Northville DDA Economic Development Committee

Thursday, January 27, 2022 – 8:30 am

The Northville DDA is inviting you to a scheduled Zoom meeting of the Economic Development Committee scheduled for Thursday, January 27, 2022, 8:30 am. Join Zoom Meeting: https://us02web.zoom.us/j/89864736470 Meeting ID: 898 6473 6470, Via Phone: 1-312-626-6799.

Meeting Agenda:

1. Northville Downs Project (Attachment 1)
   a. Retail Market Analysis (Attachment 1.a)
   b. Request for discussion by HP

2. Evaluation of Street Closure
   a. Timing of Decision
   b. 2011 Tools: Survey, Town Hall Meetings (Attachment 2.b)
   c. Do we need Outside Consulting Services? (Attachment 2.c)

3. Next meeting - TBD

January 20th, 2022

Dear Northville Planning Commission,

The Hunter Pasteur team is pleased to submit a The Downs development application for Preliminary Review. The Downs development is a planned, high quality, mixed-use development proposed for the 48.12-acre parcels which are currently the site of the Northville Downs racetrack situated on Seven Mile Road and Center Street extending to Cady Street to the North and River Street on the East. Hunter Pasteur Homes, along with The Forbes Company, Oboran and Toll Brothers, have assembled an experienced team of development professionals to develop the proposed Planned Unit Development (PUD), including Northville based consulting firms Grissim Metz Andriese Associates, M Architects, and Presley Architecture, each of which are experienced with the ordinances, master plan, culture, architectural precedent, and history of the City of Northville.

The Downs has been designed to provide a full range of residential housing options, commercial space, flex space and approximately 16 acres of natural and green spaces which will include multiple first-class parks donated to the City for Public use. The developer is funding up front the total cost to construct the parks to be donated to the City, which is ~ $15.5 million and includes daylighting the river. The updated plan offers a diverse selection of housing types planned to accommodate a wide array of home buyers and renters; products for empty nesters, young families, millennials who choose to rent and millennials who choose to be homeowners. The new plan includes a 174-unit apartment for-rent, a 53-unit for-sale condo building, 31 for-sale row houses, 26 for-sale carriage homes, 151 for-sale townhomes, and 39 for-sale single-family homes.

The following criteria of the design standards for The Downs Development have been addressed;

1. *All regulations within the City Zoning Ordinance applicable to setback, parking and loading, general provisions, and other requirements shall be met in relation to each respective land use in the development based upon the zoning districts in which the use is listed as a Principal Uses Permitted. In all cases, the strictest provisions shall apply.*
    a. The proposed PUD will comply with the regulations set forth in the City Zoning Ordinance with regards to setback, parking, loading, general provisions, and other requirements of the zoning district in which the proposed development is located in.

2. *The uses proposed will have a beneficial effect, in terms of public health, safety, welfare, or convenience, on the present and future potential surrounding land uses.*
    a. The proposed uses of the plan will have a beneficial effect, in terms of public health, safety, welfare, or convenience, on the present and future potential surrounding land uses. The development team has worked diligently to create a plan designed to meet the principles and vision of City's Master Plan, incorporating all the elements vital to

City residents, as voiced during the several community meetings, with over 100 residents, conducted by the developer, including public spaces, vehicular traffic, increased commercial development, flexible commercial space, variety of housing options, pedestrian, and bike accessibility to activate continuation of the City's street-grid pattern. In addition, The City of Northville is currently preparing a plan to provide a River Walk from Ford Field to the pedestrian path connection to the Hines Park Trailhead at the corner of 7 Mile Road and River Street. The Downs development will help facilitate the River Walk by providing the 8.89-acre park along River Street and the daylighted Middle Rouge River. Pedestrian path connections will be provided at Beal Street to connect to the River Walk on the north end of the park and a new sidewalk along River Street will provide the connection to the south at the Hines Park Trailhead. Although subject to the design determined by the City River Walk Task Force, a pedestrian bridge is contemplated to connect the River Walk Park to River St. Additionally, pedestrian sidewalks will be provided throughout the 8.98-acre park for public use, as well as throughout the development.

3. *The uses proposed will not adversely affect the existing public utilities and circulation system, surrounding properties, or the environment.*
    a. The development has been designed to upgrade numerous infrastructural needs for the City including the replacement of a potentially hazardous sanitary sewer pipe currently located in the river. The parking spaces in the Cady Street neighborhood will be underground or screened by architecture and landscaping from public to enhance the aesthetic appearance of the public areas within the development.
    b. With regards to circulation, the development proposal addresses the current "super block" configuration of Northville Downs by the addition of an extension of Beal St. to the west, Fairbrook St. to the east, extensions of Hutton to the north, addition of the proposed Central Park and pedestrian promenade to the north and the previously noted pedestrian connection to River St. to the west. The development team has committed to continue collaboration with City and County traffic engineers to identify any additional necessary measures and to participate in the cost of implementation.
    c. The Downs development proposal includes pedestrian sidewalks and bike paths throughout the site.

4. *The public benefit shall be one which could not be achieved under the regulations of the underlying district alone, or that of any other zoning district.*
    a. The proposed PUD uses are consistent with and are complimentary to the adjoining zoning districts and great care has gone into the design, which is of benefit to the adjacent uses and natural features of the surrounding properties.
    b. The proposed site plan includes mixed use and higher density development in the Cady Street area and lesser density single family and multi-family housing in the area south of Beal Street, consistent with the Master Plan. Density north of Beal Street is 25.98 DU/AC (gross) and density south of Beal Street is 5.66 DU/AC (gross). Natural high water

table elevations are a constraint on the location of single family and multi-family housing in the area south of Beal Street.

5. *The number and dimensions of off-street parking shall be sufficient to meet the minimum required by the ordinances of the City of Northville. However, where warranted by overlapping or shared parking arrangements, the Planning Commission and City Council may reduce the required number of parking spaces.*
    a. The number and dimensions of off-street parking is planned to meet the minimum required by the ordinances of the City of Northville In total, the Development will provide 1,334 off-street parking spaces between the 295 spaces for residents of the apartments, 105 parking spaces for the residents of the condos, 78 parking spaces for the residents of the row houses, 700 parking spaces for the residents of the carriage and townhomes, and 170 parking spaces for the residents of the single family homes.

6. *All streets and parking areas within the planned unit development shall meet the minimum construction and other requirements of City ordinances, unless modified by the Planning Commission and City Council.*
    a. All streets and parking areas within the planned unit development are designed to meet the minimum construction and other requirements of City ordinances.

7. *Landscaping shall be preserved and/or provided to ensure that proposed uses will be adequately buffered from one another and from surrounding public and private property.*
    a. The current Northville Downs site contains very minimal landscaping. The required tree survey will, however, be provided. Extensive natural landscaping will be provided to ensure that the proposed uses will be adequately buffered from one another and from surrounding public and private property.

8. *Efforts shall be made to preserve significant natural, historical, and architectural features and the integrity of the land, including MDEQ regulated and non-MDEQ regulated wetlands or floodplains.*
    a. The site is largely covered by impervious pavements and gravel parking areas. Additionally, the existing site does not currently have any storm water detention facilities or sediment removal capabilities. Rather, storm water is collected in storm sewers that outlet directly to the Johnson Drain and the Middle Rouge River untreated and undetained.
    b. The proposed PUD will improve existing conditions on the site through a proposed stormwater management system including a naturalized storm water detention pond and bio-swale improvements that will filter stormwater runoff into the Rouge River, creating infrastructural and environmental sustainability. Current conditions allow the runoff to enter these important water areas unfiltered across the 48.12-acre site from the current racetrack operations, the racetrack's parking lot, and its' maintenance facilities. In its current condition and assuming average annual rainfalls, it is estimated that tens of millions of gallons of contaminated stormwater currently enter the Rouge

watershed, adversely affecting environmental, habitat and flooding conditions. Daylighting the 1,100' of the Rouge River will be a transformative enhancement of the aesthetic and environmental condition of the site and its surrounding area.

c. The developer has already received Federal Emergency Management Agency approval of a reduction in the floodplain designation on the existing site from appx. 26.5 acres to 3.4 acres, and we believe that the future floodplain designation will be contained within the banks of the daylighted Middle Rouge River as a result of the proposed development plan. The elimination of the historic floodplain designation will benefit The Downs development and residents of the Beal Town community.
d. There is a "cabin" structure on the property facing River Street. The developer has included a memo with this submittal detailing the log cabin and the work associated to relocate the cabin.

