

# Northville DDA Design Committee Meeting

Monday, September 21, 2021, – 8:30 am

Via Zoom



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Join Zoom Meeting: <https://us02web.zoom.us/j/87072793869>

Meeting ID: **870 7279 3869**

Join by Mobile: **1-312-626-6799**

## Meeting Agenda

1. Winter Market – Suzie Cozart (Attachment 1)
2. Murals – Chuck Murdock
3. Downtown Streetscape Design Guidelines – Lori Ward
4. Social District – Lori Ward
  - a. Car wrap (Attachment 4.a)
  - b. Art Project (Attachment 4.b)
  - c. Festoon Lights
  - d. Potential Art House Installation of Orange Man
5. Next Meeting – October 11, 2021
6. Adjourned

## Northville's December to Remember

- December 1<sup>st</sup> – December 31<sup>st</sup>
- Street decorations
  - Buildings lined with lights
  - Santa Mouse hidden in all store fronts
  - Dr. Demray Rudolf Cars in place of Police Cars
  - Pods decorated by Adorn
  - Best windowfront contest???
    - Northville Patrons can cast their vote for the best Holiday window display
    - Santa mouse hidden in each storefront
- December 1 Northville Lights Kickoff
  - Streets are light up in downtown Northville
  - Music Playing
  - Any other ideas?
- Weekend Entertainment
  - Thursday night Holiday's Unplugged
    - Enjoy a relaxed evening in downtown Northville with your family listening to live music
      - (Need to book entertainer)
  - Friday Night Pop-Up Music
    - Each Friday in December there will be a different surprise music type. Come downtown to find out what it is!
      - Bagpipes
      - Carolers
      - Singing Santa?
    - Carriages Rides
  - Saturday
    - Kid friendly events
      - Build a bear truck (if we can find this in Michigan – will look for alternative if not possible)
      - Santa's Reindeer visit Northville (looking into rental times and prices)
      - Alpaca visit (living and learning center)
      - Make your own Toy Truck (this was at a Chamber Event in recent years. Contacting Jody for more information)
      - Holiday caricature Artist
      - Holiday face painting
      - Light up toy sales
    - Carriage Rides
    - Nightly music at the Marquee

- Sunday Family Day
  - Enjoy a day with your kids for some live entertainment and family time.
    - Live wood carving
    - Ice sculpture carving
    - Hot totty/Hot Chocolate tasting
    - Hot chocolate bombs for sale
    - Breakfast with Santa
      - Can we get this moved to Northville square?
    - Candy Cane Course
      - Stores hand out candy cane to kids as their parents shop for holiday gifts
    - Candy Cane Cake Walk
      - Children come downtown for a fun lighthearted candy cane cake walk. Anything candy cane will be accepted for prizes.
    - Any other ideas?
- Holiday Event Themes
  - Weekend 1 (Dec3-5)
    - Holiday Drink Tasting
      - Restaurants are asked to come up with a Holiday Drink. Patrons can stroll the streets and compare the festive drinks from each of our restaurants.
      - Ugly Christmas Sweater night out in Northville
  - Weekend 2 (Dec10-12)
    - Holiday tasting menu
      - Restaurants are asked to come up with a Holiday dish.
  - Weekend 3 (Dec17-19)
    - Shop 'til You Drop
      - Shops can offer holiday sales/specials this weekend. Maybe a Christmas tree that has ornaments, grab on and a discount may be unveiled?
- Marketing
  - Logo
    - Consistent marketing for December to Remember will help with it's success.
    - Names for the market
      - Northville Holiday Market
      - Winter Fest
      - Northville's December to Remember
      - The North Pole in the Ville
      - Northville Noel Fest
      - Northville Wonderland

- Ideas?
  - Social Media Marketing
    - Each weekend will be advertised of what to expect. New events will draw the same patrons week after week.
  - Print marketing
    - Advertisement in The Ville
- New Years Eve ideas??
  - Need idea of how to close out a December to Remember
- Other ideas for making a successful December to Remember?



CITY OF NORTHVILLE  
*Secondary  
Streets Design  
Standards*

July 25, 2018

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# INTRODUCTION



Downtown Northville is a great example of an architecturally significant, walkable, traditional retail core. The entire downtown is within the boundaries of a national, state, and locally designated Historic District. The City has long recognized the value of the downtown as a community asset and has successfully encouraged the redevelopment of downtown in a pattern that supports the historic form of the district.

To encourage and support the (re)development efforts, the City and Downtown Development Authority (DDA) recognized the need to update the public streets, parks and amenities that support its vital downtown and in 2006 prepared a Strategic Plan for Downtown Northville. The Plan was updated in 2017. One of the items that was featured prominently in the Strategic Plan was the need to update the City's aging streetscape.

In 2011 the Streetscape Enhancement Project was initiated. The project was funded in part from a grant from the Michigan Department of Transportation. The project included:

- New sidewalks, curbs, and crosswalks that were safe, met current ADA standards, and were compatible in appearance with the existing Town Square project.
- New curb bump-outs to support pedestrian activities in downtown such as outdoor dining and to improve pedestrian safety at street crossings.
- Street amenities including benches, planters, and waste/recycling receptacles that are high quality, consistent in appearance and well distributed throughout the downtown.
- Healthy trees and other vegetation that were not thriving in the current conditions.



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- Updated light sources for improved color rendering of the architecture and increased energy efficiency.
  - Bicycle parking facilities throughout the downtown.
  - Enhanced downtown pedestrian and cyclist wayfinding signs.

The plan for improving the downtown streets was developed in a collaborative process with the community and represents the consensus of a number of concerned organizations and community members. When completed, the project significantly improved the visual character of downtown, enhanced the walkability of the community, and helped to retain the economic vitality of the core downtown area.

With the deficiencies of the core area of the downtown addressed, it is now time to address the issues facing the secondary areas of the downtown. These Design Standards provide a common language of landscaping, lighting, paving and street furniture that will provide a strong visual cohesion to the larger downtown area as properties in these vital secondary areas leading into the core downtown are redeveloped.

These standards apply to the secondary streets in the Downtown Development Authority (DDA) District, as illustrated on the map on page 4. The Northville Zoning Ordinance also references these standards in the Cady Street Overlay District (along Cady St. between Wing & Main St.), and the Central Business District Overlay District (along N. Center St. between Randolph & Walnut). Note that the Central Business District Overlay is outside of the DDA boundaries; however, the ordinance still references these standards as applicable to the overlay district.

These standards illustrate required improvements for new development fronting the City's right of way. The standards may be waived or modified by the City of Northville Planning Commission or DPW Director for locations where the strict application of the standards may be impractical. The situations where the standards may be waived or modified include:

- Sight visibility at intersections
- Driveway clearance



