

City of

N O R T H V I L L E



Active



Neighborly



Walkable



Historic

Downtown Strategic Plan



City of Northville

July 2006

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Executive Summary

Great downtowns do not happen by accident. The 2006 Northville Downtown Strategic Plan represents a vision for the future of Northville's downtown. The planning process helped establish an understanding of the basic principles that will make the City of Northville a vital community. This Strategic Plan clearly defines objectives and action strategies that serve as a guide to decision-making over the next five to seven years. Although the Plan's primary focus is the Downtown Development Authority District, it also addresses the relationship between downtown and adjacent historic neighborhoods and parks.

The process for development of the Downtown Strategic Plan was a successful collaboration of a broad cross section of the community. A Downtown Steering Committee was appointed to guide the process and multiple opportunities were provided for community input. Over ninety-five community members participated in the first workshop and many attended one or more of the twenty meetings that followed. The resulting Downtown Strategic Plan is the product of countless hours of careful assessment, discussion, and decision-making by dedicated and committed community groups and individuals.

It is important to balance growth, history, community, and commerce in Northville. This can be achieved through strengthening the downtown core; improving the streetscape for pedestrians, cyclists, and vehicles; projecting a vibrant and appealing image at major entrances into downtown; and building strategies for redevelopment. Determining future parking expansion needs will require short and long term solutions as well as constant monitoring and proactive response to conditions.

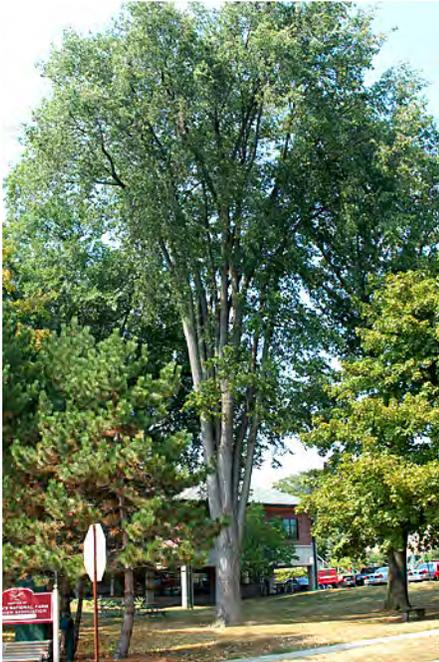
Recommendations and action items have been developed based on the assessment of existing conditions, the results of a market opinion, and clear direction from the community. The Downtown Strategic Plan organizes the recommendations by projects and programs into broad categories and an activity time frame and funding program is assigned to each. The categories are:

- Physical Improvement Strategies
- Redevelopment Strategies
- Organization Strategies
- Economic Restructuring Strategies
- Marketing and Promotion Strategies
- Design Strategies
- Local Government Strategies

Physical improvement strategies are recommended to recharge downtown and build off the energy of existing activity areas. The incremental filling of "dead zone" gaps—those areas that are



disconnected from the downtown core—will help downtown function as an interrelated whole resulting in a higher level of activity and a more successful retail environment. High priority physical improvement strategies—determined at the public workshops and joint planning session, and through a business owner’s survey—will help to strengthen the downtown core. These include:



- Build a new town square.
- Integrate the farmers market into downtown.
- Determine future parking expansion needs.
- Encourage and facilitate sidewalk cafes and outdoor seating
- Improve connection to Ford Field and the Mill Race District.
- Implement Center and Main Street streetscapes
- Convert Mary Alexander Court from a one-way to a two-way traffic flow.
- Establish a pedestrian cut-through on E. Main Street.

The plan identifies funding sources in excess of \$5.7 million to sustain and improve existing infrastructure, services, promotions, and development. Sources of potential matching funds are also identified through the Michigan Department of Transportation enhancement and non-motorized programs, and the Michigan Department of Natural Resources. A detailed schedule of activities and responsible parties identifies a sequence of events to see projects through to completion.



Northville has many assets that can make it a vibrant retail district. In order to achieve its potential it needs to recognize its unique niche in a rapidly growing and competitive surrounding area. Currently, there is a projection of approximately 75,000 square feet of retail that can be accommodated in the downtown. It is important to add an appropriate mix of retail to strengthen the synergy in Northville. Yet, it is also important to maintain the ambiance of the downtown historic flavor and family atmosphere, as well as to develop a strong branding / marketing campaign to reinforce these unique characteristics. In addition, the current retail mix should be evaluated to determine if it meets the goals stated by the community during the planning process.



The Downtown Strategic Plan responds to a broad range of interests and requires continuing momentum and support to achieve implementation of a wide variety of projects and programs. Many people have given generously of their time throughout this process—the community should continue to communicate widely and focus on a collaborative process as a mandate for action. Patience and persistence are essential because realizing a vision for the future of the downtown is a long-term effort. Northville is worth the effort.

Downtown Steering Committee

In July 2005, the Mayor with concurrence from the City Council appointed a Downtown Steering Committee (DSC) to guide the formulation of the Downtown Strategic Plan. The DSC worked tirelessly with the project team throughout the course of the project, directing them to sources of background information, reviewing assumptions and providing feedback at important project milestones. The broad base of the DSC provided a management tool for keeping the project on target and ensuring that the project team always received carefully considered direction.

One of the first tasks of the DSC was to develop a Project Mission Statement. The purpose of the Project Mission Statement is to describe the primary goal of the project and serve as a measure or touchstone for decision-making. The DSC crafted a statement to coincide with the project purpose—to create a Downtown Strategic Plan—and reads as follows:

“Continue to improve our downtown by encouraging balanced growth, while preserving our historic character and our unique sense of community! Through a cooperative process, projects will be identified and initiated in 2006.”

The Project Mission Statement has served its purpose well, keeping the project team, the City and the DSC on task, avoiding costly rework and unnecessary or redundant efforts. The project concluded with nine active members. Through their spirit of collaboration, they have guided this project with an even and thoughtful hand: Doug Bingham, David Cole, Mark Ernst, Jody Humphries, Lisa Malpede, Larry Parks, Greg Presley, Marc Russell, and Joan Wadsworth.

Project Process

The City of Northville retained the team of Beckett & Raeder, Inc. (BRI), Quinn Evans Architects and MapInfo to facilitate the planning process. The project areas to be studied were those areas within the Downtown Development Authority (DDA) boundaries. The time frame was to develop a plan to guide the community for the next five to seven years. The project process followed a logical sequence of tasks:

- Kick-off Meeting—August 2005
- Community Involvement / Visioning & Stakeholder Interviews—October 2005
- Building and Site Assessment—September and October 2005
- Business Mix and Redevelopment Opportunities—September and October 2005
- Physical Opportunities Plan—October 2005 through January 2006
- Joint Planning Session—January 2006
- Public Workshop—February 2006
- Implementation Strategy—February through April 2006
- Business Owners Survey—April 2006
- Report and Final Presentation—May through June 2006

Two study efforts preceded the City of Northville Downtown Strategic Plan. In 2004 the City of Northville worked with the Gibbs Planning Group, Inc. to prepare *The City of Northville Downtown Retail Market Study* and in 2004 and 2005 the City Council appointed a committee of eleven citizens to develop a viable vision for downtown Northville resulting in the *Northville 2010 Downtown Steering Committee* final report. All three study efforts engaged the community through various meeting formats. All of the meetings were open to the public; many were designed as participatory workshops and the public was encouraged to comment at each meeting. The Appendix, pg __, includes a list of 45 total meetings that were conducted as part of the three study efforts.



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The Outreach and Engagement Strategy

The successful outcome of the planning process relied on the active participation of the community. The public outreach process established a solid foundation for enlisting the community support and interest, and the shared commitment needed for development of the Downtown Strategic Plan.

Throughout the process the BRI Team provided multiple opportunities for community interaction and input. This was facilitated first and foremost by the broad based representation of the DSC. In addition there were one-on-one interviews, a community visioning workshop, a joint planning session, and a public workshop. The public outreach and engagement strategy is described in more detail in the Appendix, pg. 139.

The Community was engaged at several different levels, allowing citizens to share their ideas about the direction of Northville's future.

Downtown Steering Committee Meetings

There were eighteen DSC working meetings through the course of the project. The public was invited and encouraged to attend these meetings. All meeting materials were posted on the City and DDA websites. Toward the end of the planning study, the DSC formed three subcommittees to monitor and enhance the plan. The three groups: the Parking Subcommittee, the Downtown Makeover Subcommittee, and the Marketing Subcommittee met on a regular basis to review the plan recommendations. Three subcommittee memorandums responding to the recommendations and suggesting next steps are included in the Appendix, pg. 143.

Stakeholder Interviews

Seventeen interviews were conducted to enable the project team to learn relevant viewpoints that have a bearing on the development of the plan. The selected stakeholders were a diverse group including business owners, residents, governmental representatives, and Downtown Steering Committee members with varying viewpoints and perspectives. A summary of interview comments is included in the Appendix, pg. 165.

Community Vision Workshop

Over 95 residents, business owners, community members, and City officials all interested in voicing their ideas about downtown Northville participated in the visioning session on October 5, 2005. The session consisted of a series of brainstorming exercises in which small groups of participants worked together to formulate ideas about downtown Northville. Community leaders facilitated the small group discussions.

During the workshops, participants outlined issues concerning Northville's downtown. They focused on particular areas of concern, such as parking and the downtown business mix, then recorded their ideas and established priorities by voting for those most important to them. Finally, they shared their results with the entire audience. The ideas that came out of each small group were diverse, but they also had many commonalities. A summary of comments is included in the Appendix, pg. 153.



Joint Planning Session

In the spirit of the mission statement, a Joint Planning Session was organized as a forum for working together to establish priorities for the revitalization of downtown Northville. The first part of the evening was spent talking about what had been learned from the community through the visioning and interview process, what was observed during the assessment phase, and opportunities that emerged through this process. During the remainder of the evening, participants discussed specific projects, how they can be accomplished, and their level of priority.



Attendees at the Joint Planning Session included representatives from City Council, the Planning Commission, the Downtown Development Authority, the Historic District Commission, the Downtown Steering Committee, the District Library, the Parks and Recreation Commission, the Northville Central Business Association, and the Chamber of Commerce.

Public Workshop

A public workshop was organized to update participants about the status of the project and receive feedback about draft opportunities. A PowerPoint presentation was given to help participants visualize possible results. During the presentation participants were asked to answer questions on a feedback form. At the end of the presentation, the audience was invited to comment on the project and ask questions of the project team. A summary of comments and results from the feedback form are included in the Appendix, pg. 175.





A home in the historic west side neighborhood



Introduction

The City of Northville has many valuable assets. It has a significant number of high quality historic buildings, it is walkable and pedestrian friendly, it has a pleasant small town atmosphere, and people—particularly families—are drawn to the numerous events held periodically throughout the year.

At the same time, there are many aspects that could be emphasized and improved upon to make the downtown more vibrant. The retail mix needs more variety, as do the types of restaurant offerings in order to draw a broader variety of people into the downtown. It gets perhaps a little too quiet at night. There is a perception that more parking is needed. The connections around the downtown area are awkward at times, and especially the connections from Main Street to the park / events area at Ford Field. The Farmers Market could also be more centrally located with a greater expansion of offerings.

This physical assessment takes many factors into account. These include the various “character zones” of downtown, approaches and entrances to the downtown, vehicular circulation and parking, pedestrian orientation, and the character defining features that provide downtown Northville with its unique identity.

Character Zones

Upon entering downtown Northville from any direction by car, there is a sense that this is a pleasant small town with a prominent historic character. A closer look at a slower pace reveals this is certainly true, but there are essential details that could enhance this appeal and there are some aspects of the downtown that detract from this initial impression. In order to better understand the components of the downtown, it was divided into zones of distinctly different character. Refer to *Figure 1, Character Zones Map*, to see the eight different Character Zones.

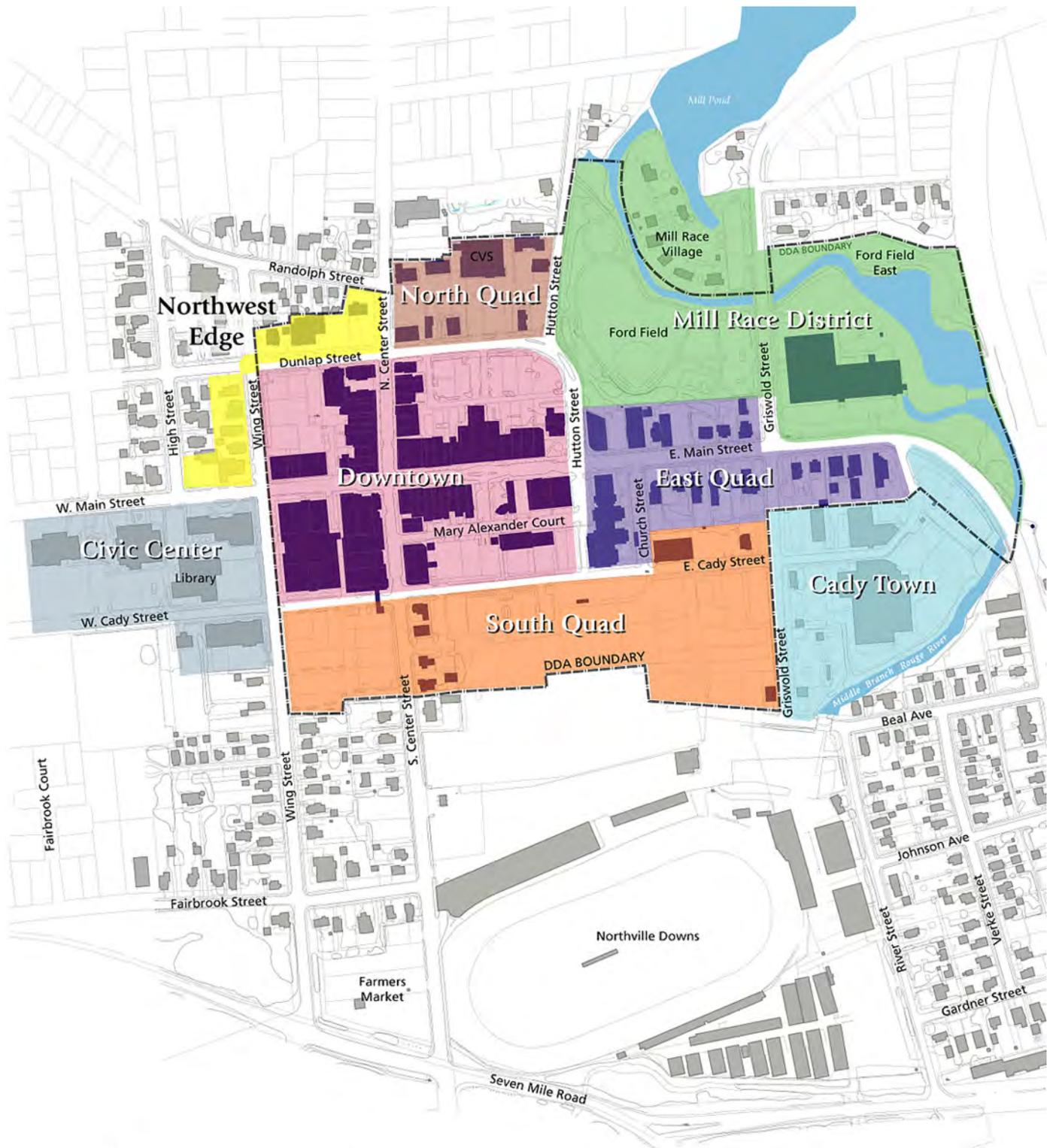


Downtown - The core focus of Northville for business and entertainment.

Downtown

This is the center of the downtown business district and is made up of four distinct blocks. It is bordered by Dunlap to the north, Wing Street to the west, Cady Street to the south, and Hutton Street to the east. Land uses include retail, commercial, office space, and surface parking lots. There are sizeable parking lots on the outer ring of this district, immediately adjacent to the downtown on the north, south and west sides. A perceived lack of parking may be due to the difficulty of direct pedestrian through-access to E. Main Street from the lot behind the stores on Block 6. See *Figure 2, Composite Assessment*.

Figure 1



Character Zones Map
City of Northville
Downtown Strategic Plan



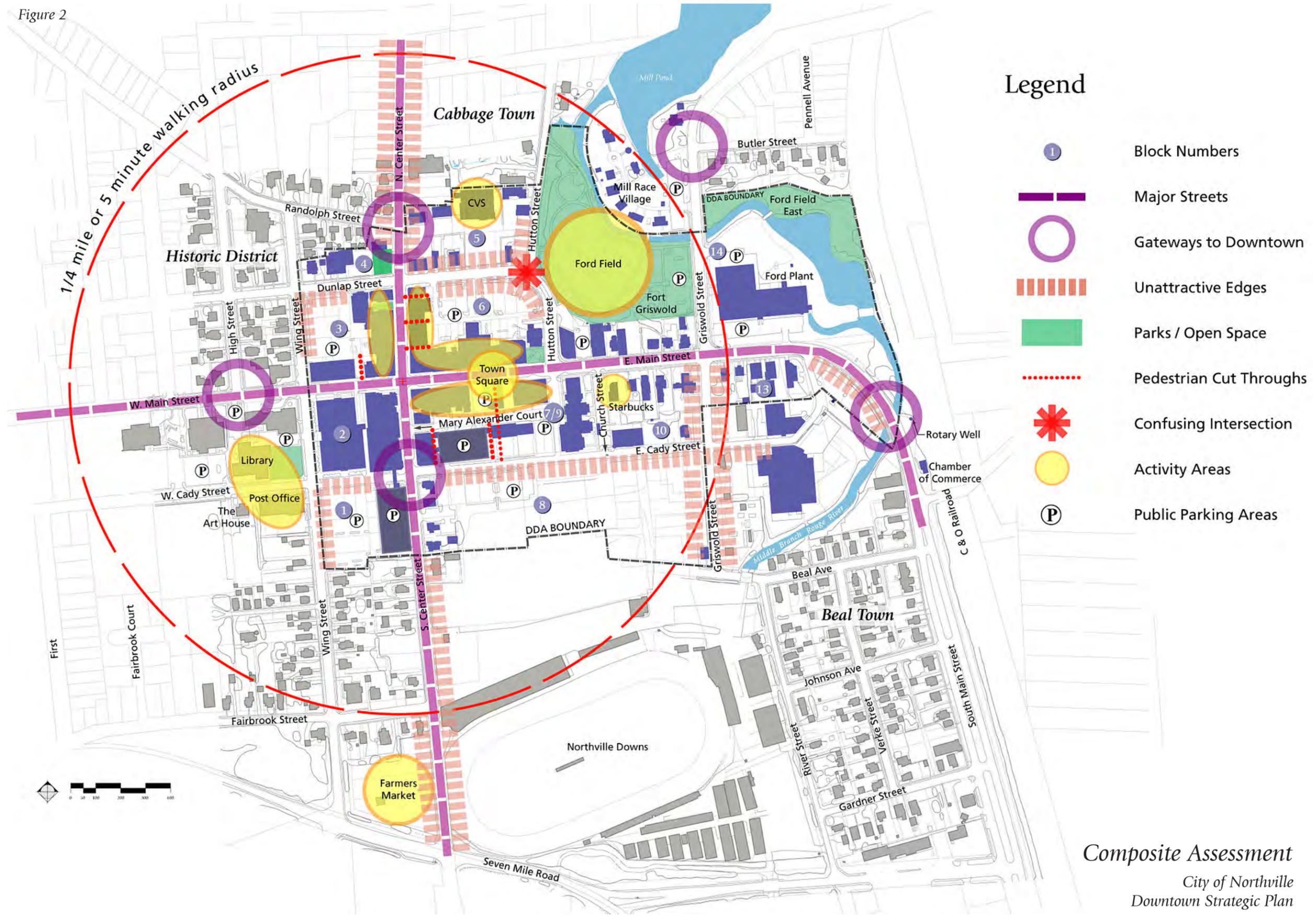
The pedestrian median in the heart of town on Main Street. It acts as a focal point and as a traffic calming tool, allowing pedestrians a sense of safety.