9. *Thoroughfare, drainage, and utility design shall meet or exceed the standards otherwise applicable in connection with each of the respective types of uses served.*
    a. The development team has committed to continue collaboration with City and County traffic engineers to identify any necessary utility and thoroughfare related measures and to participate in the cost of implementation.

10. *There shall be underground installation of utilities, including electricity and telephone.*
    a. The development team intends to install underground utilities including electricity and telephone services and has been in communication with DTE Energy.

11. *The pedestrian circulation system, and its related walkways and safety paths, shall be separated from vehicular thoroughfares and ways.*
    a. The development includes a circulation system that has walkways and safety paths that are separated from vehicular thoroughfares and way.

12. *Signage, lighting, landscaping, building materials for the exterior of all structures, and other features of the project, shall be designed and completed with the objective of achieving an integrated and controlled development, consistent with the character of the community, surrounding development or developments, and natural features of the area.*
    a. The development team has hired local architects Greg Presley and Robert Miller as well as local landscape architecture firm Grissim Metz Andriese to provide architectural designs that are consistent with the character of the Northville community.

13. *Where non-residential uses adjoin off-site residentially zoned or used property, noise reduction and visual screening mechanisms such as earthen and/or landscape berms and/or decorative walls, shall be employed in accordance with Section 18.08.*
    a. Where non-residential uses adjoin off-site residentially zoned or used property, the plan will incorporate visual screening mechanisms into the landscape plan in accordance with Section 18.08.

14. *The proposed density of the planned unit development shall be no greater than that which would be required for each of the component uses (measured by stated acreage allocated to each use) of the development by the district regulations of the underlying zoning district unless otherwise permitted by the Planning Commission and City Council.*
    a. The proposed PUD uses are consistent with and are complimentary to the adjoining zoning districts and great care has gone into the design, which is of benefit to the adjacent uses and natural features of the surrounding properties. The proposed site plan includes mixed use and higher density development in the Cady Street area and lesser density single family and multi-family housing in the area south of Beal Street, consistent with the Master Plan.

With regards to the cost of the public benefits in the form of the River Park and Central Parks, the developer is estimating the costs to total $15.5 million, which will be funded and constructed by the developers. This assumes a $10.5 million brownfield will be approved by the Northville Brownfield Authority and Northville City Council. A separate breakdown on the funding of benefits has been included in our submittal.

Sincerely,

Randy Wertheimer, Seth Herkowitz, Tim O'Brien & The Hunter Pasteur Team

January 19, 2022

Northville Downs – Funding of Public Benefits

Sources of Funds	
Brownfield	$10.5m
Developer Contribution	$3m
Grants & Foundations	$2m
Total Sources	$15.5m

Total Uses of Funds	
Land Acquisition	$4m
Demolition & Asbestos Remediation	$1.5m
Environmental Remediation	$2m
Open Space Improvement	
Central Park	$2m
River Park & Daylighting River	$5m
Contingency	$1m
Total Uses	$15.5m

***The Developer will fund 100% (15.5m) for the public benefits upfront.**

January 19, 2022

Northville Downs Response to Dan Burden's Walkability Recommendations

Dear Planning Commission of Northville,

Below is a response from the development team to Dan Burden's 20 recommendations he had presented in his Northville Walkability Study from December 21, 2021.

Dan Burden's Proposed Recommendations:

1. *Eliminate the super block*
    a. The northern blocks fronting on Cady Street are broken up into three smaller sites with a one-acre park located between the NW and NE sites. Additionally, tree lined and landscaped pedestrian paths connect north to south through the sites between Beal Street and Cady Street. One is located at the west side of the NW block and the other between the NE and Griswold sites.
    b. The overall site plan addresses the current "super block" by the addition of an extension of Fairbrook St. to the east, extensions of Beal, Hutton and Church streets to the north, addition of the proposed central park and pedestrian promenade to the north and the previously noted pedestrian connection to River St. to the west. The pedestrian connections created throughout the site in the form of walkways, the bridge at the River Park and the promenade at the Central Park enhance the connectivity throughout the site, and its perimeter entry points.

2. *Place the pond in the flood plain*
    a. Wayne County and FEMA will not permit placing the detention pond in the flood plain.
3. *Locate densities to build a center*
    a. The highest density in the site plan is along Cady Street closest to the downtown area. The site plan provides a coherent commercial frontage along Cady Street with breaks at the one-acre park and at the north / south pedestrian paths. Along the park, building frontages step down from Cady to Beal Streets while providing a park enclosure at an ideal 1:3 portion of open space to facade height per New Urbanism design guidelines. The highest concentrated densities in the site plan are adjacent to Cady Street, at the northern most point of the site.
4. *Heal the citywide street system*
    a. We defer on Northville's Mobility Network team with regards to Mr. Burden's recommendations of improving the citywide street system.
5. *Open access and views to the water*
    a. The River Park will be designed to provide access from the North, East, and West sides of the park. Due to the location of the Johnson Drain to the south and the site, as well as the absence of a pedestrian sidewalk along 7 Mile Road, we do not provide access into the River Park from the south. Although, we are putting a pedestrian sidewalk along the

east side of the site along the west side of River Street, which will connect from 7 Mile road to Beal Street.

b. Views to the water are incorporated in the plan, the daylighted river will be exposed along River Street, Beal Street, the end of Fairbrook Street, and the roadway off of Beal that goes through the Toll Brothers' site.

6. *Place density toward downtown*
   a. Higher density is concentrated in the northern portion of the site, closest to the Downtown Northville area.
   b. See answer #3
7. *Build lighter density single family toward 7-Mile*
   a. Due to the high water table at the southern portion of the site, single-family homes with basements are not permittable within this area.
8. *Townhomes toward center and 7 Mile*
   a. The updated site plan includes townhomes on Center Street towards 7 Mile Road.
9. *Mixed Income residential*
   a. The diverse selection of housing types in the current plan addresses the desired price-points for a wide range of demographics for home buyers and renters, from entry-level apartments to luxury condos, and every price-point between.
10. *Age friendly*
    a. The updated plan offers a diverse selection of housing types planned to accommodate a wide array of home buyers and renters; products for empty nesters, young families, millennials who choose to rent and millennials who choose to be homeowners
11. *Biophilic Design/Blend nature with urban form*
    a. The recommendation to incorporate biophilic design is an architectural recommendation, it is the development team's opinion that the open park space provided in the plan, specifically in the form of the Central and River Parks, provide an exceptional blend of nature with urban form.
12. *Walk-first street design*
    a. The site plan offers a pedestrian friendly, walk first street design. These conditions are indicated in the streetscape sections which are shown at key locations throughout the development. Sidewalks are provided along all roadways with a separation or "amenity" zone between the sidewalk and parallel parking for safety. The amenity zones contain street trees and within the Cady Street Overlay District, City standard lighting as well.
    b. The pedestrian friendly, walkable streets integrated throughout the development provide a high level of connectivity to the surrounding neighborhoods and downtown district.
13. Eyes on streets, parks and public spaces
    a. The three northern sites provide ground level entries and terraces that both activate and engage with the sidewalks and park space. The upper level residential levels, many with balconies, provide activated facades.
    b. The townhomes in the southern portion of the site will have front-facing entry, and views onto the public streets and greenways. The single family homes and row houses will all have porches that will also activate the relationship between the homes and public streets.
14. At least one social/retail street

Attachment 1.a

Cady Street Area

Retail Market Analysis

Northville, Michigan

Prepared for

The City of Northville Downtown Development Authority

Prepared by

Gibbs Planning Group

12 January 2022

Figure 1: *Downtown Northville area looking northeast.*

Executive Summary

This study analyzes the retail market potential of Northville's Cady Street area from Center to Griswold Street (the "Cady Street area"), which includes part of the proposed Downs master planned community. The Cady Street area affords considerable potential to support additional retail growth. Cady Street is favorably located adjacent to Northville's downtown shopping district, the Tipping Point theater and the proposed Downs mixed-use development. The Cady Street area is also conveniently located within a short walk or drive of the greater Northville community. Additionally, Cady Street serves as a busy vehicular by-pass route to the downtown's pedestrian Main Street, providing exposure and easy access to the area's market.

