on an hourly or per diem basis. We are noted for our direct, market-based insights and have assisted hundreds of distinguished architects, cities, developers, entertainment venues, planners, resorts and universities around the globe.

**Educational Seminars**

GPG offers timely seminars on best practices for urban planning and real estate issues. These sessions are based on Robert Gibbs' popular Harvard University Urban Retail class, his book *Principles of Urban Retail* and GPG's global experience with private and public sector development.



## Memorandum

*Date:* 15 December 2021  
*To:* Lori Ward  
*From:* Andrew Littman  
*Subject:* Downtown Northville Inventory of Existing Land Uses

Below are short summaries of downtown Northville's retail, office and multifamily real estate markets.

### **Retail**

According to CoStar, downtown Northville consists of 380,000 sf of retail space. Its current retail market rent is \$17.46/sf, a figure that has increased 4.7 percent from one year ago. The current retail vacancy rate is 0.7 percent, which is considerably below the downtown's 10-year average retail vacancy rate of 4.6 percent. No retail space has been delivered over the past year, nor is any retail space currently under construction. In the last 12 months, the retail sales volume was \$1.6 million and properties sold for an average of \$124/sf (at a 7.9 percent cap rate).

### **Office**

Downtown Northville contains 220,000 sf of office space. The average office market rent/sf is currently \$20.21/sf, a figure that has increased by 0.6 percent from one year ago. The downtown's current office vacancy rate is 2.4 percent, up from 0 percent one year ago but still slightly below its 10-year average vacancy rate of 2.6 percent. No office space was delivered over the past year, nor is any currently under construction. In the last 12 months, one office property sold. That office building sold for \$129/sf at a 9.1 percent cap rate.

### **Multifamily**

Downtown Northville has a total of 111 apartment units. The average market rent per unit is \$1,993/unit (or about \$2.20/sf), a figure that has increased by 5.3 percent over the past year. The downtown's current multi-family vacancy rate is 0.5 percent, down from 3.2 percent one year ago and below its 10-year average vacancy rate of 5.0 percent. No multi-family units were delivered over the past year, nor are any currently under construction. Furthermore, no downtown apartment buildings have sold in the past year.

## **DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY November 2021:**

### **PUBLICITY:**

#### **Press Releases Sent:**

- A Holiday to Remember

#### **Press Coverage Received & Upcoming (Highlights/major press hits):**

- November 20 – [The Oakland Press](#) – Holiday Activities Kick off in Oakland County

### **SOCIAL MEDIA:**

- Began rolling out Business Spotlights every first & third Friday of the month to coincide with ad theme.
- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

### **PAID ADVERTISING:**

- Ad in November issue of The Ville

### **UPCOMING PAID ADVERTISING:**

#### **PRINT:**

- Half-page Ads in The Ville
  - The DDA has a contract with The Ville (December 2021-April 2022). The ads is ¼ page size.
  - Ad theme features a new shop or restaurant owner every month



## THE YEAR 2021 – WHAT HAPPENED IN SUSTAINABILITY?

- ✓ Delivery of Jeff Spec books (Year-end 2020, it counts!)
  - ✓ Dec 30<sup>th</sup> Meeting with Pat Sullivan on Goals & Objectives – set up City implementation
  - ✓ Jan 20 HDC presentation of the Sustainability Plan (last one)
  - ✓ Chris Workman THOR presentation on Governance
  - ✓ Green Ordinance Audit proposal submitted to City (Feb 15)
  - ✓ Developed Goals and Objectives (numerous iterations) – finalized March/April
  - ✓ Strong support of the 3 Task Forces – EVERY MONTH Dec/2020 until now
  - ✓ Tree Survey (Davey) – April
  - ✓ Northville Recognized as a TREE CITY USA – April
  - ✓ Initiated Sustainability Branding discussions (Brainstorm Session) – May
  - ✓ Planted 100 New Trees (May/June)
  - ✓ Input on changes to Construction Ordinances and Standards (July – Protecting Tree dripline Area) – TWO Council appearances
  - ✓ Developed our very own Sustainability Team Logo
- The logo for the Northville Sustainability Team, featuring the word "Northville" in a serif font with "Michigan" in a smaller font below it, and "Sustainability Team" in a smaller font below that. The text is surrounded by a decorative, stylized floral or leaf-like pattern in a light brown color.
- ✓ Tree Sub-team developed “Tree doc”, team review (July)
  - ✓ John Carter joined Sust. Team (July)
  - ✓ EV Charging Stations proposal approved (DDA, Sept/Oct)
  - ✓ Permeable Pavement – Wing Ct.
  - ✓ Completion of Walkability Study and subsequent presentations (Council, PC, DDA)
  - ✓ Thom Barry Formal Letter to DDA (Traffic Patterns/Street Closures – Oct)
  - ✓ Mobility Network Study and presentations
  - ✓ Other Public comment appearances on behalf of Sustainability Team (Master Plan Dev, various Site Plan proposals).
  - ✓ Placemaking Books distributed (*How to Turn a Place Around*)
  - ✓ Attendance at multiple HP community Meetings, offering our input
  - ✓ Sustainability Metrics Document
  - ✓ Sustainability Scorecard

NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY  
Board of Directors



2022 Meeting Schedule

The monthly meeting of the Downtown Development Authority Board of Directors is the 3<sup>rd</sup> Tuesday of each month at 8:00 am in Meeting Room A of City Hall, 215 W. Main St.

January 18, 2022	February 15, 2022	March 15, 2022
April 19, 2022	May 17, 2022	June 21, 2022
July 19, 2022	August 16, 2022	September 20, 2022
October 18, 2022	November 15, 2022	December 20, 2022

Each month a reminder email is sent the week prior to the scheduled meeting. Typically the Thursday or Friday prior to the meeting, the Board Packet is sent via email to Board members. This packet contains the agenda, consent agenda, and pertinent topics with support materials, for the meeting. Print copies are available at the meeting.