The two major merchant oriented streets are Main and Center. Center is most active between Main and Dunlap, and Main is most active between Center and Hutton. This L shaped area is really the heart of the downtown commercial district. New development on Main west of Center will expand this activity, making it more of a T shape.

The downtown architecture has a strong sense of history with many one to three story mid-to-late 19th century buildings, as well as some new structures that draw on the surrounding historical character. The new 120 W. Main Street Building, on the western edge of downtown is a good example of a new building that fits well within the historic context of downtown. There are also a number of buildings with more contemporary facade treatments.

There is an emphasis on pedestrian friendly accessibility exemplified by the shortened crossing distances, particularly at E. Main and the Bandshell Park area where a landscaped median serves as a pedestrian refuge island, and at various intersections with bump outs or curb extensions. There are also numerous benches throughout the downtown area. At the heart of the district is Bandshell Park, a major focal point for activities or for simply taking a break while shopping.

Figure 2



Composite Assessment
City of Northville
Downtown Strategic Plan

Parking lots lack landscaping and appear unattractive when viewed from adjoining properties. Large dumpsters and grease bins are visually prominent and unsightly in the parking lots and side streets off of Main. Their presence makes these areas look unkempt and undesirable.



*Mary Alexander Court:
There are opportunities to activate
the back of the Main Street shops in
order to bring this area to life as a
viable part of the commercial
downtown.*

The downtown area includes Mary Alexander Court. Some businesses front on this street and some back up to it. There are decks off the back of some of the Main Street stores. This street serves as the primary service and delivery route for businesses that back up to it. In some ways, it feels like an alley / service area, and in others it has the sense of potential to become a vibrant area with its own unique character.

S. Center Street is on a steep slope, with few active uses, making it less pedestrian friendly than other streets in this district. MainCentre in particular, with its recessed entries, presents an austere facade on S. Center Street. The CadyCentre building, while attractive and nicely detailed, is separated from the focus of activity downtown by a half block of less active uses. The relatively steep slope itself, on both sides of the street, is a challenge for wheelchair access as well as for some pedestrians and bicyclists.

Non-motorized access from other directions is on a level grade and is more interesting from a retail perspective. There are numerous shops and eateries when entering from the east or the north, and there are currently dynamic changes taking place from Wing into downtown with the new 120 W. Main Street Building and The Village (formerly the MGM building).

*Senior Community Center:
An active part of the Civic
Center district.*



Civic Center

The Civic Center area is immediately to the west of downtown. Though it is outside of the DDA boundary, it still serves as a vital part of the downtown, as well as offering major services to the area. These include the Library, the Senior Community Center, the Post Office, the Old Village School, the Art House, and the City Hall and Police / Fire Station. The combined result is a concentrated activity area of essential services. Except for the Old Village School, the architecture in this area is more recent than much of the historical downtown. Buildings are also set back from the street rather than abutting the edge of the sidewalk.

Non-motorized access into town from this district is straightforward along Main, emerging from the west side residential area. The climb up the slope along Wing north of Cady poses more of a challenge and the current state of construction alongside The Village is not currently inviting, though to many, it represents an area of interesting potential and positive change.



*South Quad:
A view of Northville Downs from
near Cady Street.*

South Quad

The South Quad is bordered by Wing Street to the west, Griswold to the east, surface parking above Northville Downs to the south, and Cady Street to the north, with a small addition above Cady from Church to Griswold. Currently, much of this area serves as free all-day parking for the downtown, both in surface lots and in two-level parking decks.

The parking west of S. Center Street is more developed and formalized with a large surface lot and a large two-level deck. There is one paved surface lot east of S. Center along Cady, as well as a large gravel parking lot. This area looks more temporary and transitional than the area to the west of S. Center. Compounding the sense of temporary and unkempt uses is the unattractive open view across the vast gravel parking lot leading to Northville Downs. The New Victorian building and the recent Presbyterian Church addition on the north side of Cady Street stand out as examples of quality architecture in this zone.

Non-motorized access into town from the south is reasonably good with a gentle uphill grade along S. Center Street, a relatively wide street in this area with room for bicycles. It is, however, a stretch of road that is exposed, with limited visual interest. Cady Street serves as a side street that leads to small, quiet pedestrian access points into downtown along the stretch between S. Center Street and Church Street.

*Cady Town:
With its close proximity to downtown
there are good opportunities for im-
provement and connection.*



Cady Town

Cady Town is bordered by the river to the south, Griswold Street to the west, the DDA boundary behind the shops on Main Street to the north, and the entrance to downtown along Main Street to the east. It serves as the first view on the east side entrance into downtown.

Except for a small segment on the eastern edge, this district falls outside the DDA boundary, but it is an area of strong potential and influence directly adjacent to the downtown area. This is an interesting area due to the proximity of the river, the industrial character of the historic Belanger building, the large area of open space, and the interesting tight curve on Cady Street.

Though currently somewhat stark due to the open view across the parking area to the west, there is a strong non-motorized connection up Griswold from Beal Town and the southeast neighborhoods into downtown. The city has been working with the Beal Town residents to get their feedback on rebuilding the Beale Street bridge.



*East Quad:
A broad mix of character types in a
relatively small area.*

East Quad

This encompasses the area directly east of downtown from Hutton Street south to Cady along Main and includes Church Street. This has a distinctly different character from that of the downtown district. The buildings tend to be a mix of detached structures surrounded by yards or parking. Some of these are historic nineteenth century houses, while others are contemporary offices of one or two stories. A majority of the buildings sit back from the sidewalk, with the exception of the newer structures. A large historic landmark building, the First Presbyterian Church of Northville, sits prominently between Hutton and Church Streets.

If anything, this area has a lack of cohesion due to the diverse building types, ages, styles, and colors, and to the diverse setbacks. It is made more prominent by its close proximity to the heart of the downtown. On one block the character is random with many gaps, while the next block is a tight urban configuration.

There is a moderately challenging grade rising up from Griswold along Main Street. Though not daunting compared to S. Center Street south of Main, the grade and lack of cohesive character makes it less interesting for non-motorized travel than the tighter urban core of the downtown.

*Ford Field & the Mill Race District:
The connection to Ford Field and
Mill Race Village from downtown
needs to be clarified and improved.*



Ford Field & Mill Race District

This District includes Ford Field, the Mill Race Village, Ford Field East, the old Ford plant which now houses businesses of various types, and the river and pond directly behind. This is literally a lower section of town, displayed most prominently by the steep embankment along the west and south sides of Ford Field. While this embankment is a fascinating geologic feature, it has also proven to be a barrier separating the activities of downtown from those going on in Ford Field. Adding to that sense of separation is the thick mass of trees growing along the ridge. There are access stairs off of Hutton Street, but they are somewhat awkward to reach from downtown, as there is no clear and distinct connection.

The Ford plant houses a variety of businesses and is a good example of adaptive reuse. Adjacent Ford Field East is park like, and although it is removed from other parts of town and not easily accessed. To do so requires traversing a parking lot and crossing a small pedestrian bridge into a secluded green area and pathway along the river. The path comes to a dead end within sight of Main Street on the backside of the factory.

The non-motorized connections from the Mill Race District into downtown include Hutton and Griswold Streets, as well as traversing Ford Field to the stairs that lead up to the Hutton / Dunlap Street intersection. The Hutton Street connection weaves through pleasant quiet neighborhoods. Griswold Street is the main corridor leading from

the numerous homes to the northeast of town. It is a long downhill stretch coming into town; conversely, it is a long uphill stretch going back.

The non-motorized connection from Mill Race Village is a direct pleasant walk, up the Hutton Street stairs and into town. Less direct, though more accessible, connections lead to the west along the path that follows the river up to Hutton, or east to Griswold and up to Main. The path along the river is the most pleasant and interesting of the two due to its transition from natural beauty into historic downtown. The Griswold Street route is more exposed and leads past a parking lot on Griswold and along a stretch of Main Street that is less cohesive than the urban core.



*North Quad:
Near the heart of town, this district
has a more suburban feel with park-
ing as a visual focus.*

North Quad

The North Quad is basically a large parking area surrounded by a variety of active Northville businesses in a typically suburban layout. These businesses include CVS Drugs, Little Italy Ristorante, New Bangkok Cuisine, and a drive-through Comerica Bank, among others. Though much of the area is centered on an ungainly mass of asphalt, the area is highly active, mainly due to the draw of CVS serving as a small scale version of an anchor store. Little Italy Ristorante, a Northville gem, while attractive and well tended, is recessed and hidden from the hub of activity.

The sight line looking east toward Ford Field is blocked by the mass of trees lined along the ridge on the other side of Hutton Street. Someone unfamiliar with the area would be unaware of a large recreation area so close by.

The non-motorized connection along N. Center Street leading in from the north emerges from a well scaled and well defined streetscape into a stretch at Rayson Street that is rather long, exposed and lacking in unity before reaching Dunlap Street. It is primarily a gentle uphill climb that pitches up sharply just before reaching Randolph Street.

*Northwest Edge:
There is a sense of neighborhood
transition from the more urban feel of
the downtown.*



Northwest Edge

This is an L shaped area that wraps around the northwest edge of downtown. It includes the American Legion Hall to the east and continues west past the funeral home and Northville Watch & Clock, and turns the corner south on Wing to follow the line of businesses in residential buildings that lead to Gardenviews on W. Main Street. Though not within the DDA boundaries on the west side of Wing Street, it is the dividing line and buffer between the distinctly larger scale commercial downtown area and the quiet smaller scale historic residential neighborhoods on the west side.

The non-motorized connections here are, on the whole, straightforward and they lead out of a pleasant historic neighborhood. This connection does, however, include the imposing and largely unscreened parking lot with minimal edge treatment bordering Wing and Dunlap Streets.

Approaching and Entering the Downtown

There are four major approaches to the downtown: Center Street from both the north and south, and Main Street from both the east and west. Each of them offers a unique perspective on the initial impression upon entering into the heart of Northville.



*Center Street from the South:
There is a distinct transition into the
downtown upon crossing Cady Street.*

Center Street from the South

This approach, a long uphill, actually begins at the Seven Mile Road crossing. The Northville Downs racetrack makes quite an impression because it is so prominent. The view to the right is one of a rather stark solid fence surrounding the track, and the view to the left is one of a large unimproved surface parking area (used for the Farmers Market one day per week, May through October). Neither of these are a positive aesthetic introduction to the City. A “Welcome to Northville” sign is the only indication that one is entering the downtown. Passing Fairbrook Street, the view softens somewhat on the left with housing and vegetation, but on the right, the imposing racetrack structure yields to more unimproved surface parking. There is an open view across the lot and up the hill to a few of the downtown buildings on Cady Street.

The City parking deck on the left, just before reaching Cady Street, does a nice job of shielding the parked cars from immediate view, and it also draws on materials and design characteristics of the downtown area, particularly in its use of brick. However, the entire edge along the deck

is devoid of activity. On the right are some well kept businesses housed in unremarkable residential buildings. Most prominent are the large brick structures at Cady Street on both sides of the road: CadyCentre and MainCentre. They create a sense of enclosure on the street and indicate a defined entry into downtown. Both structures have a nice sense of detail, though MainCentre is less effective because of its contemporary facade and recessed entries that are set back from the sidewalk.

Center Street is congested with traffic during peak hours. The slow traffic is actually a benefit for downtown businesses as motorists are more aware of the variety of downtown stores and are traveling slow enough to make last minute decisions to stop and shop. The all-day “No Left Turn” from Center to W. Main Street is creating a disadvantage to businesses on W. Main. With the development of 120 W. Main Street and the Village, the City may consider limiting the “No Left Turn” to the peak traffic hours only.

*Center Street from the North:
There is a distinct transition into
the downtown upon crossing Dunlap
Street.*



Center Street from the North

This also is a long incline approach to the downtown. It begins with a well-landscaped median and landscape setback near the Hiller’s grocery store. This creates a welcoming entrance. Traffic traveling eastbound on Randolph Street feeds onto N. Center Street at a key gateway entrance point. The approach along Center graduates from a long series of

detached businesses north of Dunlap Street immediately to a block of attached two and three story buildings between Main and Dunlap. The effect is one of sharp transition and immediate identification entering the downtown core.

North Center Street is three-lanes until it reaches Dunlap, where it narrows to two. This results in a traffic calming effect appropriate for the downtown. As a pedestrian, approaching the downtown from the north on Center Street has its challenges. The sidewalks are too close to the road, snow is often piled on the sidewalks by the Department of Public Works, and residents often place their garbage cans on the sidewalks for pick up. All of these conditions make it difficult to use the sidewalks to get into town.



*Main Street from the East:
With such a wide road, there is the
opportunity for streetscape
improvements and a stronger entry
identity into the downtown.*

Main Street from the East

Entering the downtown from the east, S. Main emerges from a median divided residential boulevard with the C & O railroad corridor along the east side. The railroad is screened with trees and vegetation. S. Main crosses the river, swings a long arching left and rises up toward downtown.

Once across the river, the mill pond and the adjacent adapted Ford plant comes into view on the right. On the left is an open view across a stark parking area to the Foundry Flask and Equipment Co. and the old Belanger Building. Further up E. Main is a line of detached businesses on the left. Griswold Street is a major north / south crossing point with a greater percentage of traffic funneling in from the north.

The roadway itself is overly wide in this area, which allows for the opportunity to create space for an identity feature of some form. The overall sense in this area is that the scale is too broad. There is a need to bring it down to more of a human scale with a more defined entry image.

*Main Street from the West:
With an historical / residential feel,
this is the quietest of the entryways
into downtown.*



Main Street from the West

Residents probably use this entry more than visitors, but it is still an active entryway. It emerges from an historic residential neighborhood and transitions through the Civic Center area, crossing Wing Street into downtown. It is the quietest of the four entryways.

Circulation and Parking

Directional Signage

Older directional signage in the downtown is deteriorating and more focused toward business orientation than for wayfinding. There are a very limited number of signs downtown that direct visitors to destinations such as public parking, civic buildings, parks, and other common destinations. Currently, there are “temporary” neon orange and yellow signs that indicate short and long-term parking. These should be replaced with something more effective and attractive.

Street Patterns

downtown Northville is generally a two-way grid pattern. This allows for many circulation options. The exceptions are: Church Street flows one way from E. Main to Cady; Mary Alexander Court, one way from Hutton to Center; one way south from Main Street along Bandshell Park to Mary Alexander Court. A key focal point occurs at the Bandshell Park area of Main Street, where there is a pedestrian island with an historic clock placed within it. This both slows traffic and signals to drivers that pedestrians are a priority in the downtown.

There are fewer circulation options on the south side of downtown at the Northville Downs super block. Here the limited number of cross town streets, especially for those drivers seeking routes to Novi, causes undue pressure on the main streets in downtown. Compare the two street pattern diagrams to see how cars can freely move around the downtown in *Figure 3, Street Patterns*, compared to the limited number of choices around the Northville Downs property shown in *Figure 4, Superblock*.

Where Hutton and Dunlap meet, there is a wide curve and a median. As this is already a reasonably narrow street, the necessity of a planted median is questionable. It adds confusion for both motorists and pedestrians in a place where a more simple design solution would clarify circulation and logical crossing areas.

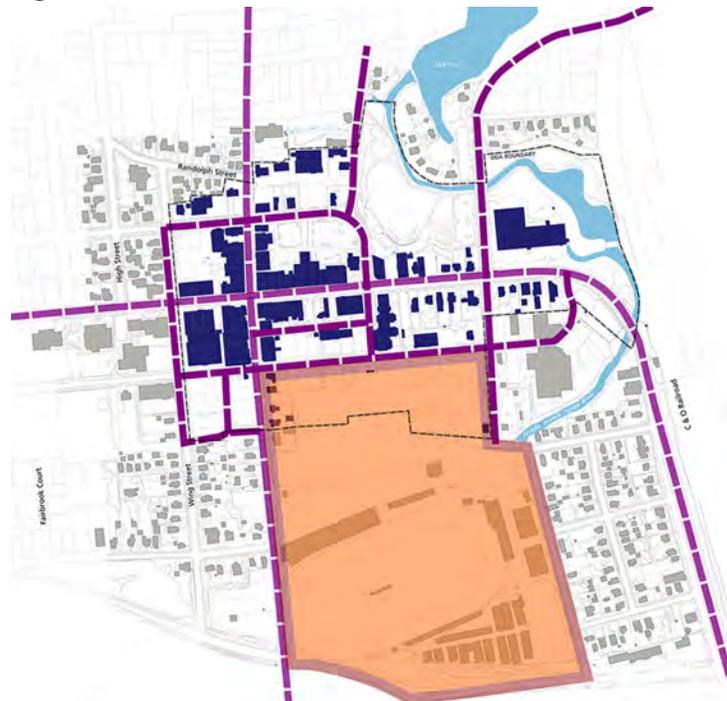
Figure 3



Street Patterns

Compare these two street pattern diagrams which show how cars have a variety of circulation options in Figure 3, as opposed to the limited options created by the "superblock" in Figure 4.

Figure 4



Superblock

City of Northville
Downtown Strategic Plan

Non-Motorized Orientation

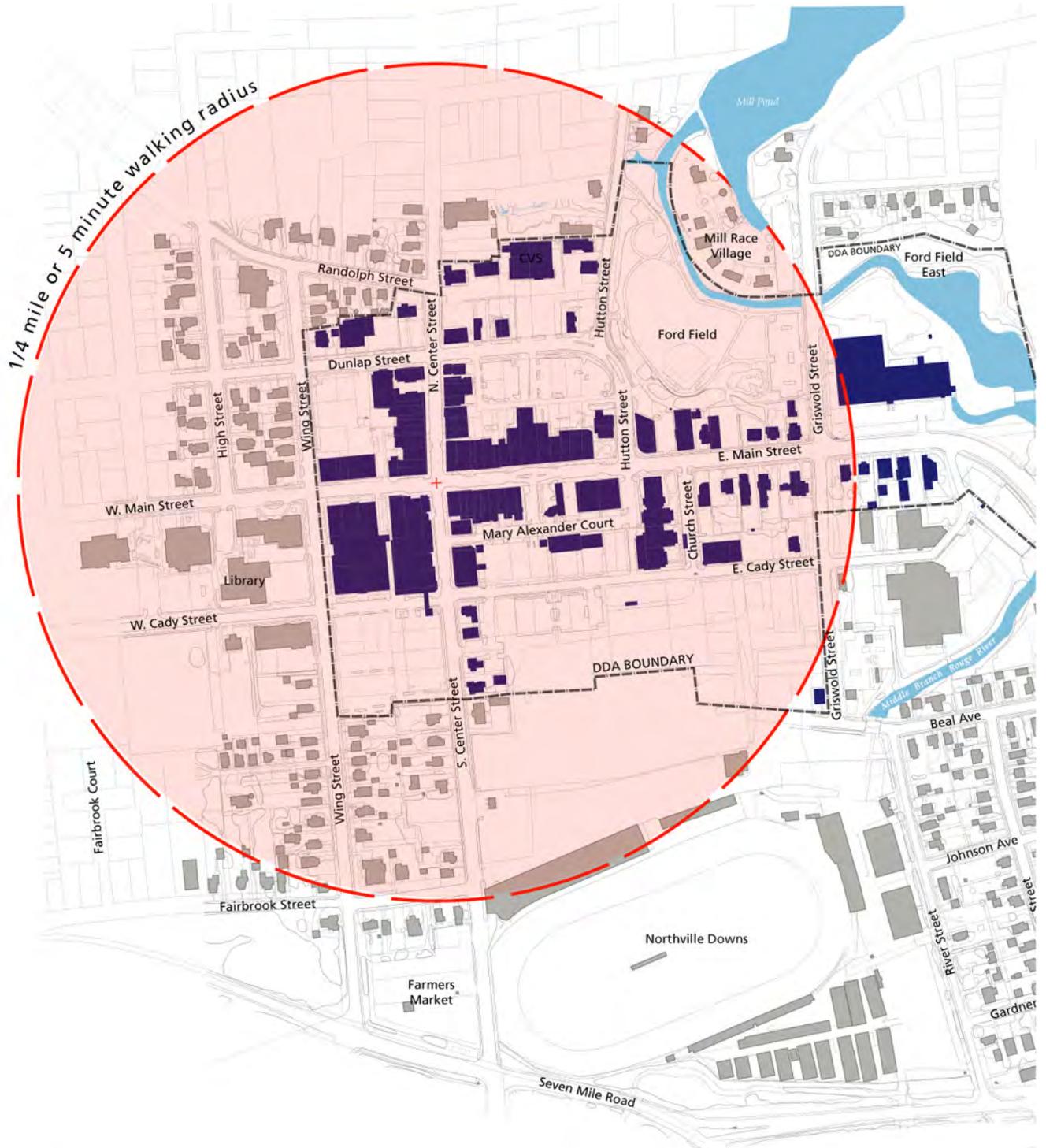
For a pedestrian, Northville is a very compact, pedestrian friendly and eminently walkable community. It prides itself in its pedestrian friendly environment. There are numerous benches placed throughout the downtown, intersections that offer refuge and shortened crossing distances for pedestrians, and the overall walking distances are short enough to encourage residents and visitors to wander through town.