Upon the substantial completion of the proposed Downs master planned community, this study finds that the existing Cady Street area will be able to support up to 50,000 square feet (sf) of new retail and restaurant space. However, if planned and developed per urban planning and commercial best practices, the study area could support up to a total of 90,000 sf of new retail and restaurant space. Under these two scenarios, the Cady Street area could capture $23.3 million and $42.0 million, respectively, in retail and restaurant spending currently leaking outside of Northville.

Background

The City of Northville Downtown Development Authority (DDA) has retained Gibbs Planning Group (GPG) to conduct an independent, third-party preliminary analysis to estimate the market demand for retail development in the city's Cady Street area. GPG's analysis is intended to provide the DDA with data-based projections of the amounts and types of retail development that the district can support under two different scenarios: 1) under existing conditions and 2) under a scenario where the study area implements urban planning and commercial best practices related to streetscape design, the public realm, parking, business operations, architectural design, district area management, special events, promotions and other planning and business strategies.

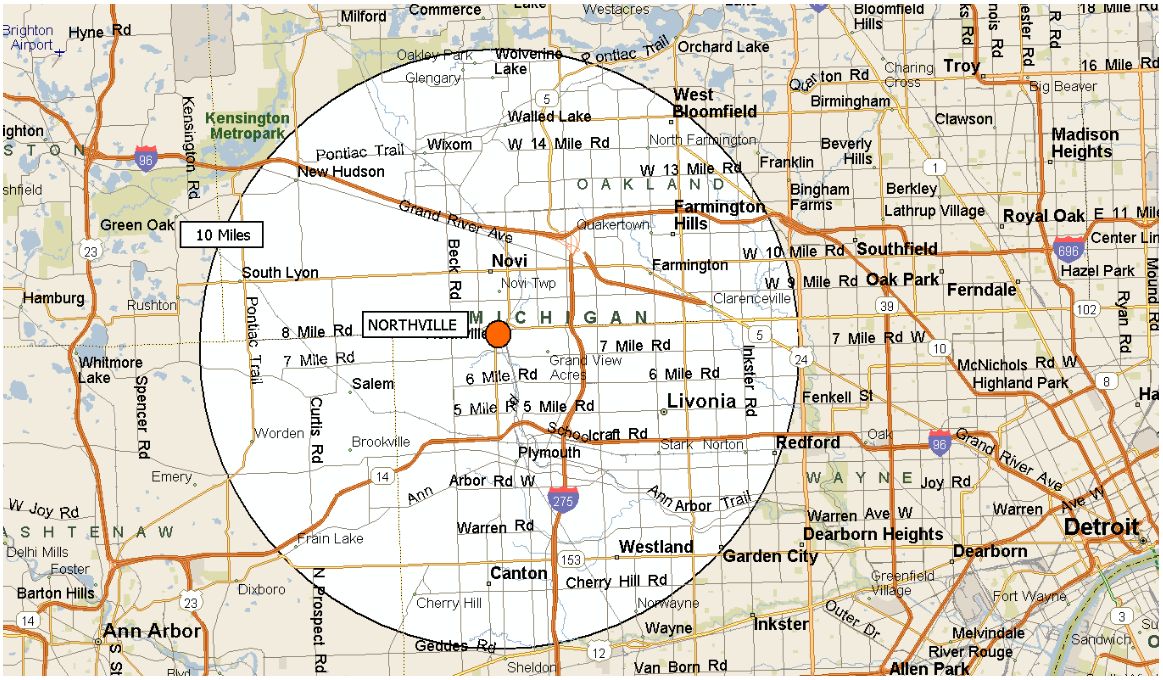

Figure 2: The Cady Street area is in the City of Northville, approximately 17 miles northeast of Ann Arbor and 22 miles northwest of Detroit.

Trade Area Boundaries

The primary trade area is the consumer market where retailers and restaurants in the Cady Street study area have a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns.

Figure 3: Above left: Cady Street looking east from Center Street; Above right: Cady Street looking west from Griswold Street.

This study finds that the boundaries of the Cady Street area's primary trade area extend 1.5 miles north to Byrne Drive and Serenity Drive, 2 miles south to Case Benton Parkway and Northville Community Park, 2 miles east to Llorac Lane, Pierson Drive and Maple Hill Drive, and west to Maybury State Park and Ridge Road. GPG estimates that people living, working and visiting the primary trade area will account for up to 60 percent of the total sales captured by retailers and restaurants in the Cady Street area.