Through years of study and observation, urban designers have concluded there is a marked drop-off rate in the willingness of a pedestrian to walk beyond a five minute or quarter mile range. *Figure 5, Walking Radius*, delineates a quarter mile radius, the distance most people are willing to walk for many common occasions. The circle encompasses the entire downtown and extends well into the adjacent neighborhoods. About 80% of people will not walk a greater distance unless conditions are very good. In interesting neighborhoods and downtowns—those among the very best, of which Northville qualifies—pedestrians may be willing to take a ten-minute walk (half-mile radius).

If there are any significant land blockages, such as difficulty getting across railroad tracks, dead end streets, sidewalks that abruptly end, and the like, the radius drops significantly. In a town like Northville with a well-connected grid pattern, the quarter mile radius is a very reasonable distance able-bodied people will be willing to walk. It is important to note that this willingness will also decrease when the routes are not stimulating and do not provide the ability to rest in the shade and / or find a bench. This is critical for children and many older people.

Numerous pedestrian cut-throughs provide important linkages from parking areas to Main and Center Street. Some cut-throughs are more attractive than others, but all play an important role in providing access from parking areas to shops so customers can actually “park once” and easily connect to their destinations. Several of these cut-throughs (all from Block 6 to Center Street) are privately owned. The City should work with property owners to ensure that these cut-throughs remain open and viable. Options include easements, purchase or development agreements, to name a few.

Figure 5



Walking Radius
City of Northville
Downtown Strategic Plan

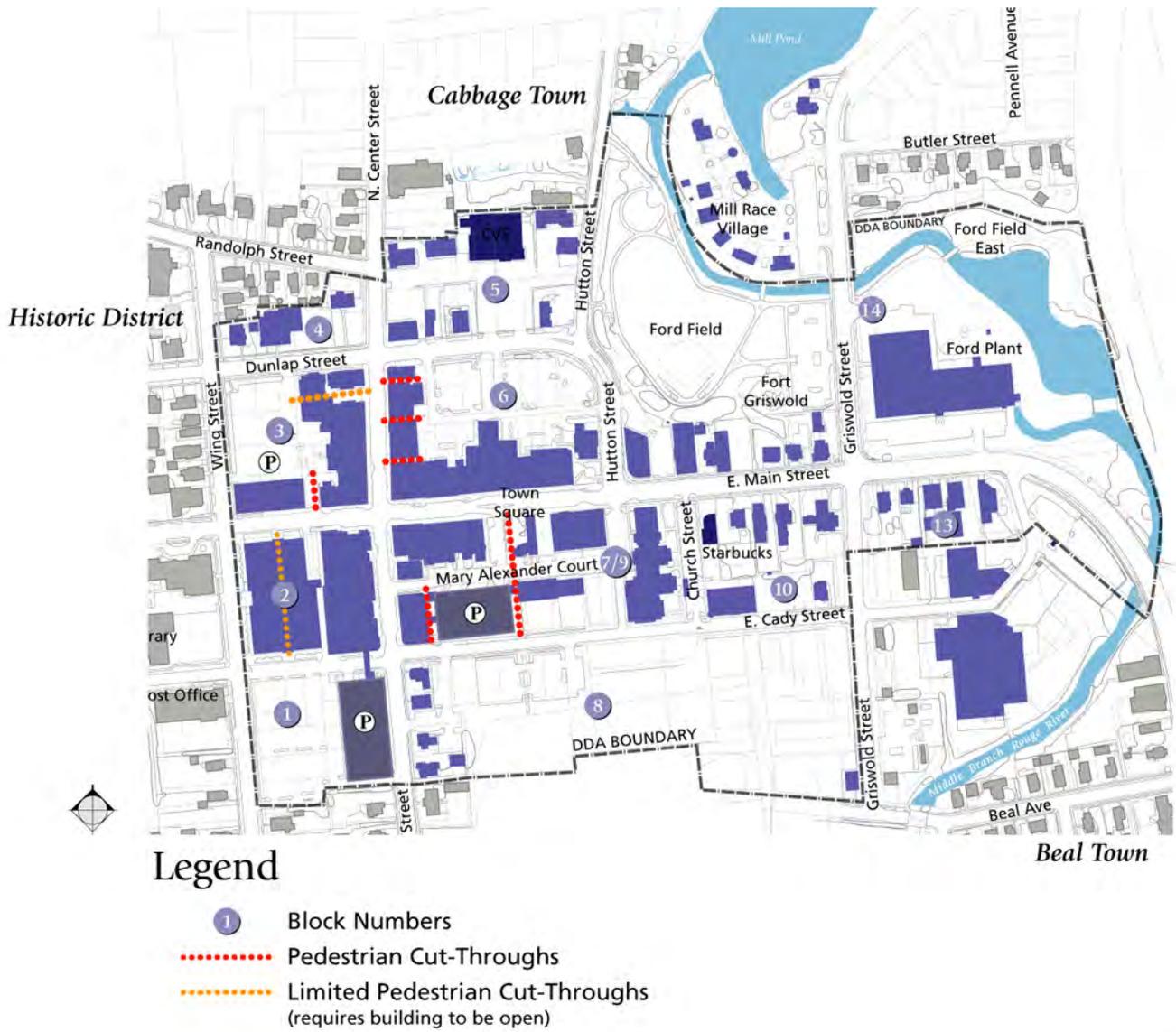
Figure 6, Pedestrian Cut-Throughs, illustrates the pedestrian cut-throughs in the core of downtown. There are three connections from the parking area on Block 6 to the N. Center Street business area. An ideal midblock pedestrian cut-through also exists from the Block 3 parking lot to the W. Main Street businesses. Owners of The Village are planning an internal cut-through to connect the Block 1 parking area to their internally accessed shops and to the W. Main Street businesses. The two pedestrian cut-throughs connecting E. Cady Street to E. Main Street are well designed and very direct. However, only a limited number of customers choose this route due to the perceived distance, lack of visual interest, and the uphill climb.

There are no direct connections from the Block 6 parking area to the businesses on E. Main Street, requiring customers to walk to the intersections at Center Street or Hutton to get to the business area. This type of long Block without cut-throughs may result in customers driving from business to business rather than accomplishing all of their downtown shopping on foot, causing increased traffic congestion on Main and Center Streets. Note that pedestrians can cut through businesses, and many do encourage this, but this also requires those businesses to be open.

Northville has become a destination for numerous bicycling and running clubs due to its terminus on Hines Drive. Cyclists can ride nearly twenty miles one way between Dearborn at its southeast end and Northville at its northwest end along this popular vernal river route. Northville is also a popular stopover for mountain bikers using the nearby Maybury State Park bike trails. Individuals and groups often begin and end their ride in downtown Northville, riding out Main Street to Beck and from there to the park's entrance. Less active, but still used is the road route west along Seven Mile to Whitmore Lake.

One of the local bike shops as well as one of the cafés sponsor two of the largest bike racing teams in the state. Many of these recreational users spend part of their time in Northville purchasing supplies and taking breaks at downtown coffee shops, bakeries, and restaurants. One asset to many of these riders who begin their rides in Northville is that there is plenty of free parking right downtown, enabling them to conveniently park their cars in a central location before heading out on their ride.

Figure 6



Pedestrian Cut-Throughs

City of Northville
Downtown Strategic Plan



Center Street Deck

Parking

Recent parking management changes have resulted in an improvement in available downtown parking. While some people contend that parking is fine in the downtown area, others say that it could be improved upon. The availability of free parking throughout the downtown, compounded by downtown employees using the most desirable spaces, creates the perception that parking is inadequate. There is also the difference in perception between those willing to park far off in a shopping mall parking lot contrasted with those disinclined to park a half Block from a store in the downtown even if it is closer than that in the mall.

The hesitancy to use perimeter surface lots may also be in part due to the lack of interesting pedestrian connections. An example is the abundance of parking options in the South Quad area that require the pedestrian either to walk up Center through the inactive Block between Cady and Main, or through the haphazard Mary Alexander Court area. Improving north / south connections may provide incentive to park in perimeter lots thereby easing the demand in the downtown area.

Dunlap Street Parking Lot

There are numerous parking areas ringing the downtown, both in surface lots and two-level decks. There are also numerous on-street parking spaces. As noted, some lots require the visitor to walk to the end of the block in order to get around to the stores along the desired shopping street. This occurs in two major lots in downtown. Great Harvest Bread welcomes visitors to cut through the store, though this is not common knowledge to an out-of-town visitor. And, whereas there are three cut-throughs on the east side of N. Center Street, there are none on the west side, except the cut-through at the Stampeddler building complex.

With minor exceptions, most of the surface parking lots are either unscreened or they do not have a clear, pleasing identifiable edge. This kind of streetside appearance looks unkempt and unappealing. Public parking should be readily identifiable, aesthetically pleasing, and consistent in appearance to distinguish it from private parking areas. Quite a few parcels, especially in Block 6, are privately owned. If possible, these should be either obtained by the City or controlled through public / private partnerships.

The City has done a good job of providing on-street parking in downtown. Business owners benefit from on-street parking because it is the most convenient and valuable type of parking possible. The U.S. Chamber of Commerce has estimated that the value of an on-street parking space is worth \$70,000 to \$105,000 in gross retail sales annually. (In 1974, the U.S. Chamber of Commerce indicated that one downtown parking space would generate \$20,000 to \$30,000 of revenue. This was adjusted with an inflation rate to arrive at the 2004 numbers of \$70,000 to \$105,000.) Parking on the street serves another purpose as well. It is a natural traffic-calming device acting as a buffer between pedestrians using sidewalks and cars moving along the street.

Not all streets in downtown have maximized on-street parking. Suggestions for optimizing parking on the street will be further explored in Section Five of this report.



*Bandshell Park:
The public realm centrally focused
downtown.*



Outdoor Seating at Great Harvest: Seating areas such as this bring a social life to the streets and make the City look lively and inviting.

Character Defining Features

Parks and the Public Realm

Downtown Northville has a limited number of public gathering spaces. Ford Field is a successful active recreation area. Bandshell Park is a small pocket park with a gazebo and minimal green space. Hutton Park, the small public park at the northeast corner of Hutton and E. Main Street has been partially used by Poole's Tavern for outdoor café seating. Entrances to shops and a public restroom surround the well-maintained Old Church Square. The park next to the Library on the northeast corner of Wing and W. Cady Street is a quiet green with canopy trees and an exceptional specimen elm. The role of each of these parks as community gathering spaces could be strengthened.

The sidewalks are seriously lacking outdoor cafes, a gold standard for active street life and a successful downtown. Outdoor seating provided

Outdoor seating could add more to this block of East Main Street.



City of Northville

by Poole's Tavern, Great Harvest, American Spoon Foods, Tuscan Café and others add a social element to Main and Center Streets and stand out as successful gathering places in downtown.

Activity Areas

The liveliest areas in downtown are on E. Main, particularly at Bandshell Park, which is a hub of community activities, and N. Center Streets, at the retail anchors CVS and Starbucks, Ford Field, the Library, and the Farmers Market. All of these activity areas are within the five-minute walking radius (except for the Farmers Market), yet the relationships between and among them are poor. *Figure 7, Activity Areas*, illustrates the disconnect between activity areas.

Landscape, Lighting, Paving, and Street Furniture

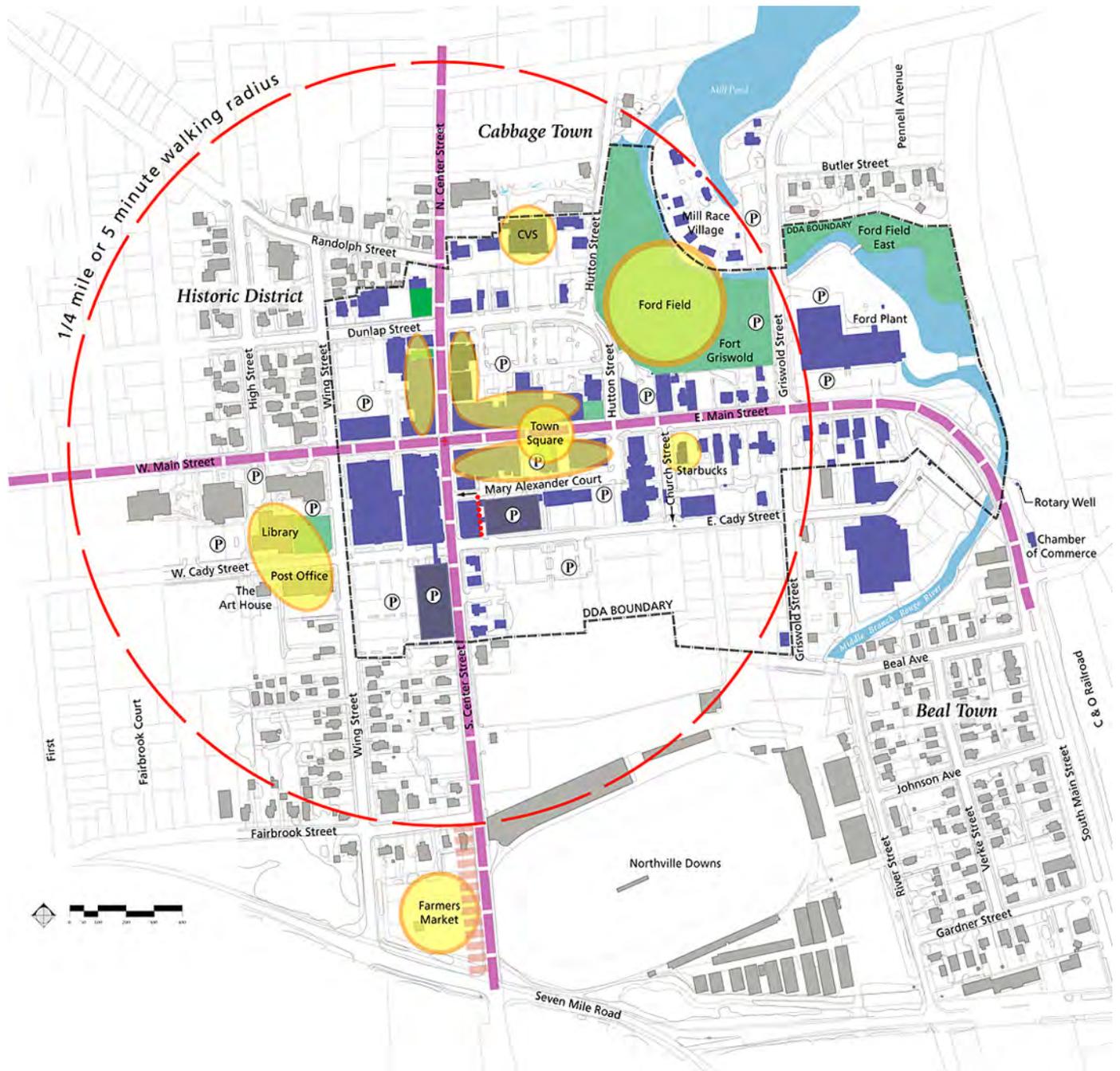
Many of the trees downtown are weakened and noticeably suffering. Poor pruning practices have resulted in many of the trees appearing unnatural and misshapen. There is a general lack of healthy tree canopy and many of the trees block window displays and storefront signs.

There already exists a signature street light for Northville, and considerable investment has been made to furnish the downtown with attractive coordinated trash receptacles and planters. However, there is an otherwise somewhat haphazard assortment of other elements, benches, paving elements and patterns, retaining walls, and the like. The concrete pavers are twenty-five years old, showing signs of fading and disintegration and are not consistent with the historic character of the downtown.



The street trees downtown are noticeably stressed; many of the trees are blocking storefront signs.

Figure 7



Activity Areas
City of Northville
Downtown Strategic Plan





The intent of this section is to address areas of historic preservation concern in the downtown area, roughly corresponding to the current DDA boundaries. A description of distinct character zones within the downtown area is one step in addressing those concerns. *Figure 1, Character Zones Map*, illustrates character zone delineations.

Background Information

In 1972, the City of Northville completed a survey of historic properties and nomination for placement on the National Register of Historic Places. In 1974, Northville City Council passed its Historic District Ordinance with its mission to preserve and protect the historic resources of the City of Northville. Chapter 42, to regulate the ordinance, was first written in 1980.

In 1999, the City took the next step, creating Design Standards to guide development and prevent demolition in the historic area. This document is very comprehensive in its scope, and was done in anticipation of establishment of a certified local government (CLG) necessary to comply with Michigan PA 169 for regulating properties in the district.

In 2003, the City of Northville adopted the revised Chapter 42, adding provisions to comply with Michigan PA 169 and incorporating the U.S. Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings. These standards were adopted by ordinance and the Historic District Commission is obligated to review applications with regard to their intent. They are not case-specific, nor do they address exceptions or unique conditions, but are designed to be applied to all historic buildings listed in the historic district. As such, they are subject to interpretation of project details, but they provide a consistent basis for evaluation of proposed work in the historic district. Further training for the Historic District Commission may be warranted to ensure the application of these standards when reviewing proposals for work within the historic district.

Chapter 42 also references the Design Criteria, which is presumed to refer to the 1999 Design Standards, but only to the extent that the Commission shall be guided by them, and that they are not to be followed literally or prescriptively. Some of the detailed illustrations and text refer to guidelines for setback and height of buildings in residential and downtown zones. While the Design Criteria specifically recommend against exceeding 5% of adjacent setbacks or height, this specificity is not supported by the Secretary of the Interior's Guidelines. Therefore, greater latitude is recommended in considering whether proposed development projects are appropriate within the historic district.

Specifically, within the core of the downtown, the setbacks of the buildings should be uniform. The front and side elevations that face public sidewalks should abut the sidewalk. If adjacent buildings are set back from the sidewalk, new buildings should be set to align with them. Where the adjacent buildings are former houses that are set back from the street, the 5% latitude in set back would be an appropriate standard.

Where new buildings and additions to existing buildings are reviewed within the core of the downtown, the latitude in setting the maximum height should be considered in terms of stories.

Character Zones

Downtown:

Streetscape view of Main Street's north side shows consistent 2-story height with traditional first level storefronts and varying treatment of the upper façades. Infill development should respect the established pattern of neighboring buildings in overall height, scale, and materials used.



Downtown

Historic character

The predominant character of the downtown zone is its density of downtown commercial use and build-out to the street right-of-way. This typifies an urban core of traditional development occurring from the mid-to-late 19th century until the present time. It includes representative buildings that encompass the history of downtown Northville, from the 1870s Freydl Stores at 112 and 118 East Main Street to the current construction of the mixed use office and retail building at 120 W. Main Street. In addition to their mixed use, these buildings share a similar density, height, and scale. Even with all of these things in common, they still exhibit a rich diversity in design character and features. Architectural features of downtown buildings generally include the following:

- Storefront first level.
- Cornice and upper levels.
- Attached structures with no setbacks at front or sides, typically none at back.

Key Considerations

Storefronts: preserve traditional storefront design with clear glass display windows and entry doors. The existing Historic District Design Standards should be updated to incorporate the following list of features:

- The storefront is bordered on each side by a masonry pier at each side. First Floor piers are typically spaced 20' – 30' apart, although for one-story buildings they may be as far apart as 60'. The storefront is bordered at the top by the masonry that covers the second floor structure. This masonry may be covered by a decorative storefront cornice, or may be used to display storefront signage.
- Paneled knee wall 1-½ to 2 feet above the sidewalk acts as a “kick plate” for the display windows.
- Slender mullions divide the storefront into traditional width glass panels.
- First level doors are recessed alongside or between display windows. To meet barrier-free requirements, consider adding a sidelight or using double doors. The commercial entrance is thus weather-protected and allows for out-swinging egress doors. The door itself should preferably be of wood and have a large glass panel.
- Transom lighting of clear or patterned glass is incorporated into the overall storefront design, especially where there are exceptionally high ceilings.
- Building façade is brought out to the right-of-way or sidewalk line to preserve the traditional urban streetscape. Optionally, allow cutouts or recessed treatment at the first level, as long as the openings are in scale with the traditional storefront elements.
- Awnings should be set within the storefront opening for the full width of the storefront. Signage should be allowed at the front valance of a traditional angled, canvas awning. All awnings with integrated signage should be reviewed for appropriate color, shape and materials that comply with the U. S. Secretary of the Interior’s Standards.
- The entrance door for upper levels is outside the storefront opening, but framed similarly to the storefront design. The door itself may be of simpler design than the commercial first level door, suggesting its secondary importance.

*Civic Center:
View of the Northville District
Library from the corner of Wing and
Cady shows the large setback and
park like setting for this municipal
building.*



Civic Center

The predominant character of the Civic Center zone is larger monumental-type structures for municipal use. Architectural features of Civic Center buildings generally include the following:

- Large setbacks with lawn in front of the structures.
- Architecturally distinct, stand-alone structures.

Key Considerations

Existing municipal buildings are presumed to remain, regardless of size or height. If the opportunity presents itself to create a new municipal building in this zone, then the following features should be considered appropriate:

- Garden-like setting with large grassy setbacks provide a tangible amenity to citizens visiting their municipal buildings.
- Well-designed municipal facilities inspire pride in community.

Large areas of clear glass create transparency and connection between pedestrians and civic activities. Upper Levels: new construction should be compatible but distinguishable from adjacent historic buildings. This can be accomplished by the following:

- A cornice treatment creates a strong horizontal line that

definitively caps the building but does not duplicate historic features, so that new construction does not appear to be part of any historic building.

- Windows in the upper levels are regularly spaced “punched openings” surrounded by the façade material. Windows should be single or double-hung operation and have a pattern of 1-over-1 or 2-over-2 glass panes, with true divided lites in individual sash frames.
- For the overall façade material, brick is preferred, but other materials may be acceptable, if they are viewed as compatible to their neighbors. Color and texture can add diversity to the streetscape, but they should blend and not compete for attention.
- Height should generally be two or three-story to match the predominant historic commercial buildings, which typically have a commercial first level and one or two upper levels of office or residential use. Exceptions should be considered for special uses, such as theaters, that require a distinctive façade treatment. Greater height should be considered a priority for corner properties.

South Quad



*South Quad :
Streetscape view of Cady Street shows 2-level parking deck along the north side and improved surface lot to the south. Although one mixed use building has been constructed east of this view, most of the South Quad zone is currently undeveloped.*

The predominant character of the South Quad zone is all new construction, with opportunities for new construction, on largely cleared vacant land. Historic properties previously located in this zone have been relocated to create new construction opportunities. The predominant use is a two level parking deck and several surface lots; this provides overflow parking for Northville Downs, with the desire to create multiple use in buildings that bridge the distance from the Downs to downtown. New buildings like the New Victorian and the Presbyterian Church expansion have established a pattern that may suggest future development; this includes brick facing and / or consistent materials on three-story buildings of office and residential mixed use. Residential structures that remain are of little historic significance and are not presumed to contribute to the overall character of this zone. Architectural features of South Quad buildings generally are of brick facing.

Key Considerations

- New buildings should be constructed of brick facing.
- Increase pedestrian activity and safety by encouraging first level storefront treatment, as described for the downtown zone. First floor spaces should be flexible for either office or service uses, to allow a transition as these sites are developed.
- Upper façade treatment should be distinct from the first level, employing many of the features described for the downtown zone.
- Continue streetscape improvements initiated along Main Street.



*Cady Town:
Streetscape view of Cady Street where
it bends by the old industrial build-
ings that dominate this zone.*

Cady Town

The predominant character of the Cady Town zone is industrial with a series of one-story buildings of mixed use. One historic three-story building remains, the Belanger Building, and should be retained. A few residential buildings remain, but they are isolated and / or vacant; buildings of historic significance have been relocated out of the zone, creating this additional opportunity for mixed-use development.

Key Considerations

- Mid-rise, mixed-use development is recommended. Extant historic use would suggest low-density uses that include light industry, manufacturing, or warehousing, but this may be incompatible with the Northville vision of increased residential development. Cady Town is isolated from established residential uses on the west side of downtown, so substantial development would be required to establish this area as desirable for residential use.
- New development should take advantage of the Middle Rouge River at the south end with boardwalks and linkages.

*East Quad :
Streetscape view of Main Street south
side shows apartment buildings in
the foreground, with other detached
residences adapted for office and com-
mercial use in the background.*



East Quad

Historic Character

The predominant character of the East Quad zone is detached structures and former residences that have been rehabilitated and modified for downtown office and commercial use. Those retaining their original use include two apartment buildings and one residential unit above the new rehab project; otherwise there is no residential use in this zone. Original residences do not retain residential use when the buildings are converted to offices and boutique stores. Buildings in this zone generally have adjacent surface parking lots, creating a pattern of gaps between structures. Architectural features of East Quad buildings are of historically residential use with traditional residential setbacks from the right-of-way.

Key Considerations

- Residential structures: preserve this structural type as a transitional zone of entry-level businesses that do not rely on pedestrian activity for generating business.

Infill design requires careful consideration of attributes that are compatible with both the historic residential structures to remain and the more densely developed mixed use appropriate to a near-downtown location. These include the following:

- Setbacks at front and sides similar to existing buildings in this zone.
- No parking in front setback, discouraged at sides, allowed at rear of properties.
- Low rise development of two stories plus attic.
- Sloped roofing with wide overhangs and fascia trim.
- Residential size and spacing of windows.
- Covered, but open, porches.
- Wood siding of horizontal clapboard type with four to five-inch lap, corner trim, and other details of traditional wood-frame construction.



*Mill Race District:
East end of the Water Wheel Centre building shows its water wheel and adjacent park surrounding the building. With the fitness center as a tenant, and the Old Mill Village nearby, this site has plenty of amenities in its current use.*

Mill Race District

The predominant character of the Mill Race District zone is recreational, with the building, originally a Henry Ford valve plant designed by Albert Kahn, providing attractive mixed use in a near-downtown location.

Architectural features of the single Mill Race District building include the following:

- Low-rise Moderne style.

- Multi-pane steel windows.

Key Considerations

Preserve the historic building, adding features to the site that improve its desirability for community and office mixed use. Consider location of a restaurant here that could take advantage of views of the pond and park setting.

*North Quad:
Streetscape view of Dunlap Street shows diversity in the buildings of the North Quad zone. The center of the block is entirely surface parking serving these buildings.*



North Quad

The predominant character of the North Quad zone is defined by its early 20th century detached commercial buildings in a sea of connected surface parking lots. These buildings provide diversity of style but with no coherent theme. The uses are more suburban than in other parts of downtown Northville, but the services are essential to the community. Architectural features of North Quad buildings generally include the following:

- Low-rise, detached buildings.
- Brick exterior.
- Southwest corner building housing local attorneys' offices provides the best example worthy of comparison and setting a standard for infill development.

Key Considerations

Encourage low-rise, mixed use, infill development along Dunlap Street to build out the block to the right-of-way and improve the pedestrian environment.

- 2 to 3-story buildings with architectural cornice capping the structure.
- Grouped or regularly spaced large upper level windows.
- First level commercial uses should have large areas of clear glass and storefront features as described for the downtown zone.
- First level of office buildings should have clearly articulated public entrances facing the public right-of-way. Appropriate features include a recessed doorway with side lites and / or transom, canopy, contrasting materials, and separate lighting.



*Northwest Edge:
Streetscape of Dunlap Street west of Center Street shows residential structures adapted for commercial use. These uses are compatible with downtown and provide a protective transition to the adjacent residential neighborhood to the north and west.*

Northwest Edge

The predominant character of the Northwest Edge zone is of detached residential buildings adapted for commercial / public use and surrounded by surface parking lots. Architectural features of the Northwest Edge zone buildings generally include the following:

- Sloped roofing, typical of structures built originally for residential use.
- Large setbacks with grass lawn in front of the structures.

- Residential size and spacing of windows.
- Covered, but open, porches.

Key Considerations

- Preserve this structural type as a transitional zone of businesses that do not rely on pedestrian activity for generating business.
- If alternative parking becomes available to meet the needs of businesses in this zone, consider infill development to achieve greater density.
- Infill design should generally complement the existing buildings for size, height, and architectural detail.





The City of Northville has a number of significant assets that enable a vibrant retail district including the historical downtown, special events, restaurants, shopping, and services. The competitive environment surrounding Northville is strong and is likely to strengthen in the future. Preparation now by the retailers and the City will strengthen the retail district in Northville and better prepare it for potential competition. Providing a larger base of retail with a rounded mix of retailers in the downtown area will mitigate some of the impact.

Introduction

Based on MapInfo's observations and a review of the relevant data, it is reasonable to expect that the City of Northville may support just under 75,000 square feet of additional retailers. The Gibbs Planning Group (GPG) report offered three scenarios for retail development in Northville: Scenario 1 provided about 35,000 square feet of retail space; Scenario 2 about 65,000 square feet; and Scenario 3 about 215,000 square feet. MapInfo's recommendation is a blend of the retail categories suggested by GPG.

Currently in the downtown area, there are plans for the physical space to accommodate this amount, 75,000 square feet of retail. The space provided by The Village (65,000 square feet) and two other developments (offering an additional 10,000 square feet of space dedicated to retail) have been approved. The recommended total 75,000 square footage will be met at the conclusion of these three projects, though with a different retail mix than initially sought. The following table presents recommended retail categories and rationale: The rationale behind these findings is the favorable incomes and population base within the defined trade area, as well as the significant interest the community has in ensuring the success of the downtown. The beautiful architecture, walkability of the City, historic buildings, and special events all encourage a vibrant retail environment.

Square Feet of Retail	Recommendation	Reasoning for Recommendation
15,000	Apparel	The City of Northville has a couple of new entries to the market in the women’s category. One or two more stores may be supported, increasing the synergy within this category. Apparel stores to consider are women’s, teen, and children’s clothing.
15,000	Home Décor & Furniture	Home products and consulting services such as window treatments, furniture, and home theater furnishings. There is little competition within the trade area for window treatments and home theater supplies. While there are many furniture stores near the Twelve Oaks Mall, a small specialty shop may fit in Northville.
8,000	Family Restaurant With or Without Liquor	Most likely a small franchise or independent operator serving quality food, which may include an ethnic theme or items.
7,000	Specialty Fresh Food	Hiller’s offers significant competition in Northville. They offer many fresh-food options, such as service meat, service seafood, service bakery, and service deli departments, all with extensive offerings. Large-format grocers are located 2 miles from town at the periphery of the trade area. Further, Trader Joe’s at 8 Mile Road and Haggerty Road. An entry in this category will most likely be an independent operator with a unique character.
5,000	Restaurant	A national chain sandwich shop would round out the current offerings in Northville.
5,000	Restaurant / Entertainment	An upscale restaurant offering entertainment / music such as a jazz, piano, local musicians, or comedy would complement Genitti’s and would increase the nightlife. An independent retailer in this category would be most likely.
3,500	Books	An independently owned bookstore offering unique products and services may be able to withstand the competition from Barnes & Noble.
3,000	Jewelry	Most jewelry competition is concentrated in the vicinity of the Twelve Oaks Mall. Plymouth also has a number of jewelry stores. More retail space in this category may be justified in Northville and cater to the high-income households.
2,500	Shoes	A shoe store will complement the apparel offerings in Northville and cater to the high percent of white-collar workers.
2,500	Health & Beauty	Limited competition exists in Northville for bath soaps, fragrances, etc.
2,000	Personal Service	Potential for Curves for Women or for the Waterwheel to offer specials to cater to the aging population.
2,500	Electronics	An electronics supplier such as RadioShack.
1,500	Wine	There is some competition in this category. Vine to Wine, while they sell wine, it is in large batches to customers who are also there for the winemaking experience. An upscale facility specializing in wine and accessories with a knowledgeable staff would be a unique offering in Northville.
2,000	Pet Supplies and Services	There is significant competition on Haggerty Road for pet supplies. A pet supply offering may need to be supplemented with a strong offering of pet services, such as grooming, sitting, and exercising.
74,500 Square Feet – Total Retail Space		

The primary threats to the downtown area include further development along the Haggerty Road corridor and, specifically, the anticipated development of the 400-acre parcel at 7 Mile Road and Haggerty Road. In addition, through a proposal process the Township has selected a large commercial development at 5 Mile Road and Sheldon. At this juncture, the City has a unique opportunity to more clearly define and distinguish itself from the surrounding areas. The retail suggested in this report will strengthen the retail synergy in Northville, but this is not all that is needed to ensure success.

MapInfo recommends that the City of Northville maintain the ambiance of the downtown historic flavor and family atmosphere. Further, a strong branding / marketing campaign should be considered to create and reinforce awareness of what Northville has to offer. Finally, the merchants association, the Chamber of Commerce, and the DDA need to continue to collaborate and build for the future.

Assumptions

For the purpose of this opinion, MapInfo and the City of Northville have made the following assumptions:

- Northville Downs will continue to function as currently structured for the foreseeable future.
- The 120 W. Main Street Building is opened in October 2005 with six retailers adding approximately 8,000 square feet of retail space to Northville.
- The Michigan Gift Mart (Northville Shopping Center) will be vacated and renamed The Village, offering 65,000 square feet of space.
- Area developers are seeking to add about 10,000 square feet of retail space; however, at the time of this report, approval or complete plans have not been finalized.
- Trader Joe's grocer is open and operating near the intersection of 8 Mile Road and Haggerty Road.
- The Twelve Oaks Mall will expand by 2007 adding approximately 300,000 square feet of retail space including Nordstrom's, twenty-five smaller high-end retailers, and an expanded Marshall Field's.
- Although a 400-acre parcel has been purchased at the corner of 7 Mile Road and Haggerty Road, it is assumed that no other major developments (retail, infrastructure, or housing) will occur within the City of Northville or immediately outside of the Northville trade area. A development at this intersection may have a significant impact on the City of Northville retailers, particularly if it is comprised of quality retailers like a lifestyle center.
- Population growth and demographics will occur as projected within this report.

Methodology

The methodology for preparing this opinion is based on a field review of Northville, participation at the October 2005 visioning session, a review of the recent market study completed by GPG, and a review of the lifestyle and demographic characteristics of the trade area to determine the most feasible and beneficial retail plan for the City of Northville.

In September 2005, MapInfo visited the downtown and conducted a review of the inventory of retail space in and surrounding the Northville trade area. The area was visited during the daytime and evening to gain a qualitative understanding of the retail gravitational and traffic patterns within the study area.

The trade area was defined for the site based on the field evaluation and information provided by the City. Population and demographic characteristics were collected by the defined trade area and based on 2005 MapInfo demographic and PSYTE data.

PSYTE Advantage clustering is a MapInfo product that classifies every neighborhood in the U.S. into 72 mutually exclusive categories called clusters. Descriptive names and capsule summaries capture each cluster's distinct demographic characteristics and neighborhood flavor.

The opinion is based on MapInfo's observations of the retail space currently existing and proposed, information gathered at the visioning session in October 2005, and the demographic characteristics and spending patterns of the trade area residents as determined by the PSYTE profile of trade area residents. The following text describes the Northville trade area, trade area demographic characteristics, and the PSYTE segments that are the most dominant within the trade area.

Northville Trade Area

MapInfo is in agreement with the primary trade area as previously defined by the GPG report. Specifically, the Northville trade area is bounded by I-96 to the north, I-275 to the east, and M-14 to the south. Further, trade area extension is limited due to the barriers created by these highways, the strong retail nodes to the north and east, and the community focus in Novi and Plymouth. To the west, the trade area extends approximately 9 miles to South Lyon.

Location Characteristics

The City of Northville’s downtown is located about three miles west of I-275 between 7 Mile Road and 8 Mile Road. From a retailing perspective, the downtown district lacks convenient regional access and is somewhat intercepted from households outside of the trade area by the larger surrounding retail nodes at Twelve Oaks Mall and Laurel Park Place. Despite the lack of proximate regional access, there are a number of retailers and other uses in Northville that have a regional appeal including MacKinnons, Genitti’s, Little Italy, Tiramì Su, The Stampeddler, and Mill Race Village.

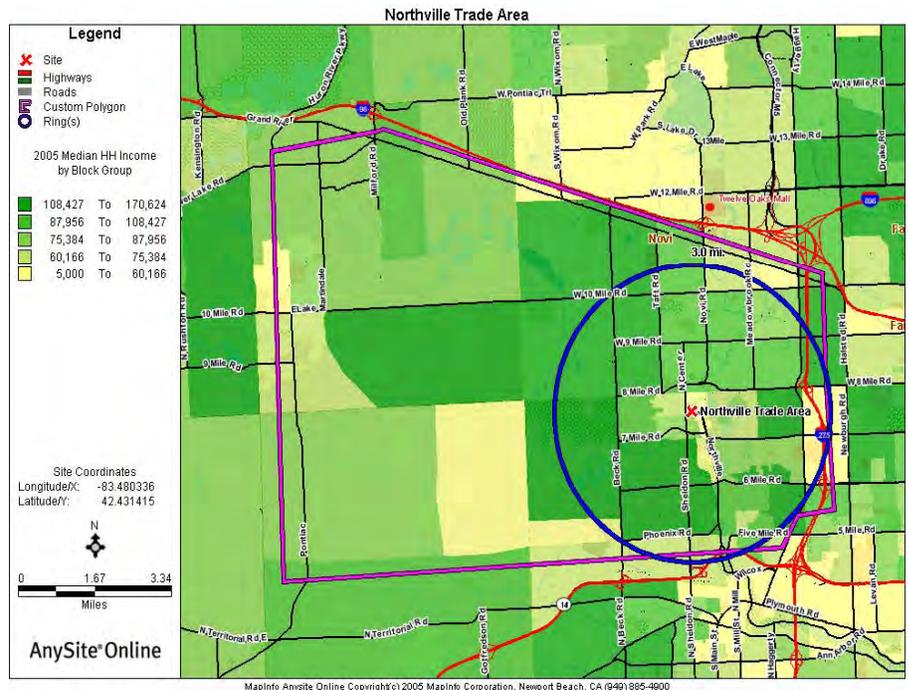
Trade Area Demographic Characteristics

The trade area population base may be characterized as high-income families with older children at home. The wage earners are typically in white-collar occupations (such as business professionals and health care). The following table summarizes the demographic composition of the trade area and the surrounding communities:

Trade Area Demographic Characteristics Compared to the Surrounding Communities

Demographic Characteristic	Trade Area	Northville	Northville Township	Novi	Plymouth	South Lyon
2005 Population	92,451	6,750	22,151	49,152	8,909	10,421
2010 Population	97,440	7,348	24,220	50,722	8,896	10,771
2005 Households	35,584	2,877	8,655	20,024	4,299	4,541
2005 Per Capita Income	\$44,245	\$52,627	\$47,353	\$45,693	\$38,664	\$32,692
2005 Median Household Income	\$87,846	\$93,038	\$89,634	\$84,075	\$55,808	\$62,983
Percent Households with Income Greater than \$150,000	18%	21%	22%	17%	8%	4%
2005 Percent White	89%	96%	88%	86%	96%	96%
2005 Percent Asian / Hawaiian / Islander	5.8%	2.1%	5.1%	8.9%	1.4%	1.3%
Persons Per Household	2.5	2.3	2.4%	2.4	2.0	2.3
2005 Median Age	36.9	40.6	40.3	34.8	37.3	34.2

The community of Northville has the strongest per-capita and household incomes within the trade area and of those communities surrounding it. The strongest incomes within the trade area are just to the north, south, and west of the downtown area as depicted on the map below:



PSYTE Segments

Based upon MapInfo's PSYTE Advantage 1 neighborhood clustering database, the predominant lifestyle segmentation group for the Northville trade area is "Executive Domain" (27%), followed by "Only in America" (16%), "Life's a Peach" (10%), "Changing Places" (8%), and "Live to Work" (5%). In general, these categories include older professionals with families and strong household incomes. Each of these segments is described in more detail below:

- Executive Domain (27%) Top business executives are busy and territorial. Their domain includes influential lifestyles, as well as land. This cluster indexes highest on business managers, financial and health care professionals. They are families with kids; executives in peak-earning years – aged 35 to 59. Sixty percent (60%) are dual-earner couples. They have the biggest homes – most rooms and lowest average number of persons per room. They

are educated with graduate and professional degrees; 88% are white, non-Hispanic. The remainders are “minority executives” indexing especially high on Asian householders.