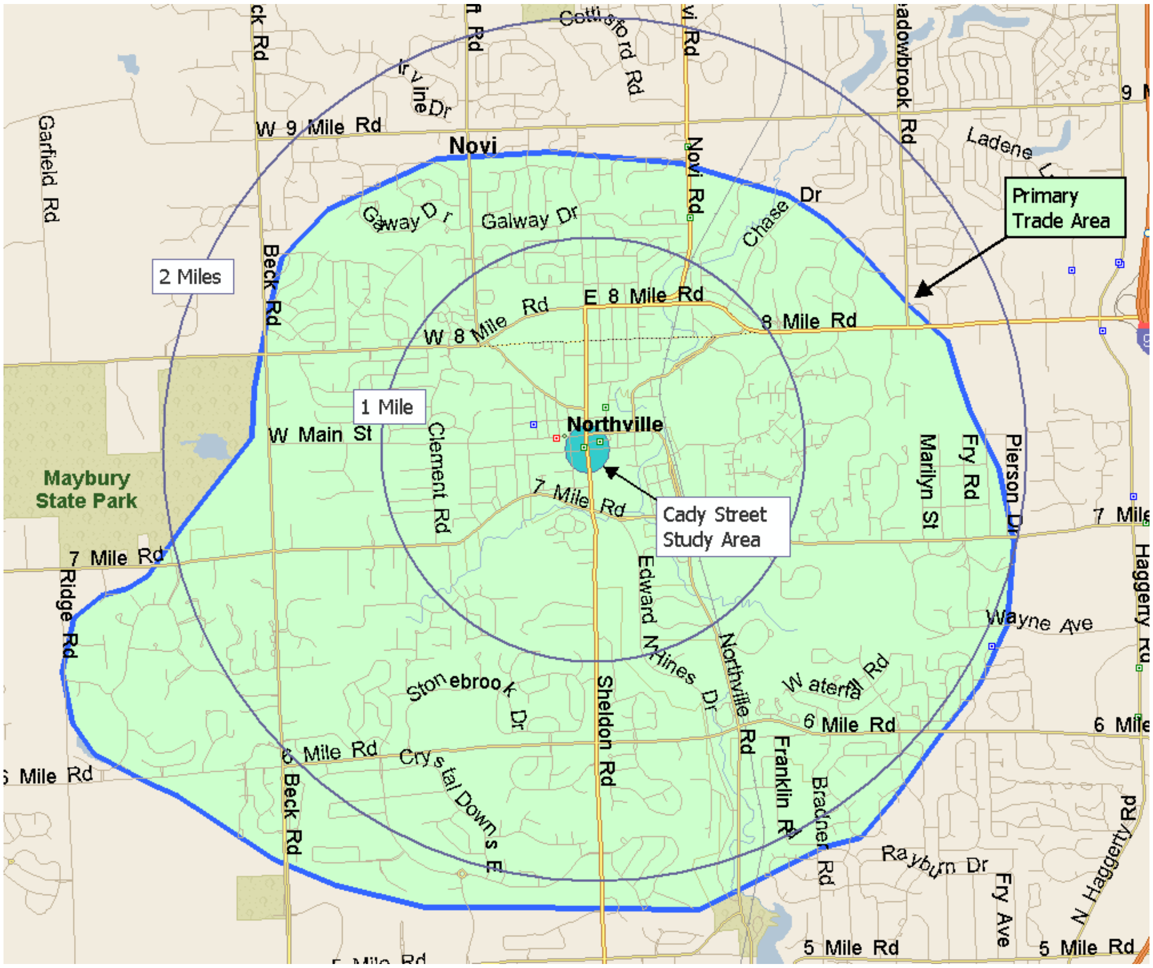

Figure 4: The Cady Street area's estimated primary trade area (shown inside the blue line).

Trade Area Demographics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained recent population and demographic characteristics (2021) and those projected for the primary trade area, Wayne County, the Southeast Michigan Metropolitan Statistical Area (MSA) and State of Michigan.

The Cady Street area's primary trade area includes 28,700 people, which is projected to decrease by 0.04 percent annually over the next five years. Currently, the primary trade area has 12,000 households, which is expected to increase at an annual rate of 0.03 percent over the next five years.

The primary trade area's 2021 average household income is $169,100 and is estimated to increase to $187,000 by 2026. Median household income in the trade area is $116,700 and is projected to increase to $129,500 by 2026. Moreover, roughly 67.9 percent of the trade area's households earn above $75,000 per year. The current average household size is 2.36 people and the median age is 45.3 years old.

Figure 5: Demographic Characteristics

Demographic Characteristics	*Primary Trade Area*	*Wayne County*	*SE Michigan MSA*	*State of Michigan*
2021 Population	**28,700**	1,776,500	4,352,300	10,105,100
2021 Households	**12,000**	695,400	1,722,300	3,999,300
2026 Population	**28,700**	1,762,300	4,391,200	10,211,200
2026 Households	**12,000**	692,400	1,743,100	4,051,900
2021-2026 Annual Population Growth	**-0.04%**	-0.16%	0.18%	0.21%
2021-2026 Annual Household Growth	**0.03%**	-0.08%	0.24%	0.26%
2021 Average Household Income	**169,100**	72,200	88,300	$81,300
2021 Median Household Income	**116,700**	51,300	62,800	$58,500
2026 Average household Income	**187,000**	81,700	99,100	$91,100
2026 Median Household Income	**129,500**	56,200	70,600	$64,500
% Households w. incomes $75,000 or higher	**67.9%**	33.6%	43.0%	39.6%
% Bachelor’s Degree	**33.9%**	15.1%	19.4%	18.4%
% Graduate or Professional Degree	**33.5%**	10.3%	13.3%	12.1%
Average Household Size	**2.36**	2.52	2.50	2.47
Median Age	**45.3**	39.4	41.3	40.9

Figure 5: *Cady Street area’s trade area and regional demographics*

General Retail Market Conditions

According to CoStar, within a two-mile radius of the Cady Street area there is 920,000 sf of retail space. The current retail market rent for this space is $17.19, a figure that has increased 5.0 percent from one year ago. The current retail vacancy rate is 0.6 percent, which has declined by 0.6 percent from one year ago and is considerably below the two-mile radius’ 10-year average retail vacancy rate of 9.49 percent. No retail space was delivered within a two-mile radius of the study area over the past year, and 10,000 sf of retail space is currently under construction.

The Downs Community

Proposed on the Northville Downs horse racing site and adjacent properties, The Downs would be a 48-acre transformational master planned community that is currently in the planning stages. It is planned to include 174 apartment units totaling 210,000 sf, 53 condominium units totaling 105,000 sf, 28 row houses totaling 30,000 sf, 39 single-family homes, 28 carriage homes, commercial space of over 17,000 sf and a large central park. Additionally, the Downs is being considered as a future location for the city’s farmer’s market.

Figure 6*: Renderings of the proposed Downs Development (Source: Elkus Manifredi Architects)*

Construction has been planned in three phases, the last of which is expected to be completed by fall 2027. The developers for The Downs are Hunter Pasteur Homes, Toll Brothers, The Forbes Company and Oboran. Since this project would become part of the Cady Street area, it would significantly increase the area's retail market potential.

Figure 7*: Master plan for the Downs master planned community (source: Grissim Metz Andriese Planners).*

Cady Street Area Retail Market Demand

This study finds that upon the substantial completion of the proposed Northville Downs' master planned community, the Cady Street area will have the potential to support up to 50,000 sf of new retail and restaurant space which could generate new annual sales of as much as $23.4 million. This new commercial development could include approximately 35,000 sf of new retailers and

15,000 sf of new restaurants. This growth could be absorbed with the opening of 15 to 18 new businesses or by existing stores and restaurants through expanded operations and marketing.

On the other hand, the Cady Street area could support significantly more retail and restaurant development if it implemented urban planning and commercial best practices. In that scenario, the Cady Street area would be able to support up to a total of 90,000 sf of additional retail and restaurant space which could generate as much as $42.0 million in new annual sales. This new commercial development could include 75,000 sf of new retailers and 15,000 sf of new restaurants. This growth could be absorbed with the opening of 32 to 38 new businesses or by existing stores and restaurants through expanded operations and marketing.

See below GPG's supportable retail table, *Figure 8*. Note, these supportable figures are in addition to existing Cady Street area businesses and only reflect potential new demand.

Retail - Restaurant Category	Total Exist. Demand	Exist. Cond. Support. SF	Sales/ SF	Exist. Cond. Est Sales	Best Pract. Support. SF	Sales/ SF	Best Pract. Est Sales
Retailers							
Apparel Stores	$45,900,932	-	-	-	5,700 sf	$420	$2,394,000
Beer, Wine & Liquor Stores	$18,918,789	2,200 sf	$650	$1,430,000	3,900 sf	$650	$2,535,000
Department Store Goods	$132,538,473	-	-	-	7,300 sf	$320	$2,336,000
Florists - Designer Stores	$4,645,431	2,200 sf	$320	$704,000	2,200 sf	$320	$704,000
Furniture Stores	$36,090,278	-	-	-	5,900 sf	$520	$3,068,000
General Merchandise Stores	$66,124,172	-	-	-	2,600 sf	$385	$1,001,000
Grocery Stores - Markets	$204,351,257	13,200 sf	$550	$7,260,000	16,400 sf	$550	$9,020,000
Hardware - Home Improvement	$97,870,368	3,400 sf	$340	$1,156,000	4,600 sf	$340	$1,564,000
Home Furnishings - Art	$28,888,756	2,800 sf	$415	$1,162,000	4,000 sf	$415	$1,660,000
Jewelry, Luggage, Leather	$16,946,148	-	-	-	1,500 sf	$820	$1,230,000
Garden - Landscapping Stores	$10,963,671	2,600 sf	$325	$845,000	2,600 sf	$325	$845,000
Miscellaneous Store Retailers	$33,552,228	1,000 sf	$370	$370,000	2,600 sf	$370	$962,000
Gift, Crafts Stores	$17,297,931	1,800 sf	$360	$648,000	1,800 sf	$360	$648,000
Pharmacy-Sundries	$86,596,224	1,800 sf	$850	$1,530,000	6,200 sf	$850	$5,270,000
Shoe & Handbag Stores	$12,312,765	-	-	-	1,700 sf	$450	$765,000
Cheese, Fish, Produce, etc.	$22,668,972	3,500 sf	$540	$1,890,000	3,500 sf	$540	$1,890,000
Retailer Totals	**$835,666,396**	**34,500 sf**	**$472**	**$16,284,000**	**72,500 sf**	**$477**	**$34,596,094**
Restaurants							
Bars, Breweries & Pubs	$18,863,135	2,800 sf	$650	$1,820,000	4,100 sf	$650	$2,665,000
Full-Service Restaurants	$64,000,055	3,600 sf	$450	$1,620,000	3,600 sf	$450	$1,620,000
Limited Service Restaurants	$78,057,248	5,300 sf	$310	$1,643,000	5,300 sf	$310	$1,643,000
Bakery, Coffee, Ice Cream, etc.	$9,527,344	2,600 sf	$550	$1,430,000	2,600 sf	$550	$1,430,000
Restaurant Totals	**$170,447,782**	**14,300 sf**	**$490**	**$7,007,000**	**15,600 sf**	**$490**	**$7,644,000**
Retailer & Restaurant Totals	**$1,006,114,178**	**48,800 sf**	**$477**	**$23,284,571**	**88,100 sf**	**$477**	**$42,015,310**