- Only in America (16%) The new USA – but still a nation of immigrants. Multi-ethnic – 75% white non-Hispanic, Southern and Eastern European, Italian, Greek, Slavic immigrants, and others plus 10% Hispanic, 9% Asian, 6% African American. These college-educated homeowners are cluster neighbors in detached, duplex, and multi-unit structures. With an older family skew and school-aged kids and teens present, they have above average incomes – \$75,000 mean family income – and are mostly dual earners. Their settlement context is primarily Eastern U.S. regional and seaboard neighborhoods with traditional and “new” ethnic diversity.
- Life's a Peach (10%) Twenty-something college-educated, economically independent from mom and dad. These single and young married apartment dwellers are on a roll. A third have preschool children, but that was inevitable. Most are putting their education to work in business, entertainment, information, and educational organizations with the fourth highest index on computer-related employment. Their \$60,000 average household income goes a long way. What's to worry?
- Changing Places (8%) Today's Baby Boomer households reflect a diversity of living arrangements, the result of a generation that experienced historically high-divorce rates in the context of economic booms and busts during their prime earning years. This cluster reflects the reality of current boomer generation diversity: 50/50 owner-to-renter ratio, college educated but living in non-family households, fourth highest index on divorced males and females, 80% white non-Hispanic, 20% various minority ethnicities, metro area oriented, 50% in central cities.
- Live to Work (5%) This dawn-to-dusk cluster is the destiny of young families and young workers who either left high school early or took their high school diploma directly into the labor market. Their 50/50 owner-to-renter ratio reflects moderate incomes (median household

income \$46,000) and the need for mobility to find work. Half are married couples, and of those 60% are dual earners. White, gray, and blue-collar jobs are all represented.

Habits of Trade Area Residents

Based upon these PSYTE segments, shopping, recreation / leisure, and media watching / listening habits can be evaluated, and general commentary on likes and dislikes can be made that coincide with the demographic characteristics and lifestyles of the residents. When assessing the overall combination of the top five market segments, the following items were repeated most often and had the highest rankings.

Northville trade area residents were most likely to....

- Purchase china / crystal by mail / phone / internet
- Purchase goods from catalogs, such as J. Crew, L.L. Bean, and Land's End
- Purchase from Priceline.com
- Listen to sports or classical music
- Listen to all news and all talk radio
- Listen to alternative / modern rock, jazz, and contemporary music
- Watch Bravo and HBO TV
- Watch TV sports such as tennis, baseball specials, and golf
- Watch news programs such as CNBC and MSNBC
- Watch entertainment TV such as E! and the Food Network
- Participate as a business club member
- Go to a live theater or a museum
- Go to the movies or a rock concert
- Participate in a charitable organization

Northville trade area residents are least likely to.....

- Purchase hunting / fishing / camping supplies by phone or internet
- Purchase religious records / tapes / CDs by phone or internet
- Listen to country music, Spanish, black gospel religious, or variety on the radio
- Listen to the radio between the hours of midnight and 6:00 a.m.
- Watch TV via satellite dish, DirecTV, or Dish Network
- Watch Independent Film Channel, Outdoor Life Network, or Auto Racing
- Watch TV between 9:00 a.m. and 12 noon
- Participate in gambling or play bingo
- Participate in a Veterans club, collector's club, or be a union member
- Crochet or sew garments
- Attend a country music concert

A proposed list of retailers based on MapInfo's field observations and opinion is located in the Appendix (pg.__).





Introduction

The mission statement guides the Physical Opportunities Plan recommendations:

“Continue to improve our downtown by encouraging balanced growth, while preserving our historic character and our unique sense of community! Through a cooperative process, projects will be identified and initiated in 2006.”

The recommendations and action items have been developed based on the assessment of existing conditions, the results of the market opinion, and input from the community. The recommendations are presented by category and, where necessary, are further divided into sub-categories. *Figure 8, Opportunities Plan*, can be used for visual reference.

Strengthening the Downtown Core— Connecting Activity Areas

Strategic steps must be taken to create a better business environment in downtown Northville. This can be accomplished, in part, by recognizing that downtown is an economic machine and its success relies not only on vehicular traffic, but also on pedestrian traffic. Today, while cars move steadily through downtown Northville, there are simply not enough pedestrians to make some streets work as a center of commerce—to keep stores profitable or to sustain good restaurants. Recharging downtown by building off the energy of existing activity areas will help create a better environment to do business.

The success of businesses in downtown will, in part, depend on strengthening the connections among the well-established activity areas shown in *Figure 8, Opportunities Plan*. Much like a shopping mall, anchors on either end help the small shops in the middle. When retail on W. Main is fully functional for example, a “dead zone” gap will be filled between the Library and E. Main Street retail. The incremental filling of these gaps will help the individual elements in downtown function as interrelated components resulting in a higher level of activity

and a more successful retail environment. *Figure 9, Opportunities Plan with Activity Areas*, illustrates the strength of the downtown core when these gaps are filled. Several steps can be taken to fill the “dead zone” gaps shown in *Figure 7, Activity Areas*. These include:

- Interconnect parks and the public realm with the downtown core.
- Build a new Town Square.
- Convert Mary Alexander Court from one-way to two-way.
- Integrate the Farmers Market into the downtown core.
- Encourage and facilitate sidewalk cafes and outdoor seating.
- Improve connections to Ford Field and the Mill Race district.
- Emphasize Northville streets and sidewalks as part of the public realm.
- Reinforce the north / south pedestrian spine.
- Establish a pedestrian cut-through on E. Main Street.

Interconnect Parks and the Public Realm with the Downtown Core

Parks have long played a pivotal role in determining the success of a downtown. According to Fred Kent of Project for Public Spaces, a non-profit firm dedicated to the study of public places, “we have not even scratched the surface of the impact parks could have on the revitalization of communities.” Urban parks, integrated within a downtown take on many important roles as the center of the public realm. Again, quoting Fred Kent, “a park and its surrounding area is not only a place to understand and relate to nature, but it can also be a place for social and cultural exchange. A park can be alive and teeming with entrepreneurial activities such as markets; physical activities such as children playing or people skating, walking or jogging; or cultural activities, such as art and community events; or for simply socializing with friends”.

Because of the importance of urban parks as part of the social fabric of downtown Northville, City leaders have a special challenge to make sure each park in downtown is of the best possible design and scale, in the best possible location to make them lively and active public places. Two downtown parks, for example, could be strengthened to make them more active places in the downtown:

Figure 8

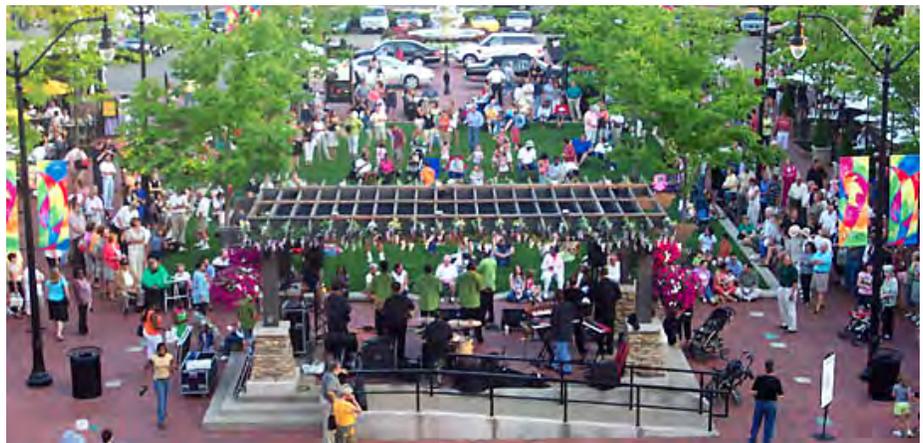


Opportunities Plan
 City of Northville
 Downtown Strategic Plan

- Maintain Hutton Street Park as a destination. An improved layout would afford more usable area adjacent to the street.
- Continue to schedule events / festivals in the park area adjacent to the library (similar to the City's 50th birthday celebration). Coordinate with the Library, and others, to provide programming opportunities in the park.

Build new Town Square

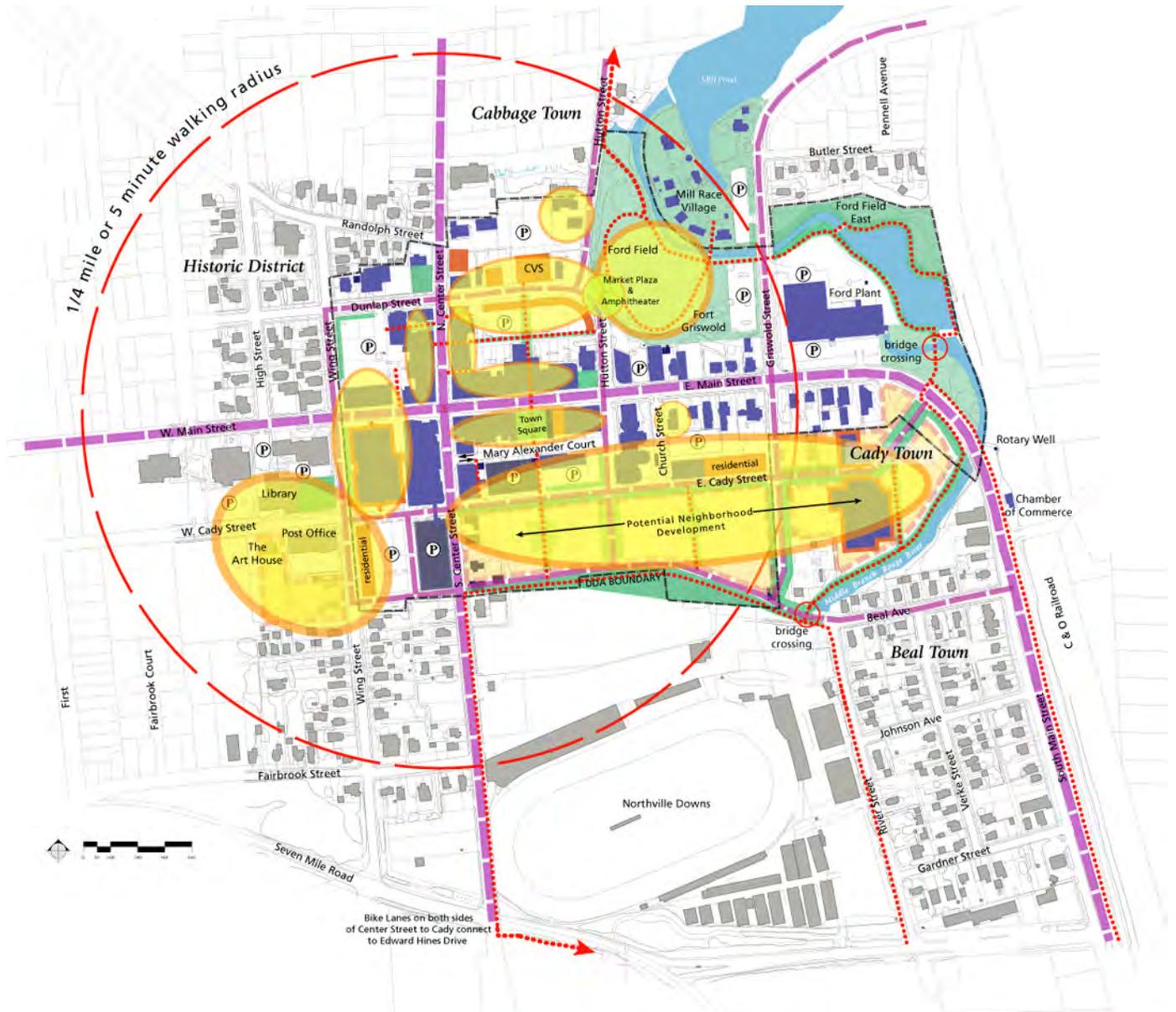
Bandshell Park could be expanded to twice its current size by closing the small street section that connects Main Street to Mary Alexander Court. The parking spaces eliminated as a result of the expansion could easily be added to Mary Alexander Court. Arrangements similar to that made with Poole's Tavern could help to activate the new Town Square with sidewalk cafes lining its edges. A redesigned Town Square could include a green lawn, a band shell with audio and lighting capabilities, pedestrian friendly lighting, benches, and landscaping. The photographs depict views of an active Town Square. A calendar of programmed events would establish the park as a true center of community activity.



Courtesy of First Interstate Properties, Ltd

An active central gathering area with a combination of scheduled and unscheduled activities does a lot to keep a downtown vital and reenergized. These are examples of a new town square with a stage area and sidewalk cafes lining its edges.

Figure 9



Opportunities Plan with Activity Areas

City of Northville
Downtown Strategic Plan

Key Considerations

- Provide more green space and shade by removing parking and vehicular circulation.
- Replace gazebo with a multi-purpose structure.
 - o Program year-round events.
 - o Determine revenue-generating opportunities.
 - o Survey spectators / merchants about existing and perhaps larger venue.
- Coordinate programming with Chamber of Commerce, Arts Commission, Marquis Theater, Parks, etc. (“First Fridays,” carriage rides, and Santa).
- Provide public restrooms.
- Engage adjacent businesses including those on Mary Alexander Court.
- Coordinate development with Mary Alexander Court improvements.
- Provide handicap accessibility.
- Consider incorporating a water feature.
- Retain existing drinking fountain and sculpture.

Convert Mary Alexander Court from one-way to two-way

As noted in Section One, Mary Alexander Court has the potential to become a vibrant area within the downtown. Its prominent position on the north / south pedestrian spine (see *Figure 8, Opportunities Plan*, gives it the potential to be an additional location for street fairs and an extension of activities spilling out of the Town Square. Incorporating pedestrian friendly streetscape elements into a redesign of Mary Alexander Court may give it more appeal and, in turn, increase the vitality of adjacent businesses.

This conversion can be accomplished within the existing street dimensions while still accommodating on-street parking, providing improved exposure for businesses. Two-way traffic on Mary Alexander Court may also help to relieve traffic congestion downtown since motorists traveling north on S. Center Street will be able to turn right onto Mary Alexander Court to access businesses and the Cady Street parking structure, whereas today they need to circulate around either the E. Main Street block or the E. Cady Street block to access the Mary Alexander Court from Hutton Street. A previous study prepared by Hubbell, Roth & Clark concluded that two-way traffic on Mary

Alexander Court may not be feasible. In order to proceed with the recommendation to convert to two-way traffic, investigative steps should be conducted.

Key Considerations

- Determine loading zone requirements
- Determine optimum lane configurations and parking layout.
- Review traffic counts from Hubbell, Roth & Clark study (update as necessary) to determine impacts of turning movements on adjacent streets.
- Integrate the design with that of the new Town Square.
- Consider using special paving in key areas to enhance the quality of the street.
- Program downtown activities to “spill-over” to Mary Alexander Court when space is limited.

A Downtown Farmers Market: The Findlay Market in Cincinnati, Ohio is integrated within the downtown. The permanent structure serves as a venue for year-round activities.



Integrate the Farmers Market into the Downtown Core

A more strategically located Farmers Market may help to infuse the downtown core with an increased level of activity during market days. A downtown location could include a permanent Farmers Market structure, a manager’s office, rest rooms, and extend the market season as well as provide an additional venue for special events and activities.

The Northville Farmers Market is currently located in an asphalt-paved parking lot at the northwest corner of S. Center Street and 7 Mile Road. This market, which operates every Thursday from May through October, is popular with local residents and people from surrounding communities and sees little competition with other area markets. In 2005 there were 105 participating vendors with several vendors on a waiting list.

While there are many advantages to its current location and support from the property owner, there is little opportunity for expansion or to build permanent facilities such as a structure for overhead cover, a rest room building, a manager's office, a central seating area, and paved parking and loading areas. Most importantly perhaps, downtown Northville does not benefit greatly from the activity generated by the



An example of a permanent structure at the Findlay Market in Cincinnati.



The popularity of the Northville Farmers Market could benefit the downtown core.

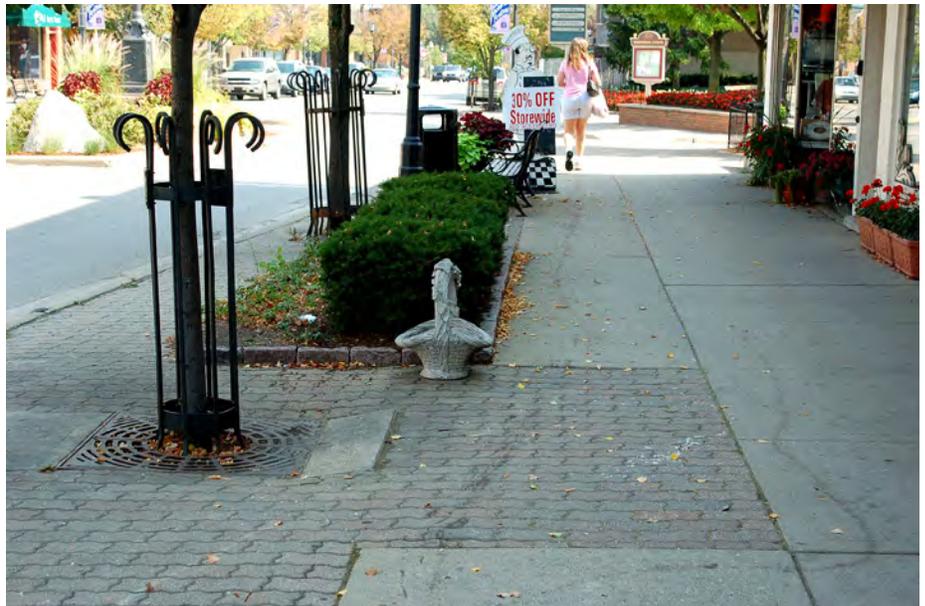
Farmers Market in its current location. Much like the permanent Farmers Market in downtown Ann Arbor's Kerrytown district, a central location could increase the level of activity in adjacent businesses.

Further study is needed to determine the location and optimum configuration of the Farmers Market. Discussions with the Chamber of Commerce and the market vendors will help to determine the requirements for relocation. Important planning and design steps include determining a market program, space needs and parking and circulation requirements.

Key Considerations

- Do not divide the Farmers Market into separate or multiple locations.
- Carefully plan for the new Farmers Market by seeking input from vendors and users.
- When considering relocation sites, consider visibility from major intersections and streets.
- Clear directional signage will be necessary with any move.
- Relocation should be considered permanent—it would be disruptive and costly to move more than once.
- Need a large market to attract the major farmer tenants (100

The sidewalks in both of these photos are 17' wide. The photo on top is adjacent to MacKinnon's in Northville; an ideal location for a sidewalk cafe.



See how well the sidewalk cafe is integrated in the photo of Washington Street in Ann Arbor.



stalls minimum).

- Relocation sites need to be large enough to accommodate desired components.
- Carefully schedule the relocation to cause the least disruption to vendors.



Dan Burden

Bump-outs are great opportunities to capitalize on outdoor space.



Dan Burden

In more limited spaces, two person tables are a possibility.

Encourage and Facilitate Sidewalk Cafes and Outdoor Seating

Sidewalk cafes can add a new dimension to Northville's downtown streets. By definition, a sidewalk café is an outdoor eating area located on a public sidewalk or park operated by an adjoining eating establishment. This type of open-air eating environment can create a European-style atmosphere and make the streets appear more active resulting in a magnetic appeal to downtown.

Where there is plenty of space, in the Old Church Square for example, an outdoor plaza can be a great draw for activity.



Many of Northville's sidewalks may be too narrow for large tables, chairs and umbrellas, but even small tables can help to create a stronger sense of success downtown. For example, the sidewalk in front of Genitti's is only thirteen feet wide—a minimum dimension—but wide enough for small, two-person tables. The bump-out in front of MacKinnon's, at over seventeen feet wide, has plenty of space for one or two four-person tables. Bump-outs at intersections also result in extra space for sidewalk cafés, making these corner buildings ideal locations for restaurants. The edges of parks and plazas are also ideal locations for outdoor cafes. Similar to the open air seating area at Poole's Tavern, outdoor cafes would enliven the perimeter of the Town Square, the Old Church Square, the Village and areas adjacent to restaurants on Mary Alexander Court.

If improperly located, outdoor cafes can clutter a sidewalk and inhibit pedestrian traffic flow. While it is often beneficial for downtown sidewalks to be crowded with people and activities—customers bring financial success to businesses—it will also be important to determine

appropriate clearance and placement standards. Other important considerations include the determination of local regulations for outdoor cafes, the identification of feasible locations, and assistance in providing design standards for appropriate furniture types.

Key Considerations

- Encourage merchants to provide outdoor seating.
- Evaluate leasing arrangements and fees.
- Provide furniture material and placement guidelines to merchants. Allow merchants to choose furniture unique to their business within agreed upon guidelines.
- Determine location where space is adequate for seating areas.
- Possible locations include:
 - Town Square
 - The Village
 - Sidewalk areas with capacity along Main & Center
 - Other downtown streets as new businesses open
 - Old Church Square
 - Small space behind Masonic Temple on South Center Street
 - Pedestrian cut-through areas
 - Mary Alexander Court



Look for opportunities to strengthen the connection between the Mill Race District and downtown.

Improve Connections to Ford Field and the Mill Race District

The Mill Race district, a significant area of open space located on the Middle Branch of the Rouge River, is an integral component of the community. However, due to the lack of connections and limited

programming, it is not reaching its fullest potential. The connection to the Mill Race District should be stronger so that downtown could better benefit from the activity generated by a program of year round activities.

The benefits of the Ford Field and Mill Race district to the Northville community should not be underestimated. Its large play fields, the Fort Griswold playground, historically significant components of the Mill Race Village and Ford Field East, and access to an important branch of the Rouge River watershed, allow residents and visitors an opportunity to find respite in a highly urbanized area. Green space in urban areas provides substantial environmental value. Trees reduce the effects of pollutants, open space provides habitat and cools City temperatures, and natural riparian edges reduce the negative effects of storm water runoff and water pollution.

According to the Trust of Public Land, in their seminal report *The Benefit of Parks, Why America Needs More City Parks and Open Space*, parks provide health and economic benefits too. "Strong evidence shows that when people have access to parks, they exercise more. Beyond the benefits of exercise, a growing body of research shows that contact with the natural world improves physical and psychological health. Numerous studies have (also) shown that parks and open space increase the value of neighboring residential property. Growing evidence points to a similar benefit on commercial property value. The availability of park and recreation facilities is an important quality-of-life factor for corporations choosing where to locate facilities and for well-educated individuals choosing a place to live".

Several steps can be taken to reinforce the benefits of the highly valued Ford Field and the Mill Race District:



This is an example of a gateway that could be used to define the entrance to Ford Field.



This amphitheater, built into the side of a hill, provides a viewing area for adjacent activities.

A non-motorized path connection through Ford Field and the Mill Race District could connect activity areas.

Key Considerations

- Establish a new entrance to Ford Field at Hutton Street. By reconfiguring the Hutton / Dunlap Street curve and designing pedestrian friendly connections, people will better be able to move between this popular park and the active area of downtown. Incorporating a plaza with the new entrance would not only establish this entrance as a primary portal, but also could serve as spillover space for activities occurring downtown and create a great viewing platform overlooking Ford Field.
- Consider building an amphitheater on the east-facing slope of Ford Field. A new amphitheater built on the slope where there are remnants of an old amphitheater could be a prime viewing area for activities occurring in the park.
- Provide a key map of downtown businesses and the connection across Hutton Street.
- Install public restrooms, storage, and possibly a concessions building in Ford Field.
- Remove chain link fence along Hutton Street and install a decorative metal fence to maintain safety. Afford views into the park with selective tree removal and slope restoration.
- Actively promote the Mill Race Village. It has potential to positively impact the downtown. This living museum offers visitors a chance to see these styles in a more intimate setting than Greenfield Village. By better promoting the Mill Race Village through cross marketing campaigns, and reinforcing its connection with downtown Northville, there is an opportunity to draw visitors into the downtown before or after visiting the village.

Expand the DDA boundary to include this entire area in the District. The Northville Historical Society (NHS) created this village in 1972 as a place to preserve buildings in the architectural styles common to the area before 1900. The NHS has indicated they would prefer that this area fall within the DDA boundaries. Further discussions with the DDA are warranted since inclusion of this area could greatly benefit the DDA district.

- Emphasize the historically significant components of the Mill Race District. Identify components of interest in the District, such as the Mill Race Village, and the building designed by Albert Kahn as the Henry Ford valve plant. Consider the use of historical markers to identify these areas.



These see-through panels depict historic building locations throughout downtown Ann Arbor.

- Connect the Mill Race District to downtown and neighborhoods with a non-motorized path. Design and build a path that connects the proposed entrance to Ford Field at Hutton Street to the Mill Race Village Ford Field East, and the Cabbage Town Neighborhood.

Downtown streets in Northville are often used for public events.



Northville Streets and Sidewalks as Part of the Public Realm

Northville's streets and sidewalks also play an important role in downtown Northville. Streets are often closed for parades and festivals—a great use of existing infrastructure. The practice of temporary street closures for special events should continue. Several participants at the first public workshop mentioned the desire for permanent closure of streets for pedestrian malls. Pedestrian-only malls, while successful in some large cities (in mostly temperate climates), could accelerate the decline of retail sales. The bustle of all users—motorists, bicycles, and pedestrians—typical on a successful Main Street is much more conducive to retail than the well-intentioned pedestrian malls of the 1970s. Many of those are now being removed in favor of a multi-user friendly street environment.

Reinforce the North / South Pedestrian Spine

Figure 8, Opportunities Plan, illustrates a linear core of activity from the potential neighborhood development south of E. Cady Street north to the CVS anchor store at Dunlap Street. Along this spine is a centrally located supply of parking in the Cady Street Deck, the Town Square, successful Main Street businesses, the busy parking lot behind the Marquis Theater, the Dunlap Street businesses, and the popular

Ford Field. Using shopping mall principles, the success of all of these elements depends, in part, on the connections among them. Reinforcing this north / south spine of activity with increased activities and improved connections will benefit the entire downtown core. Overcome the 20 foot grade differential from Cady Street to Main Street with uses on both ends that clearly draw people. ADA access can be accommodated at the Cady Street parking deck and The Village.



*Pedestrian Cut-Through Opportunities:
Finding a location for a cut-through on this part of Main Street could improve pedestrian connections.*

Establish a Pedestrian Cut-Through on E. Main Street

To shorten the walking distance for a customer using the Block 6 parking lot, a cut-through should be established to connect pedestrians to the E. Main Street businesses. Ideally this cut-through will be located roughly midblock. However, a building survey will need to be conducted to determine the best location. The cut-through should benefit both the City and landlord and must comply with building code issues. In addition, all businesses could serve as cut-throughs with signage and rear façade improvements.

Streetscape Improvements

A common language of landscaping, lighting, paving, and street furniture helps a downtown create a strong sense of cohesion. It is important to cultivate a pallet of elements that reflect the City's historic character and tie its many built elements together with a timeless appeal.

These honeylocust trees provide a loose canopy over this downtown street. If properly pruned, this species of tree will not visually block store-fronts and signs.



Landscaping

Street trees are an important ingredient in a downtown streetscape. They provide shade and cool the pavement during the hot summer months, and as vertical elements they reduce the perceived width of the street thereby slowing traffic and resulting in a more pleasant pedestrian environment. It is important to select trees that do not block the window displays and signs of downtown stores. Current urban forestry practices suggest that canopy trees have a better chance of survival when they have adequate overhead clearance and a large underground area to support their critical root zone. Small planting holes often inhibit growth and stress the tree. Find locations within downtown to cluster trees together in large planting beds to provide optimum space for growth. When planting street trees, choose a variety of species to avoid noticeable gaps when one dies or is damaged. The current emerald ash borer impact on the ash tree population is a potent reminder that an entire species of street trees can be wiped out in a single growing season.

Some plants do better than others in such tough urban conditions. But, even the right plant can be sorely tested if not properly cared for or if placed in the improper immediate setting. They need the right proportion of air, water and nutrients to survive in this relatively unnatural, harsh environment. Tree roots need oxygen, and this is achieved through proper aeration of the soil. They need an adequate, regular, but not excessive supply of water. And they require a balanced supply of nutrients, which often need to be supplemented by fertilization. Irrigation, properly managed, provides the best opportunity for trees to get the right amount of water and flushes out salt and fertilizer residue. Without these conditions, the plants suffer and they lend a shabby appearance to the downtown. Street trees that tolerate urban conditions include:

Celtis occidentalis—Hackberry

Ginkgo biloba—Ginkgo

Gleditsia triacanthos inermis—Honeylocust

Platanus calleryana x acerifolia—London Plane Tree

Pyrus calleryana—Bradford Pear

Tilia cordata—Little Leaf Linden

Ulmus americana 'Liberty'—Americian Elm "Liberty" (dutch elm disease resistant)

Zelkova serrata—Zelkova

A thorough inspection of the immediate tree pit environment and maintenance conditions needs to be undertaken to identify the cause of the downtown trees' poor health. A tree inventory should be done to identify stressed trees, dead and dying trees and trees that require pruning. This inventory should also identify all tree species for reference. Develop a method for regular maintenance and pruning in order to keep track of tree conditions and to preserve the high aesthetic quality of the streetscape.

The use of metal tree guards should be discontinued. Though installed with good intentions to protect the street trees, they are negatively impacting the image of downtown and some cases the health of the trees. Tree guards are easily bumped off center causing a haphazard arrangement of this prominent vertical element. In other cases trees are outgrowing the diameter of the tree guard causing stress on the tree. The donation plaques on the tree guards could be replaced with a single plaque listing the names of donors and placed in prominent locations



The metal tree guards downtown are unattractive and should be removed.



An example of a donor recognition wall.

on each downtown block. Trees are also outgrowing some of the tree grates in downtown. Most tree grates are designed with removable sections to create increasingly larger openings for growing trees; the grates should be periodically inspected to determine if they need to be modified.

Other types of landscaping can have a positive impact on the downtown. Northville has done a good job of planting and maintaining perennials and annuals to add color to its downtown streets. Though planting bed and planters require a great deal of care, the City should continue this practice to project the positive image Northville is known for.

Encourage business owners to complement their buildings with appropriate flower boxes and pots. Provide design assistance to ensure the use of quality materials and construction. Appropriate materials for window boxes include terra cotta, cedar, painted wood, and wire.

Window boxes require plastic liners to extend their life and to maintain moisture in the soil. They should be installed below the sill line of first, second, and third story windows. Flower pots of plastic lined terra cotta, ceramic, metal, or wood can be arranged at the entrances to shops. Daily watering is often required in the summer months to keep the plant material healthy. Business owners should use authentic materials whenever possible and avoid the use of artificial flowers and greens.



Hutton Street Park displays a well-maintained and beautiful seasonal landscape.

A large number of grand (and perhaps landmark) sugar maple trees define the character of the adjacent neighborhoods. While this species of tree does not do well in tight urban settings, finding opportunities for adding and replacing additional sugar maples in appropriate locations around the downtown will help preserve the character of Northville. The City should avoid replacing street trees with invasive species or those trees that do not reflect the rich heritage of Northville. The City should consider developing a list of appropriate plant material to guide their selection decisions and to educate homeowners.



Quality plantings such as the potted annuals on Northville's downtown streets project a positive, well cared for image.



Encourage business owners to display seasonal flowers such as this container planting in front of a downtown shop.

Key Considerations

- Inventory all downtown trees to determine their health. Inspect tree grates to determine if sections need to be removed to permit expanding tree growth.
- Continue to invest in seasonal plantings downtown.
- Remove tree guards on all downtown trees.
- Implement a new street tree program that maximizes planting bed size. All planting areas should provide adequate drainage and irrigation. Install drainage and irrigation in all planting beds.

Lighting

A well lit downtown creates an environment that feels safe, inviting and comfortable. Properly placed, streetlights extend downtown activity into the evening. The City of Northville has a signature light pole used consistently throughout the downtown. A more recent light pole was installed in downtown, and while it is similar to the traditional light pole, there are noticeable differences. Newly purchased light poles should match the model of the original downtown light pole, and eventually replace the different style pole, which could be relocated to areas outside of the DDA district.

The light source of the downtown light poles is high-pressure sodium, a type of lighting that casts a yellowish orange tint distorting the color of people, landscaping, buildings, and other elements. A metal halide light source, a preferred lighting type in historic downtowns, would cast a white light resulting in truer color rendition. Research is required to determine the feasibility of retrofitting the existing lights with a metal halide light source.

Key Considerations

- Evaluate the feasibility of converting to a metal halide light source.
- Introduce more banners to highlight community events / seasons.
- Install hanging baskets with seasonal color; maintain and irrigate.
- Gradually replace different style light poles with the original light pole. Relocate the new pole to areas outside of the DDA.



Northville's signature light pole.



An attractive trash receptacle coordinates well with the street lights and planters.

Paving

Special paving in downtown can add emphasis at bump-outs and provide visual relief from the expansive areas of concrete. However, concrete walks are recommended as the predominant surface in the pedestrian "through-zone"—the area of a sidewalk intended for pedestrian travel entirely free of permanent and temporary objects. Special paving should be considered as "accent" material as people with certain disabilities have trouble maneuvering on this type of surface.

Clay pavers, rather than the existing concrete pavers, are considered more authentic and will better complement downtown's historic character. Clay pavers do not fade and have a compressive strength comparable to concrete pavers. A wide range of colors are available and

should be carefully selected to complement predominant brick tones in downtown buildings. Recently, clay pavers were installed in front of the 120 W. Main Street Building. These should serve as a replacement model when undertaking old and new streetscape projects.

Key Considerations

- Replace concrete pavers with concrete panels or clay pavers where appropriate.

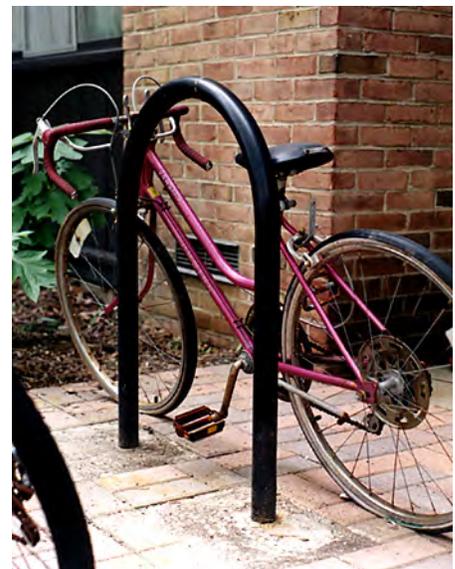
Street Furniture

A well-coordinated palette of street furniture will provide comfort and eliminate clutter in downtown. Sturdy and vandal proof, the furniture should be consistent in terms of material, color, texture, and detailing, and relate to the historic character of the architecture. Because of the compact nature of the downtown, the same style of furniture should be used throughout the DDA to emphasize the connections between downtown streets.

The exception is in private courtyards and sidewalk cafés where furniture should be chosen to reflect the personality of the adjoining business. Design assistance can be useful to encourage complementary styles. Wherever possible moveable seating should be used to give people options to move chairs to catch moving sun patterns or orient towards nearby activities. If the area is well attended, theft can be minimal—though moveable chairs often need to be stacked and chained at night.

The City has chosen a trash receptacle and planter style from the Canterbury International Pennsylvania Avenue series. These high quality products beautifully complement the downtown and are black to match the street light. The DDA continues to purchase new planters and trash receptacles to expand into other areas in the downtown. New benches could be chosen to complement this style of street furniture.

In addition to being an efficient security measure, bicycle racks eliminate the visual clutter caused by haphazard bicycle parking. Bike racks will reinforce Northville’s reputation as a bike friendly town, and may be added incentive for cyclists to spend their pre or post ride dollars in Northville. There are currently some racks, but these need to be further supplemented. Simple, and inexpensive hoop racks should be installed parallel to curb lines at regular intervals downtown, and clustered in high use areas.



Examples of streetscape furniture that would complement downtown Northville.

Key Considerations

- Choose a pallet of street furniture to complement the existing trash receptacle and planter style.
- Install bicycle racks in key locations.

Maintenance

In some ways, Northville is two towns. The first is seen through the windows of a passing vehicle. The plentiful brick buildings and intimate scale of the town lend it an immediate charm. The second is found while walking the streets and parking lots. This image, though still retaining some of the charm of the initial impression, also reveals the need for maintenance and for more careful attention to detail when maintenance is undertaken. Thoughtful maintenance of downtown not only protects investment made in improvements but also presents downtown Northville at its best.

Key Considerations

- In the case of some repair patches in prominent areas of downtown, concrete pavers are replaced with asphalt patch, leaving an unsightly look that cheapens the overall effect that the town is looking for in order to attract visitors and project an image of high quality. Replace repair areas with original materials whenever possible.
- Correct improper tree pruning practices of heading back street trees. Remove sucker shoots at the base and crown of the tree and remove injured and cross branches in the spring before the leaves are full.
- Regularly scheduled tree maintenance, evaluation and pruning.
- Consider contracting with a private maintenance company that specializes in horticultural management to maintain downtown parks and the streetscape.



An example of an intersection with separated ramps and landings and clearly defined pedestrian crosswalks.