Figure 8: *Retail Demand Summary for the Cady Street area.*

Methodology

To determine the estimated amounts and types of retail supportable in the Cady Street area, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG's qualitative assessment of the Cady Street area.

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

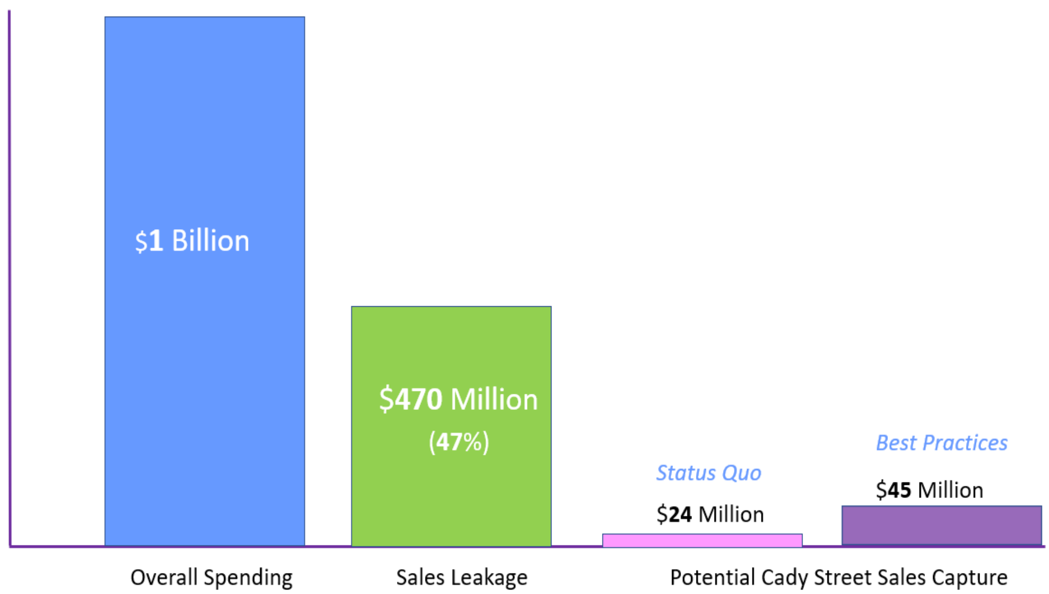

Figure 9: *Chart illustrating the overall spending in the trade area, sales leakage and potential sales capture under status quo and best practices scenarios.*

Analysis Assumptions

For the purposes of this study, GPG has assumed the following:

- Other retail centers may be planned or proposed, but only existing retail development is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant.

- No major regional retail centers will be developed within the primary trade area of this analysis through 2026.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.

- The study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.

- Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.

- The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.

- Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.

- Parking for new development projects or businesses will meet or exceed industry standards.

- Visibility of any new retail is assumed to be very good, with signage as required to assure easy visibility of the retailers.

- Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study
The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Cady Street area under existing conditions and under a scenario in which urban planning and commercial best practices are utilized. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the Cady Street area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of January 2022 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

End of Study

Appendix A: New Retail & Restaurant Demand Under Existing Conditions

Retail - Restaurant Category	*Total Exist. Demand*	*Exist. Cond. Support. SF*	*Sales/SF*	*Exist. Cond. Est Sales*
Retailers				
Apparel Stores	$45,900,932	-	-	-
Beer, Wine & Liquor Stores	$18,918,789	2,200 sf	$650	$1,430,000
Department Store Goods	$132,538,473	-	-	-
Florists - Designer Stores	$4,645,431	2,200 sf	$320	$704,000
Furniture Stores	$36,090,278	-	-	-
General Merchandise Stores	$66,124,172	-	-	-
Grocery Stores - Markets	$204,351,257	13,200 sf	$550	$7,260,000
Hardware - Home Improvement	$97,870,368	3,400 sf	$340	$1,156,000
Home Furnishings - Art	$28,888,756	2,800 sf	$415	$1,162,000
Jewelry, Luggage, Leather	$16,946,148	-	-	-
Garden - Landscapping Stores	$10,963,671	2,600 sf	$325	$845,000
Miscellaneous Store Retailers	$33,552,228	1,000 sf	$370	$370,000
Gift, Crafts Stores	$17,297,931	1,800 sf	$360	$648,000
Pharmacy-Sundries	$86,596,224	1,800 sf	$850	$1,530,000
Shoe & Handbag Stores	$12,312,765	-	-	-
Cheese, Fish, Produce, etc.	$22,668,972	3,500 sf	$540	$1,890,000
Retailer Totals	**$835,666,396**	**34,500 sf**	**$472**	**$16,284,000**
Restaurants				
Bars, Breweries & Pubs	$18,863,135	2,800 sf	$650	$1,820,000
Full-Service Restaurants	$64,000,055	3,600 sf	$450	$1,620,000
Limited Service Restaurants	$78,057,248	5,300 sf	$310	$1,643,000
Bakery, Coffee, Ice Cream, etc.	$9,527,344	2,600 sf	$550	$1,430,000
Restaurant Totals	**$170,447,782**	**14,300 sf**	**$490**	**$7,007,000**
Retailer & Restaurant Totals	**$1,006,114,178**	**48,800 sf**	**$477**	**$23,284,571**