Street Corner Treatments and Accessibility

Pedestrian activities are concentrated on street corners at the main intersections downtown. These are important areas where people tend to converge, either to talk with others or wait for street crossing opportunities. Many of the street corners have extended sidewalks, referred to as bump-outs, to facilitate shorter pedestrian crossing distances. When replacing curbs downtown it is preferable to incorporate bump-outs and remember that the tighter the curb radii, the shorter the crossing distance resulting in a better pedestrian



A generous bump-out at this intersection in downtown Dexter provides a landing zone and shortens the crossing distances for pedestrians.

These diagonal ramps on many intersections in downtown Northville expose the pedestrian to traffic.



environment. Using the tightest, or smallest curb radii possible for the circumstance also requires vehicles to slow down as they turn the corner.

While the majority of downtown corners have ramps and landings, many are designed with a single diagonal ramp. Ideally, there should be a separated curb ramp with detectable warning strips for each crosswalk direction—usually two per corner. This type of design minimizes pedestrian exposure to moving vehicles.

All new improvement projects including sidewalks, ramps, landings, pedestrian crossing signals, and pedestrian markings must meet the American with Disabilities Act (ADA) accessibility standards. The ADA is a federal law that protects the rights of persons with disabilities in an effort to assure that they have equal access to public services. Tactile warnings and textures on ramps for persons with disabilities are also becoming standard practice in corner treatment designs.

Key Considerations

- Replace diagonal ramps with separate curb ramps.
- Incorporate additional bump-outs and tighter curb radii on new street projects.
- Evaluate the downtown for compliance with ADA accessibility standards.

Develop a wayfinding plan for downtown

A well-executed wayfinding program provides information and direction in a consistent format to enable visitors to move around downtown without confusion. A comprehensive wayfinding plan will reduce the stress of customers and especially visitors orienting themselves to an unfamiliar location leaving a favorable impression of their overall experience. Signs should function as a complete system to promote preferred traffic patterns and eliminate confusion and should complement other streetscape furnishings.

The DDA has been working with a sign designer to develop new sign design styles. Examples of this handsome new style can be seen adjacent to the Old Church Square and the Bandshell where directories of businesses were recently installed. Additional locations should be explored throughout the downtown. A wayfinding program would help supplement this program of new sign designs.

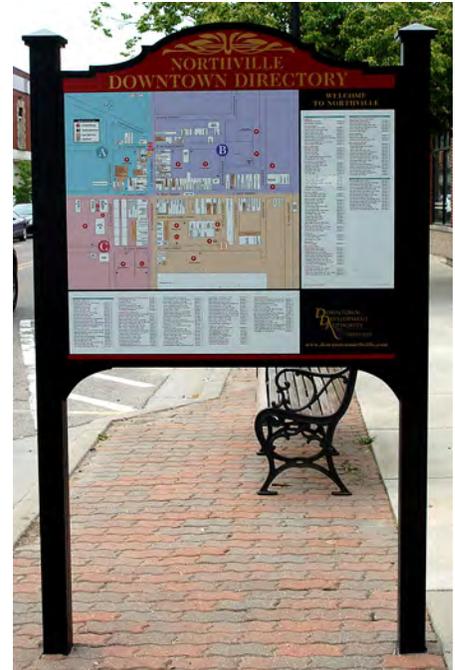
Key Considerations

- Develop a comprehensive wayfinding plan.
- Continue to replace outdated signs with the new sign design styles.

Parking Lot Appearance

Though parking lots are often the backside of businesses, they also foster a strong first impression and provide back entrance access to shops. Parking lots in downtown need aesthetically appealing lighting fixtures, trash and grease bin receptacle shielding, and basic clarity of layout with clear and unified design elements. A parking lot is a difficult environment for growing trees but properly planted they can offset the heat, glare, and often negative visual impact of these large expanses of paving. Chose plant materials that can withstand harsh urban conditions and de-icing materials, and wherever possible group trees in large planting beds at end islands and in perimeter planting strips.

Northville should seek to apply similar design treatments to the perimeter of all public parking lots. This will improve the appearance of the lots and give first time users visual cues as they seek out parking downtown. Levels of treatment vary, and can include masonry screen walls, decorative fencing, landscape treatments, and public parking signs. Defined entrances are also important to clarify circulation patterns and



A newly installed downtown directory sign in Northville.



A well landscaped parking lot with clearly defined pedestrian access.



This example of a downtown parking lot portrays a positive image.



A permanent brick wall and landscaping surrounds this parking lot in downtown Ann Arbor.

Shrub plantings can be used as parking lot edge treatments where space allows.

make the parking lots more user-friendly. Northville may consider installing the new directory signs on pedestrian routes in particular lots so customers can see a visual display of downtown businesses.

Key Considerations

- Carefully place and shield the plentiful trash dumpsters and grease bins.
- Establish defined entrances and clarify circulation in all parking lots.
- Apply similar design treatments to the perimeter of all public lots.
- Incorporate landscaping in parking lots.



Circulation and Parking

Downtown Parking

Parking is an important component of a successful downtown and is often one of the most discussed topics during a downtown strategic planning process because the adequacy and location of parking can significantly influence the degree of success of a downtown revitalization effort.

To more fully understand parking related issues the City of Northville commissioned Carlisle / Wortman Associates, Inc. to update the 1999 Northville Parking Management Study. The update entitled, *2006*

Downtown Parking Analysis included the following elements:

1. Existing Parking Inventory
2. Parking Occupancy Survey
3. Parking Analysis

The parking inventory was performed for the downtown area consisting of thirteen blocks employing the same identification method used in the 1999 study. Public and private parking spaces were inventoried and numbered based on parking space type (on-street, surface, and parking deck). Refer to *Figure 10, Parking Analysis Diagram*, for a summary of information from the *2006 Downtown Parking Analysis*.

Based on the parking inventory there are 2,221 parking spaces available within the thirteen block study area of which 65% are publicly controlled. In the core area of the downtown (Blocks 1, 2, 3, 6, 7&9) there are 1,227 parking spaces and 90% of these parking spaces are public. On-street parking accounts for approximately 10% and 13% of the parking spaces in the study area and core downtown, respectively.

The parking assessment performed in the *2006 Downtown Parking Analysis* compared the parking inventory by block to parking standards established in the City Zoning Ordinance for each use in the downtown. Data to perform this analysis was derived from square footage computation provided by the City Assessor. This information was then used to create four scenarios. Refer to the full parking study in the Appendix (pg__) for more detail.

- Scenario 1 – utilized the same baseline data used in the 1999 Parking Management Plan for comparison purposes. This

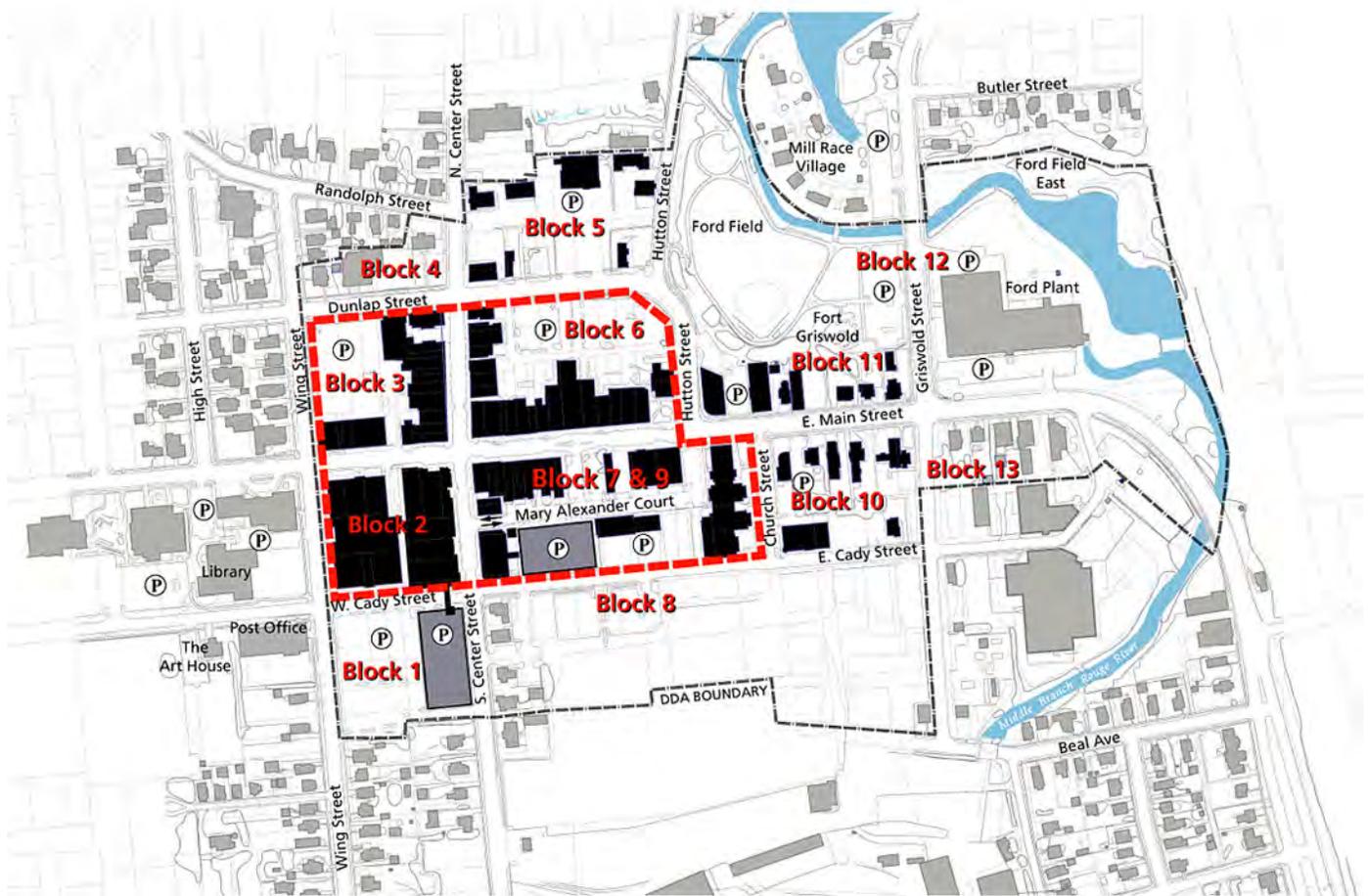
Figure 10

This diagram summarizes information presented in the 2006 *Downtown Parking Analysis* prepared by Carlisle / Wortman Associates, Inc.

Historic Downtown Core
 Parking Supply - 1,206 spaces
 Parking Demand - 2,056 spaces
 Parking Deficit - (850) spaces

Block 1 Block Number as referenced in Parking Analysis

 Buildings impacted by parking deficit in Scenario 3 of Parking Analysis



Parking Analysis Diagram

City of Northville
 Downtown Strategic Plan

excludes the Main Street Courtyard, Casterline Funeral Home, Marquis Theater, and the First Presbyterian Church.

- Scenario 2 – represents the peak parking demand assuming all land uses are operating concurrently.
- Scenario 3 – excludes all places of assembly such as the funeral home, Marquis Theater, Eagles, Masonic Temple, and the First Presbyterian Church.
- Scenario 4 – uses the results of Scenario 3 but discounts the parking requirements by 10% - 30% to adjust for mixed-use parking.

Occupancy Survey

In December 2005, and January through May 2006, a parking occupancy survey was conducted by the City to supplement data for the Carlisle / Wortman report for parking in Blocks 1, 3, 6, 7, 8, and 9. This was conducted over four time periods each day: 8:30 a.m., 10:00 a.m., 12:00 p.m., and 2:00 p.m. Results indicated that the highest occupancy occurred at 12:00 p.m. (noon). It was also noted that many of the parking lots in the core downtown area have fairly high occupancy rates at 10:00 a.m. which would indicate preferred parking locations for downtown employees and customers. In January and February 2006, Blocks 3 and 6 had occupancy rates in excess of 55% by 10 a.m. Occupancy inventory taken during the months of March, April and May reflect a decrease in occupancy consistent with national parking studies.

Use of parking facilities and their subsequent occupancy rates can be affected by a number of factors including distance from destination, covered versus uncovered spaces, location, line of sight, and physical barriers (slope, street crossings, etc.) to name a few. The level of service (LOS) by walking distance also factors into parking facility preference. For surface parking facilities, an LOS A (highest rating) would have a maximum walking distance of 350 feet or about one block, and an LOS B would be approximately 700 feet. For downtown Northville this means that the core downtown area parking facilities which are adjacent to the highest concentration of retail, restaurant, and office space will have the greatest competition for parking and the occupancy survey supports this assessment.

Parking Analysis: Supply and Demand

While the *2006 Downtown Parking Analysis* shows on paper that

at most times the occupancy surveys show there is adequate parking available for the downtown area, there are times when several parking facilities reach peak use. For instance, Block 6 appeared to have the fewest spaces available during peak times and is possibly in need of additional parking. Furthermore, on the west side of town as the Village, and 120 West Main Street become fully occupied, the area could reach parking capacity. The study recommended that the City continue to monitor the parking supply and demand and develop a long-term parking policy.

Shared Parking

The *2006 Downtown Parking Analysis* demand was based on City of Northville Zoning Ordinance parking standards resulting in each land use activity being allocated parking spaces per the zoning ordinance. As noted in that study, relying on this methodology can result in higher demand counts for parking because it treats each visit to a specific business as one parking trip. In reality, a customer to downtown will often bundle their trips by parking once and visiting several establishments.

The *City of Northville Zoning Ordinance* parking standards are reflective of suburban versus urban parking standards. For example, the retail parking standards require one parking space per 200 square feet or five spaces per 1,000 gross leaseable area (GLA) which is comparable to strip suburban parking and “big box” parking standards. The 1994 National Trust for Historic Preservation publication entitled, *The Parking Handbook for Small Communities*, noted downtown retail parking rates at one space for 500 square feet or two spaces per 1,000 GLA, a significant difference from the City of Northville parking requirements.

In 2006 the Urban Land Institute (ULI) released its publication on shared parking. Shared parking is a parking strategy where land uses with different parking demand patterns are able to use the same parking space throughout the day. For example, residents living downtown have different parking demands than downtown retail businesses. As a result, the same parking space can accommodate resident parking in the evening and retail customer parking during the day. The same situation applies to retail businesses, offices, and restaurants, which have different parking demand cycles. The table below enumerates the percentage of parking demand by time of day and land use type.

Shared Parking Demand Patterns

Source: Urban Land Institute

	Shopping	Fine Dining	Family Dining	Office	Residential
6 a.m.	1%	0%	25%	3%	100%
7 a.m.	5%	0%	50%	30%	90%
8 a.m.	15%	0%	60%	75%	85%
9 a.m.	35%	0%	75%	95%	80%
10 a.m.	65%	15%	85%	100%	75%
11 a.m.	85%	40%	90%	100%	70%
Noon	95%	75%	100%	90%	65%
1 p.m.	100%	75%	90%	90%	70%
2 p.m.	95%	65%	50%	100%	70%
3 p.m.	90%	40%	45%	100%	70%
4 p.m.	90%	50%	45%	90%	75%
5 p.m.	95%	75%	75%	50%	85%
6 p.m.	95%	95%	80%	25%	90%
7 p.m.	95%	100%	80%	10%	97%
8 p.m.	80%	100%	80%	70%	98%
9 p.m.	50%	100%	60%	30%	99%
10 p.m.	30%	95%	55%	10%	100%
11 p.m.	10%	75%	50%	0%	100%
Midnight	0%	25%	25%	0%	100%

Applying the shared parking demands on a block-by-block basis to Scenario 3 resulted in a reduction in the parking deficit from 699 parking spaces to 549 parking spaces in the core downtown area; see *Figure 11, Shared Parking Diagram*.

Business Owner Survey

In April 2006 the City of Northville and the Downtown Steering Committee conducted a Business Owner’s Survey. The survey was distributed via U.S. Mail to 191 downtown businesses; 89 businesses, or 46.6%, responded. Of those businesses responding, 49% owned or operated retail businesses, 42% owned offices and 8% owned restaurants. Approximately two-thirds (66%) of the respondents had businesses located in the downtown core area (Blocks 6, 7 and 9).

Businesses responding to the survey indicated they employed 695 employees with 480 of those employees, or 69%, working during the day, and a total of 470 employees, or 98% use their cars to get to work. When asked where their employees parked, 31% indicated those blocks comprising the downtown core area. Only 13% parked in the East Cady Street lot in Block 8. When asked about customer parking, respondents indicated that 50% park within the downtown core area (Blocks 3, 6, 7 and 9). The parking location preference for both customers and employees are similar.

Figure 11

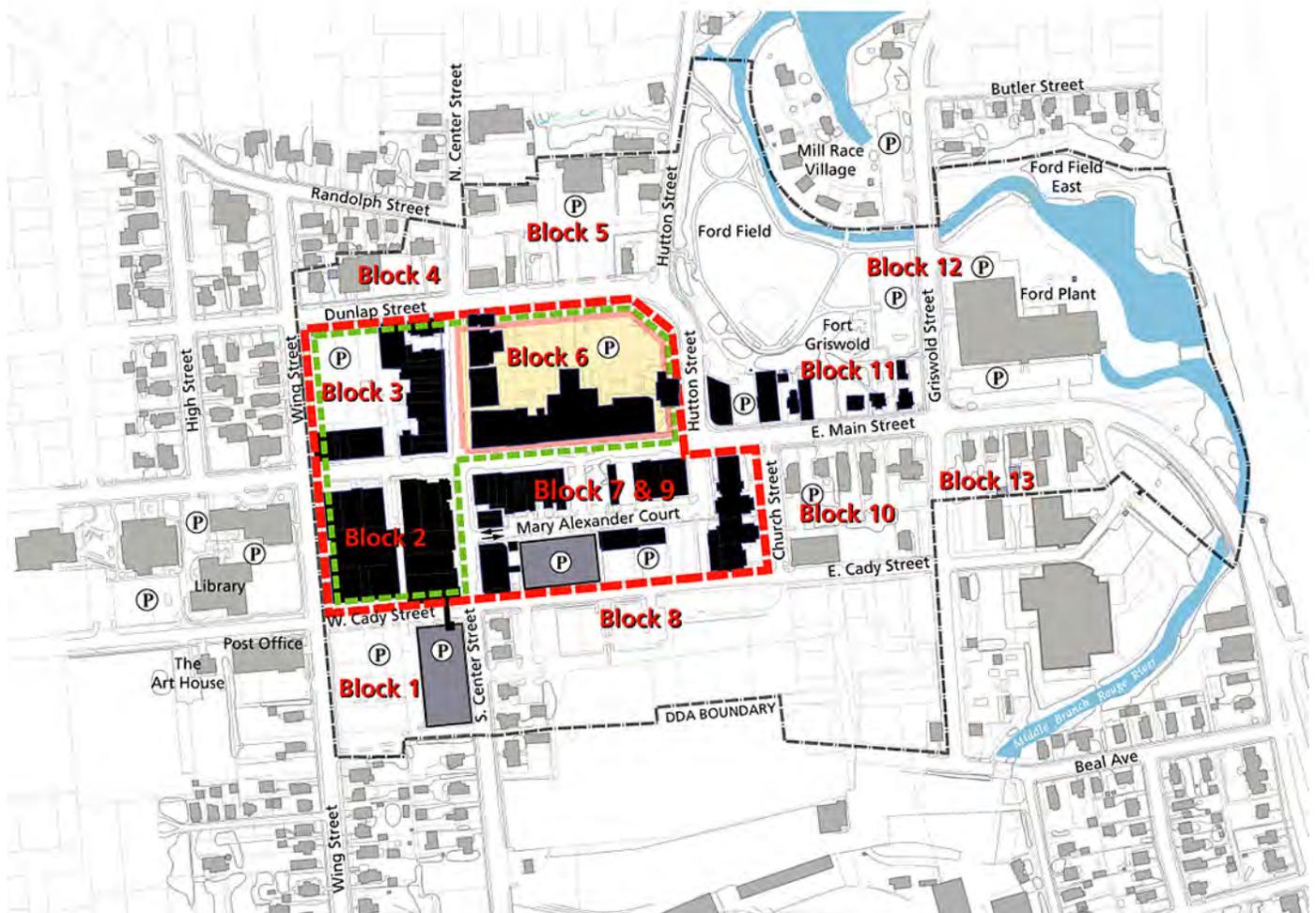
This diagram reflects the 2006 Downtown Parking Analysis applied against the 2006 Urban Land Institute shared parking patterns by time of day (weekday).