Appendix B: New Retail & Restaurant Demand Under Best Practices

Retail - Restaurant Category	Total Exist. Demand	Best Pract. Support. SF		Sales/ SF	Best Pract. Est Sales
Retailers					
Apparel Stores	$45,900,932	5,700	sf	$420	$2,394,000
Beer, Wine & Liquor Stores	$18,918,789	3,900	sf	$650	$2,535,000
Department Store Goods	$132,538,473	7,300	sf	$320	$2,336,000
Florists - Designer Stores	$4,645,431	2,200	sf	$320	$704,000
Furniture Stores	$36,090,278	5,900	sf	$520	$3,068,000
General Merchandise Stores	$66,124,172	2,600	sf	$385	$1,001,000
Grocery Stores - Markets	$204,351,257	16,400	sf	$550	$9,020,000
Hardware - Home Improvement	$97,870,368	4,600	sf	$340	$1,564,000
Home Furnishings - Art	$28,888,756	4,000	sf	$415	$1,660,000
Jewelry, Luggage, Leather	$16,946,148	1,500	sf	$820	$1,230,000
Garden - Landscapping Stores	$10,963,671	2,600	sf	$325	$845,000
Miscellaneous Store Retailers	$33,552,228	2,600	sf	$370	$962,000
Gift, Crafts Stores	$17,297,931	1,800	sf	$360	$648,000
Pharmacy-Sundries	$86,596,224	6,200	sf	$850	$5,270,000
Shoe & Handbag Stores	$12,312,765	1,700	sf	$450	$765,000
Cheese, Fish, Produce, etc.	$22,668,972	3,500	sf	$540	$1,890,000
Retailer Totals	**$835,666,396**	**72,500**	**sf**	**$477**	**$34,596,094**
Restaurants					
Bars, Breweries & Pubs	$18,863,135	4,100	sf	$650	$2,665,000
Full-Service Restaurants	$64,000,055	3,600	sf	$450	$1,620,000
Limited Service Restaurants	$78,057,248	5,300	sf	$310	$1,643,000
Bakery, Coffee, Ice Cream, etc.	$9,527,344	2,600	sf	$550	$1,430,000
Restaurant Totals	**$170,447,782**	**15,600**	**sf**	**$490**	**$7,644,000**
Retailer & Restaurant Totals	**$1,006,114,178**	**88,100**	**sf**	**$480**	**$42,265,975**

Appendix C: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

Population Summary	
2000 Total Population	24,453
2010 Total Population	28,495
2021 Total Population	28,719
2021 Group Quarters	35
2026 Total Population	28,668
2021-2026 Annual Rate	-0.04%
2021 Total Daytime Population	29,011
Workers	14,671
Residents	14,340
Household Summary	
2000 Households	10,218
2000 Average Household Size	2.34
2010 Households	11,924
2010 Average Household Size	2.39
2021 Households	12,135
2021 Average Household Size	2.36
2026 Households	12,152
2026 Average Household Size	2.36
2021-2026 Annual Rate	0.03%
2010 Families	7,929
2010 Average Family Size	2.99
2021 Families	7,926
2021 Average Family Size	2.98
2026 Families	7,909
2026 Average Family Size	2.97
2021-2026 Annual Rate	-0.04%
Housing Unit Summary	
2000 Housing Units	10,632
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	3.9%
2010 Housing Units	12,631
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	5.6%
2021 Housing Units	12,984
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	6.5%
2026 Housing Units	12,989
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	6.4%
Median Household Income	
2021	$116,653
2026	$129,471
Median Home Value	
2021	$428,777
2026	$438,371
Per Capita Income	
2021	$70,936
2026	$78,677
Median Age	
2010	43.4
2021	45.3
2026	45.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area — Prepared by Esri
Area: 11.9 square miles

2021 Households by Income	
Household Income Base	12,135
<$15,000	3.8%
$15,000 - $24,999	4.0%
$25,000 - $34,999	4.2%
$35,000 - $49,999	6.7%
$50,000 - $74,999	13.3%
$75,000 - $99,999	10.3%
$100,000 - $149,999	18.0%
$150,000 - $199,999	12.2%
$200,000+	27.4%
Average Household Income	$169,060
2026 Households by Income	
Household Income Base	12,152
<$15,000	3.1%
$15,000 - $24,999	3.0%
$25,000 - $34,999	3.5%
$35,000 - $49,999	5.9%
$50,000 - $74,999	12.7%
$75,000 - $99,999	9.9%
$100,000 - $149,999	17.7%
$150,000 - $199,999	14.1%
$200,000+	30.1%
Average Household Income	$187,011
2021 Owner Occupied Housing Units by Value	
Total	8,909
<$50,000	0.2%
$50,000 - $99,999	2.8%
$100,000 - $149,999	3.5%
$150,000 - $199,999	5.7%
$200,000 - $249,999	5.6%
$250,000 - $299,999	6.0%
$300,000 - $399,999	20.2%
$400,000 - $499,999	21.1%
$500,000 - $749,999	19.1%
$750,000 - $999,999	10.7%
$1,000,000 - $1,499,999	3.5%
$1,500,000 - $1,999,999	0.9%
$2,000,000 +	0.8%
Average Home Value	$501,527
2026 Owner Occupied Housing Units by Value	
Total	9,044
<$50,000	0.0%
$50,000 - $99,999	1.2%
$100,000 - $149,999	2.1%
$150,000 - $199,999	4.9%
$200,000 - $249,999	4.0%
$250,000 - $299,999	5.3%
$300,000 - $399,999	23.9%
$400,000 - $499,999	22.5%
$500,000 - $749,999	14.0%
$750,000 - $999,999	15.3%
$1,000,000 - $1,499,999	4.8%
$1,500,000 - $1,999,999	1.0%
$2,000,000 +	1.0%
Average Home Value	$542,721

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2010 Population by Age	
Total	28,493
0 - 4	4.7%
5 - 9	6.4%
10 - 14	7.7%
15 - 24	10.9%
25 - 34	9.4%
35 - 44	13.4%
45 - 54	18.3%
55 - 64	14.3%
65 - 74	8.3%
75 - 84	4.7%
85 +	2.0%
18 +	76.6%
2021 Population by Age	
Total	28,719
0 - 4	4.2%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	10.6%
35 - 44	12.4%
45 - 54	13.9%
55 - 64	16.2%
65 - 74	12.0%
75 - 84	6.0%
85 +	2.3%
18 +	79.9%
2026 Population by Age	
Total	28,668
0 - 4	4.3%
5 - 9	5.5%
10 - 14	6.3%
15 - 24	9.2%
25 - 34	10.5%
35 - 44	13.6%
45 - 54	12.9%
55 - 64	14.2%
65 - 74	13.4%
75 - 84	7.6%
85 +	2.5%
18 +	80.4%
2010 Population by Sex	
Males	13,609
Females	14,886
2021 Population by Sex	
Males	13,714
Females	15,005
2026 Population by Sex	
Males	13,687
Females	14,982

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	28,495
White Alone	86.2%
Black Alone	3.7%
American Indian Alone	0.1%
Asian Alone	7.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	28.5
2021 Population by Race/Ethnicity	
Total	28,720
White Alone	81.9%
Black Alone	3.5%
American Indian Alone	0.1%
Asian Alone	11.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.2%
Hispanic Origin	3.2%
Diversity Index	35.7
2026 Population by Race/Ethnicity	
Total	28,669
White Alone	79.7%
Black Alone	3.4%
American Indian Alone	0.1%
Asian Alone	13.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.4%
Hispanic Origin	3.7%
Diversity Index	39.1
2010 Population by Relationship and Household Type	
Total	28,495
In Households	99.9%
In Family Households	83.8%
Householder	27.7%
Spouse	23.7%
Child	30.0%
Other relative	1.8%
Nonrelative	0.6%
In Nonfamily Households	16.1%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2021 Population 25+ by Educational Attainment	
Total	21,092
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	0.8%
High School Graduate	10.6%
GED/Alternative Credential	0.9%
Some College, No Degree	13.6%
Associate Degree	5.8%
Bachelor's Degree	33.9%
Graduate/Professional Degree	33.5%
2021 Population 15+ by Marital Status	
Total	24,001
Never Married	25.7%
Married	60.0%
Widowed	5.0%
Divorced	9.4%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,233
Population 16+ Employed	95.0%
Population 16+ Unemployment rate	5.0%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	14.4%
Population 25-54 Employed	60.7%
Population 25-54 Unemployment rate	3.2%
Population 55-64 Employed	21.9%
Population 55-64 Unemployment rate	6.3%
Population 65+ Employed	9.2%
Population 65+ Unemployment rate	4.8%
2021 Employed Population 16+ by Industry	
Total	14,467
Agriculture/Mining	0.0%
Construction	2.6%
Manufacturing	21.9%
Wholesale Trade	2.2%
Retail Trade	6.1%
Transportation/Utilities	3.1%
Information	2.1%
Finance/Insurance/Real Estate	8.1%
Services	51.0%
Public Administration	2.8%
2021 Employed Population 16+ by Occupation	
Total	14,468
White Collar	86.2%
Management/Business/Financial	29.7%
Professional	39.9%
Sales	9.1%
Administrative Support	7.6%
Services	7.6%
Blue Collar	6.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.8%
Installation/Maintenance/Repair	0.6%
Production	2.6%
Transportation/Material Moving	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2010 Households by Type	
Total	11,923
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	66.5%
Husband-wife Families	57.0%
With Related Children	25.2%
Other Family (No Spouse Present)	9.5%
Other Family with Male	2.4%
With Related Children	1.1%
Other Family with Female	7.1%
With Related Children	3.8%
Nonfamily Households	4.7%
All Households with Children	30.2%
Multigenerational Households	1.6%
Unmarried Partner Households	3.8%
Male-female	3.3%
Same-sex	0.5%
2010 Households by Size	
Total	11,923
1 Person Household	28.8%
2 Person Household	34.8%
3 Person Household	14.6%
4 Person Household	14.0%
5 Person Household	5.7%
6 Person Household	1.6%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	11,924
Owner Occupied	74.3%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	19.8%
Renter Occupied	25.7%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	134
Percent of Income for Mortgage	15.4%
Wealth Index	226
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,631
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%
2010 Population By Urban/ Rural Status	
Total Population	28,495
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

Top 3 Tapestry Segments	
1.	Top Tier (1A)
2.	In Style (5B)
3.	Old and Newcomers (8F)
2021 Consumer Spending	
Apparel & Services: Total $	$46,171,823
Average Spent	$3,804.85
Spending Potential Index	179
Education: Total $	$41,915,392
Average Spent	$3,454.09
Spending Potential Index	200
Entertainment/Recreation: Total $	$70,221,267
Average Spent	$5,786.67
Spending Potential Index	179
Food at Home: Total $	$115,176,157
Average Spent	$9,491.24
Spending Potential Index	174
Food Away from Home: Total $	$81,560,371
Average Spent	$6,721.09
Spending Potential Index	177
Health Care: Total $	$133,046,367
Average Spent	$10,963.85
Spending Potential Index	176
HH Furnishings & Equipment: Total $	$49,934,246
Average Spent	$4,114.89
Spending Potential Index	182
Personal Care Products & Services: Total $	$19,742,816
Average Spent	$1,626.93
Spending Potential Index	181
Shelter: Total $	$445,115,108
Average Spent	$36,680.27
Spending Potential Index	182
Support Payments/Cash Contributions/Gifts in Kind: Total $	$53,581,207
Average Spent	$4,415.43
Spending Potential Index	185
Travel: Total $	$58,062,858
Average Spent	$4,784.74
Spending Potential Index	189
Vehicle Maintenance & Repairs: Total $	$23,511,091
Average Spent	$1,937.46
Spending Potential Index	175

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Attachment 2.b

SAMPLE FROM 2021

In response to the pandemic, the City of Northville (City) and the Northville Downtown Development Authority (DDA) closed N. Center Street and E. Main Street to vehicular traffic, allowing downtown businesses to expand onto the sidewalks and into the street. The current street closures are scheduled to end on March 1st. The City/DDA are asking for your input on what to do after March 1st. The City/DDA would appreciate your input - as downtown residents, business and building owners, and residents of the Northville community - on whether street closures should be extended, and, if so, how.

You can participate in two ways:

Please join the City Council and DDA at a Town Hall meeting on Tuesday, January 12th at 7:00 p.m. You can join the zoom call at https://us02web.zoom.us/j/85824883913 or join by telephone at 312-626-6799. The meeting ID is 858 2488 3913. There will be opportunities to make comments and ask questions at the Town Hall meeting.

Please take the Survey on Street Closures at: https://survey.sogosurvey.com/r/648SXz. In order to get as much participation as possible, we are asking you to share this information with your neighbors, friends and family.

We urge you to participate in the Town Hall, complete the survey, or both! If you have any questions or comments, please feel free to contact Lori Ward, DDA Director at lward@ci.northville.mi.us or 248-349-0345. Thank you in advance for your participation.

City of Northville
DDA Street Closure Survey

Survey Results and Analysis
Final Report

January 26, 2021

Survey Period: January 6-24, 2021
Data download on January 25, 2021

Assistance provided by Carlisle Wortman Associates

Survey Background

To help businesses and restaurants in Downtown Northville operate safely during the pandemic in 2020 and 2021, the City of Northville and the Northville Downtown Development Authority (DDA) closed portions of Main Street and Center Street to allow outdoor seating and sales. The street closure license will expire on March 1, 2021. The DDA may ask the City to extend the street closures.

Extension of the street closures would likely mean that alcohol could not be served at future downtown events. The State of Michigan does not allow Special Event liquor licenses (for downtown events)and the Social District licenses (for outdoor carry and consumption from restaurants) at the same time. Also, the City will most likely be unable to host special events in the downtown, with street closures, due to lack of available space. Community events could be accommodated in other areas of the City including Ford Field, the area behind City Hall, etc.

In December 2020, the DDA decided to gather community input on whether to extend or make permanent the closures to vehicle traffic on Main Street and Center Street in Downtown Northville via survey, results of which are in this report, and a virtual Town Hall, held on January 12, 2021. Statistics on the survey are:

- The survey was open via a weblink from January 6 to January 24, 2021.
- 2,606 individuals participated. Respondents were allowed to check multiple boxes identifying their relationship to Downtown Northville, so there is some crossover between groups. Participation amongst groups were:
  - 869 or 33% of the respondents were City of Northville residents. 298 or 11% of the respondents were Downtown residents. The largest group of respondents were Northville Township residents, which made up 1,014 respondents accounting for 39% of the participants.
  - Downtown business owners (86) were 3% of the respondents. Of those business owners, 13 owned restaurants, 20 were retail establishments, 39 were service providers and 14 were offices. They were located on East Main Street (29), West Main Street (18), North Center Street (26), South Center Street (4) and 9 indicated “Other” as their location.
  - Downtown property owners (50) were 2% of the respondents. Their properties were located on East Main Street (18), West Main Street (9), North Center Street (5), and South Center Street (4). Eighteen property owners identified “Other” as their location.
  - Downtown business employees (62) and downtown business managers (22) were 2% and 1% of the respondents, respectively.
  - 508 respondents selected “other”, accounting for 19% of the respondents. In the responses, they identified themselves mostly as residents of nearby communities or former City of Northville residents or business owners.

- A ballot box stuffing report showed that the same IP address was used by five or more respondents in two instances, accounting for 15 responses overall. Since multiple family members or a multiple-family building, like Allen Terrace, may use the same IP address, those surveys were included in the analysis in this report, accounting for less than 0.6% of the total respondents.

The report includes a written analysis for each section of the survey with statistics from the multiple-choice questions and highlights from the open-ended questions. The raw data has been provided to the Northville DDA and is available upon. The analysis is presented using the following guidelines:

- The data presented is from all respondents. Segmented reports of the data in horizontal bar graphs for each category of the respondents relationship to Northville has been provided to the DDA.
- Percentages are based on the responses to that individual question, not the overall sample unless noted otherwise. So, for example, if 88% report they agree, that means that 88% of the respondents answering that question agree. Note that all respondents did not answer all of the questions.
- A verbatim report of the open-ended responses to the final question of the survey has been provided to the DDA.

Social District

As mentioned in the Background Section of this report, the use of the Social District would influence the future activities in the Downtown. After sharing those restrictions, respondents were asked if the Social District should continue. The response from the overall respondents was 94% in favor of continuing the Social District.

Should the City/DDA continue to utilize the Social District license and allow alcohol to be purchased from qualified license holders and consumed throughout the designated areas of downtown?		
Responses	**Count**	**%**
Yes	2,447	94%
No	78	3%
Maybe, I need more information	71	3%
Total Responses	**2,596**	

Street Closures

To gather information on street closures, the survey asked if they should continue after March 1, 2021 and for how long. 96% of the respondents felt that the street closures should continue in some form. In terms of an extension, 43% of respondents felt the street closures should be extended continuously, unless action is taken by the City Council.

Should street closures in Downtown Northville continue after the current expiration on March 1, 2021? (check one)		
Responses	**Count**	**%**
Yes, on both streets	2,184	84%
Yes, but only on Main Street between Center and Hutton	287	11%
Yes, but only on Center Street between Main and Dunlap	20	1%
No	105	4%
Total Responses	**2,596**	

If the street closures continued beyond March 1, 2021, how long should they be extended? (check one)		
Responses	**Count**	**%**
For the duration of the pandemic	367	14%
Through the summer of 2021	136	5%
Through the fall of 2021	264	10%
Allowed on an annual basis during the summer for the foreseeable future	522	20%
Continuously, unless action is taken by City Council	1,126	43%
Street closures should not be extended beyond March 1, 2021	78	3%
Other (Please specify)	103	4%
Total Responses	**2,596**	

Participants were then asked, if street closures were continued, how the street closures should be managed in terms of where outdoor seating for restaurants and where outdoor retail space ought to be. For both restaurants and retail areas, the majority of respondents felt that outdoor seating and retail areas should be allowed in the street in some fashion.

If street closures are extended, should restaurants be allowed to have expanded outdoor seating in the street? (check one)		
Responses	**Count**	**%**
Yes	1,605	62%
Yes, but only if pedestrian walkways are maintained	909	35%
Maybe, I need more information	31	1%
No	37	1%
Other (Please specify)	12	0%
Total Responses	**2,594**	

If street closures are extended, should the retailers be allowed to have expanded merchandise and sales?		
Responses	**Count**	**%**
Yes	1,308	50%
Yes, in the street and on the sidewalks, but only if pedestrian walkways are maintained	898	35%
Yes, but on the sidewalks only, not in the street	158	6%
Maybe, I need more information	125	5%
No	89	3%
Other (Please specify)	14	1%
Total Responses	**2,592**	

Participants what additional amenities they would like to see added if street closures were extended. From overall respondents, more live music, fire pits and decorative barricades were chosen by over 50% of those participating.

If street closures are extended, what additional amenities would you like to see added to the downtown? (check all that apply)		
Responses	**Count**	**%**
Decorative barricades	1,335	53%
Additional lighting	1,169	46%
Speakers with programmed music	938	37%
Additional bike racks	628	25%
More live music	1,550	61%
Fire pits	1,777	70%
Outdoor games for the public (e.g., cornhole, connect four)	1,073	43%
None	136	5%
Other (Please specify)	131	5%
Total Unique Responses	**2,522**	
Total Responses	**8,737**	
Note: Because multiple answers per participant are possible, the total percentage may exceed 100%.		

Northville DDA Street Closure Survey

Survey Results

Residents of the City of Northville
Non-Residents of the City of Northville

Survey time period:
January 6 - 24, 2021

Report Date: February 1, 2021

Assistance from Carlisle Wortman Associates

The following tables are the data, quantified for City of Northville residents and non-residents, from questions 5 through 10 on the Northville DDA Street Closure Survey. In each table, the response chosen by the most respondents for each segment is shown in bold, italicized font.

Q5. Should the City/DDA continue to utilize the Social District license and allow alcohol to be purchased from qualified license holders and consumed throughout the designated areas of downtown?						
Legend	**Resident of the City of Northville**			**Not a City Resident**		
Responses	***Yes***	No	Maybe, I need more information	***Yes***	No	Maybe, I need more information
Count	***794***	39	28	***1,653***	39	43
%	***92%***	5%	3%	***95%***	2%	2%

Q6. Should street closures in Downtown Northville continue after the current expiration on March 1, 2021? (check one)								
Legend	**Resident of the City of Northville**				**Not a City Resident**			
Responses	***Yes, on both streets***	Yes, but only on Main Street between Center and Hutton	Yes, but only on Center Street between Main and Dunlap	No	***Yes, on both streets***	Yes, but only on Main Street between Center and Hutton	Yes, but only on Center Street between Main and Dunlap	No
Count	***734***	81	7	43	***1,450***	206	13	62
%	***85%***	9%	1%	5%	***84%***	12%	1%	4%

Q7. If the street closures continued beyond March 1, 2021, how long should they be extended? (check one)														
Legend	Resident of the City of Northville							Not a City Resident						
Responses	For the duration of the pandemic	Through the summer of 2021	Through the fall of 2021	Allowed on an annual basis during the summer for the foreseeable future	***Continuously, unless action is taken by City Council***	Street closures should not be extended beyond March 1, 2021	Other (Please specify)	For the duration of the pandemic	Through the summer of 2021	Through the fall of 2021	Allowed on an annual basis during the summer for the foreseeable future	***Continuously, unless action is taken by City Council***	Street closures should not be extended beyond March 1, 2021	Other (Please specify)
Count	109	43	70	157	***427***	27	30	258	93	194	365	***699***	51	73
%	13%	5%	8%	18%	***49%***	3%	3%	15%	5%	11%	21%	***40%***	3%	4%

Q8. If street closures are extended, should restaurants be allowed to have expanded outdoor seating in the street? (check one)										
Legend	Resident of the City of Northville					Not a City Resident				
Responses	Yes	Yes, but only if pedestrian walkways are maintained	Maybe, I need more information	No	Other (Please specify)	Yes	Yes, but only if pedestrian walkways are maintained	Maybe, I need more information	No	Other (Please specify)
Count	538	298	9	13	5	1,067	611	22	24	7
%	62%	35%	1%	2%	1%	62%	35%	1%	1%	0%

Q9. If street closures are extended, should the retailers be allowed to have expanded merchandise and sales?												
Legend	Resident of the City of Northville						Not a City Resident					
Responses	***Yes***	Yes, in the street and on the sidewalks, but only if pedestrian walkways are maintained	Yes, but on the sidewalks only, not in the street	Maybe, I need more information	No	Other (Please specify)	***Yes***	Yes, in the street and on the sidewalks, but only if pedestrian walkways are maintained	Yes, but on the sidewalks only, not in the street	Maybe, I need more information	No	Other (Please specify)
Count	***427***	308	41	44	35	7	***881***	590	117	81	54	7
%	***50%***	36%	5%	5%	4%	1%	***51%***	34%	7%	5%	3%	0%

Question 10 allowed multiple responses, so the options with the most responses are not highlighted in bold, italicized font.

Q10. If street closures are extended, what additional amenities would you like to see added to the downtown? (check all that apply)																		
Legend	Resident of the City of Northville									Not a City Resident								
Responses	Decorative barricades	Additional lighting	Speakers with programmed music	Additional bike racks	More live music	Fire pits	Outdoor games for the public (e.g., cornhole, connect four)	None	Other (Please specify)	Decorative barricades	Additional lighting	Speakers with programmed music	Additional bike racks	More live music	Fire pits	Outdoor games for the public (e.g., cornhole, connect four)	None	Other (Please specify)
Count	481	373	298	227	492	550	359	58	48	854	796	640	401	1,058	1,227	714	78	83
%	57%	45%	36%	27%	59%	66%	43%	7%	6%	51%	47%	38%	24%	63%	73%	42%	5%	5%
Note: Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.																		