- Block 1** Block Number as referenced in Parking Analysis
-  Buildings impacted by parking deficit in Scenario 3 of Parking Analysis

 **Historic Downtown Core**
 Parking Supply - 1,206 spaces
 Parking Demand - 2,056 spaces
 Parking Deficit - (663) spaces

 **High Parking Deficit Zone**

 **Peak Parking Deficit Zone**



Shared Parking Diagram

*City of Northville
 Downtown Strategic Plan*

When business owners were asked if customers ever discussed parking, 57% of the respondents indicated yes. Comments included limited time restrictions, issuance of tickets, minimal parking availability during Christmas season and special events, and difficulty to find a space. When asked about paying for parking, 74% of the respondents expressed customers would not pay for convenient parking, and 57% indicated that employees would be willing to pay for convenient parking. Several other questions explored parking availability and potential parking management strategies:

- Increase the supply of parking – Very Important (59%); increase should occur on Block 3 (14%) and Block 6 (30%).
- Improve on-street parking availability – Not Important (53%)
- Increase turnover by improving enforcement – Not Important (50%)
- Improve on-street parking availability by installing meters – Not Important (55%)
- Increase parking turnover in surface lots with paid parking – Not Important (62%)

As a result, there is a desire to increase parking availability, especially in the downtown core area, without improving regulation and enforcement and not charging customers for the parking. The latter two observations deal with business and customer relations where local businesses desire additional convenient parking for their customers without the customer having to pay for this amenity or be ticketed if they exceed the time limitation. From a business owner's perspective, they would like the downtown parking to be managed similar to a suburban shopping center, which in many cases are their principal competitors. This means providing sufficient, convenient, unregulated, and free customer parking.

Determining the Need for Additional Parking

Regardless of who pays, parking is expensive. While there does appear to be a numerical parking deficiency in the study area especially in the downtown core, a full assessment of parking patterns and demands should be undertaken to develop a long-term parking strategy.

Traditionally, parking assessments were based on a supply-demand model, using parking standards created from trip generation studies to determine demand and subtracting this number from existing supply. Today, parking assessments are based on how to efficiently maximize and utilize existing parking facilities prior to the expenditure for new parking facilities. This latter approach requires more understanding

of the local nuances influencing parking demand such as seasonal utilization, turnover within parking lots, walkability and access conditions between parking facilities and destination locations, the mixture of land uses, and the acceptance of shared parking.

The City should continue to monitor and plan for additional parking. Several important steps should be taken to develop a long term parking strategy.

Key Considerations

- Conduct monthly occupancy surveys to enhance the accuracy of both use and occupancy.
- Monitor the results of the occupancy surveys. When occupancy of parking areas in the core downtown approach 75-80% on average (determined from at least a year's worth of the surveys) the City should proactively plan for the expansion of the parking supply.
- Conduct a duration and turnover analysis to identify the best location for customer parking and employee parking. This in turn will help determine the location for time-regulated parking and formulate the most advantageous time period / user type for a parking facility. This analysis is particularly beneficial for public unregulated and free parking lots where employees and customers compete for parking spaces.
- Analyze the current parking ordinance to determine its validity for Northville.
- Create a Parking Committee pursuant to Ordinance "Division 2. Parking Authority." The role of the Committee should evolve over time as the understanding of the parking situation becomes more defined.

Parking Management Strategies

The assessment completed to date for downtown Northville indicates the need for further occupancy and turnover surveys to better gauge the parking supply and demand. Additionally, any further parking studies will need to include data from the Village, 120 West Main, and other future developments. Below are several parking management strategies that could be employed to address downtown parking.

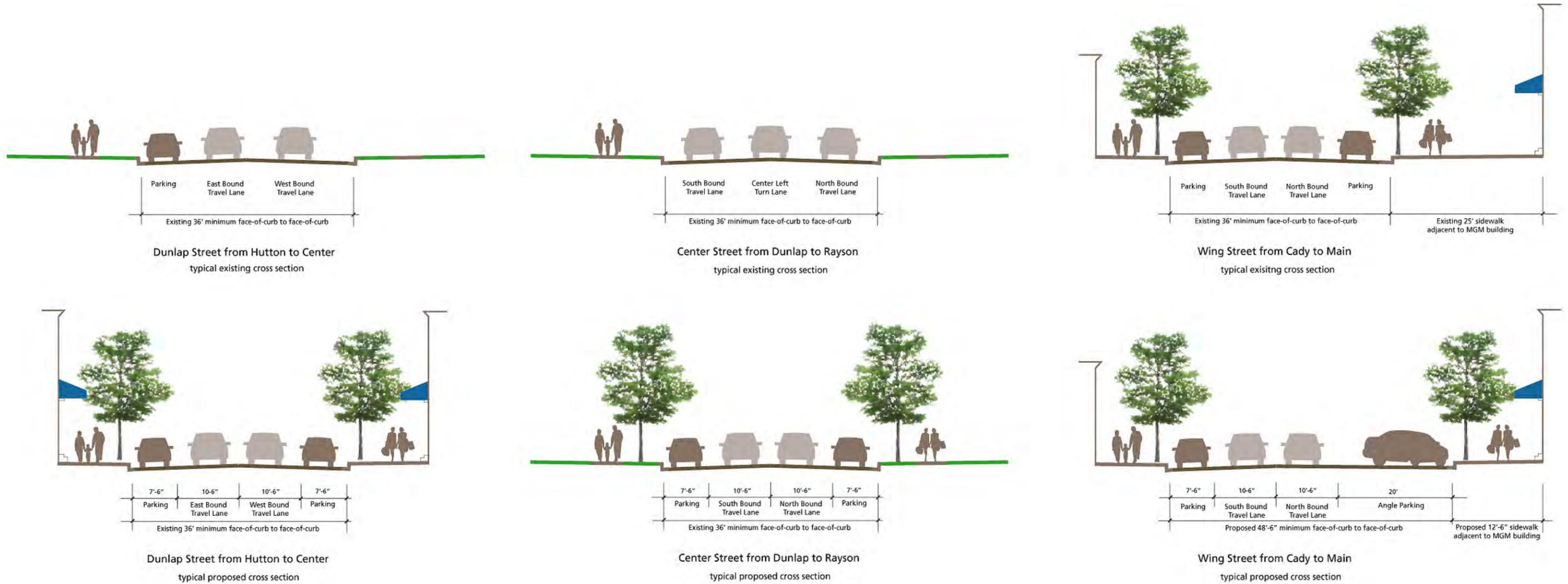
Key Considerations

- Consolidation of individual public and private parking into a collective parking facility. This should be evaluated for Block 6.
- Where feasible, allow on-street parking within the downtown street network.
- Relocate and centralize waste and storage facilities to remote and less central areas of a parking lot.
- In time-regulated lots, sign parking spaces along the perimeter and remote areas of the parking lot for long-term customer and employee parking.
- During the Christmas season, require employees to park in remote parking lots.
- During peak seasons and special events, use remote parking lots supplemented with shuttle service for customers. The E. Cady Street parking lot would be a prime candidate for a remote lot due to its recurring low occupancy rate.
- Sign a portion of the lot for smaller vehicles, which increases the number of parking spaces within a lot.
- Regulate the lots with time limits but allow business owners to validate parking tickets for customers. In addition, participating business would have to agree to manage the location of parking for their employees.
- If meters are installed for on-street parking to increase turnover, use the parking meter revenue to finance business district improvements such as sidewalk cleaning, façade improvements and landscape and planting maintenance.
- Create sufficient pedestrian walkways between businesses and parking facilities.

On-Street Parking

As a general rule, parking on as many downtown streets as possible provides the most cost effective means for accommodating additional parking. The infrastructure is already in place, and narrowing travel lanes to accommodate parking within the existing curb alignment also slows travel speeds through town. As an example, an interim option for the over wide travel lanes on S. Center Street south of Cady would be to stripe five foot bike lanes on both sides. This will help to welcome cyclists who frequently use Hines Park Drive and slow traffic entering Northville. Additionally, landscape islands could be added on S. Center Street from Seven Mile to Cady to serve as a similar type of gateway treatment as the other entrances to downtown. See *Figures 12, 13 and 14, Street Cross Sections*, for reconfiguration opportunities downtown.

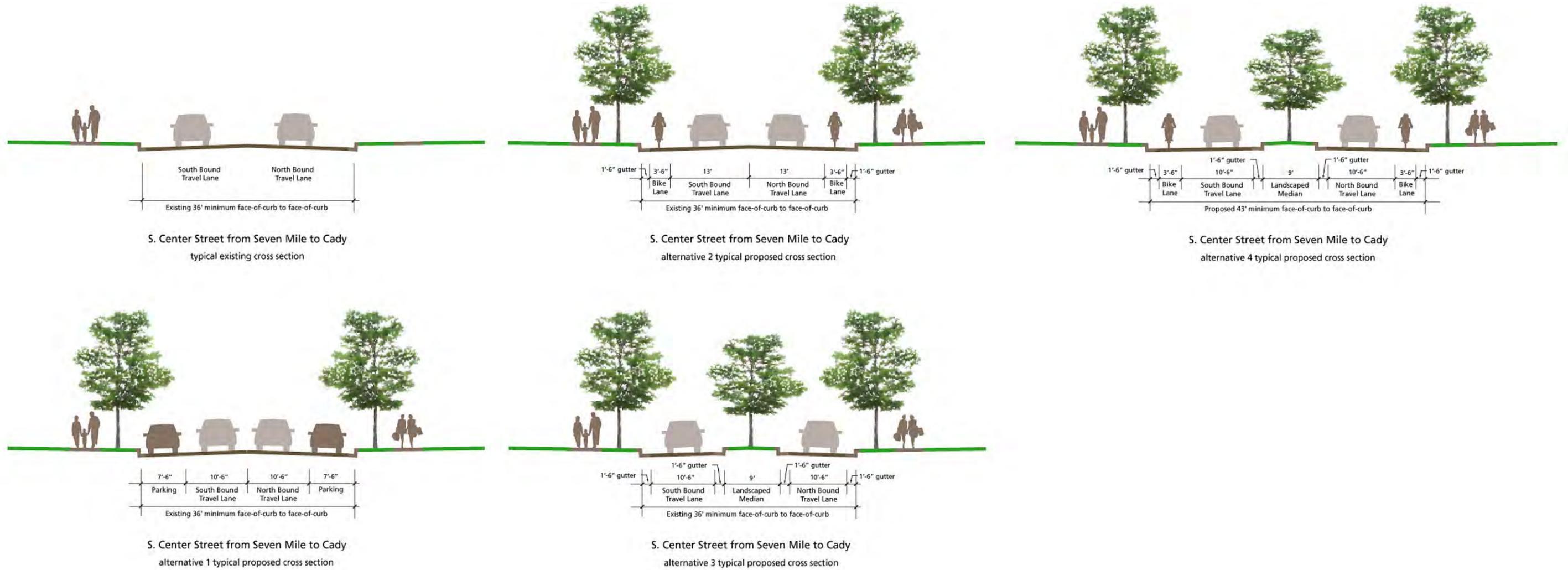
Figure 12



Street Cross Sections - Sheet 1

City of Northville
Downtown Strategic Plan

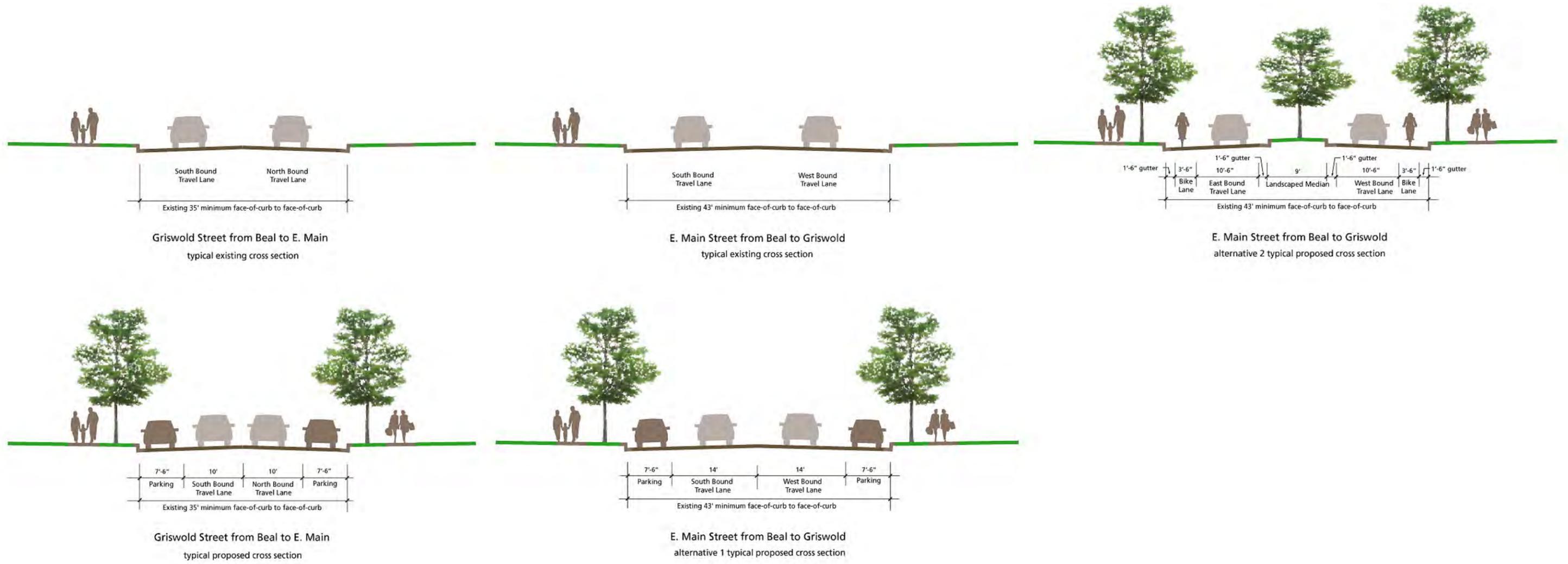
Figure 13



Street Cross Sections - Sheet 2

City of Northville
Downtown Strategic Plan

Figure 14



Street Cross Sections - Sheet 3

City of Northville
Downtown Strategic Plan

Current on-street parking should be maintained, and future development should, where possible, make provisions for the continued accommodation of on-street parking. Dunlap Street for example has the necessary width for parallel parking on both sides of the street from Center Street to Hutton. However, the frequent curb cuts on the north side of the street have eliminated the possibility of parking on this side. Redevelopment of this area should consolidate curb cuts so on-street parking can be reintroduced on the north side. Griswold south of E. Main to Beal Street and S. Center Street from Cady Street to 7 Mile also have the width for parallel parking on both sides of the street. While these two streets today do not seem to be prime candidates for people looking for places to park in downtown, as Northville continues to grow, there will be more pressure for parking at its edges.

Key Considerations

- Provide on-street parking on as many downtown streets as possible.
- Develop an access management plan to minimize curb cuts

Non-Motorized Transportation

One of Northville's goals is to become a leading edge bicycle and pedestrian friendly community in order to save energy and reduce the need for car parking. A non-motorized path could link to downtown destinations, Northville neighborhoods and eventually to Northville Township through an interconnected system. See *Figure 8, Opportunities Plan*, to follow the proposed route of a comprehensive system of non-motorized connections including multi-use paths, bike lanes, bike routes, and pedestrian cut-throughs.

Various types of bicyclists should be accommodated in the downtown:

- The serious riders with state of the art gear who like to frequent well-equipped bike shops and sporting gear stores, and who need food, refreshments and restrooms. They are often beginning or ending a 25 to 50 mile ride on Edward Hines Drive, or to one of the nearby towns such as Ann Arbor or South Lyon.
- The casual riders, some with children in tow, coming into town from Northville Township or Novi, need an interconnected system of safe bike routes and multi-use paths.
- Both of these groups benefit from free and convenient parking for both bikes and cars and shops that cater to their needs.



Various types of bicyclists should be accommodated downtown.

Key Considerations

- Host a public meeting for bicyclists and ask what types of accommodations are a priority. This is a good way to create awareness and to meet specific needs of this interest group.
- Place bike racks at the entrances to town and in sight of storefronts. Bicyclists, like motorists, prefer to park their bikes near their destinations.
- Be bicycle friendly downtown. Remove signs saying: “No Bikes.”
- Provide bicycle specific signs downtown.
 - o “Walk Your Bike” should be painted on the sidewalk on both ends and both sides of Main Street
 - o “Main Street Straight Ahead” signs should be posted to attract newcomers in from Edward Hines Drive.
 - o Shared use arrows can be applied to downtown streets to remind motorists that they will be sharing a lane with motorcyclists.
 - o Collaborate with local merchants such as Community Financial Credit Union, Water Wheel Health Club, The Village and other businesses to locate bike racks appropriately.

Extending Beal Avenue through this area would provide better circulation through this superblock.

*Extend Beal Avenue to S. Center Street.*

The super block of the Northville Downs property limits circulation options. *Figure 8, Opportunities Plan*, illustrates the benefits of extending Beal Avenue to S. Center Street. This extension would provide

a logical connection for motorists to connect to Griswold Street and Novi destinations without circulating through the heart of downtown. This should not be thought of as a bypass, or as a means to move traffic quickly around downtown, rather as a reestablishment of the traditional street grid pattern. The intersections at S. Center Street and Griswold should be designed consistent with other local streets—tight turning radii and narrow lanes—to slow traffic through this Beal Town neighborhood.

It may be necessary to extend the DDA boundaries to facilitate the best possible road extension alignment. There may be opportunities to establish public and private partnership funding mechanisms for this project. The City has been working with the Beal Town residents to get their feedback on rebuilding the Beal Street Bridge. This project, scheduled for construction in 2007 will facilitate the road extension. Seeking continued feedback from the Beal Town residents will ensure that the extension complements their neighborhood. Note that this project would require a partnership between the City and Northville Downs and Driving Club.

Key Considerations

- Extend Beal Avenue consistent with the design of other local streets.
- Work with Beal Town property owners and Northville Downs to arrive at a mutually beneficial plan.

Improve Bus Parking and Circulation Downtown

Private busses are often seen on the streets of downtown transporting tour groups to Genetti's, the Mill Race Village, the Marquis Theater, and other destinations. Circulation, loading and parking maneuvers can be complicated at times, and cause disruptions downtown. Improvements can be made by first understanding bus destination points and assessing parking and loading requirements. Options should be explored to improve access to the Mill Race Village and Ford Field.

Build a Parking Lot Behind Starbucks

A parking lot behind Starbucks would help relieve pressure on parking next to this very busy coffee shop. The City should actively pursue land acquisition and establish a public / private partnership agreement to design and build this project. The City has met with land owners, looked at options, and determined that it can increase parking in the area by approximately thirty cars.

Approaching and Entering the Downtown

Entrances to Northville should be inviting and reflect the character of the community. Section One describes entrances into downtown from every direction and the image they project. Opportunities for enhancement of these entrances with additional signs, landscaping, and public art opportunities should be explored. Use existing examples of gateways to Northville as guidelines for new gateways.

Directional signs to historic Northville are lacking from many of the major highways and roads. The City should work with the Michigan Department of Transportation (MDOT) to incorporate directional highway signs on I-275 at the 6, 7, and 8 Mile exits, on Sheldon Road, at M-14 at the Beck Road exit, and at I-96 at the Novi Road and Beck Road exits.

This entrance at Randolph and 8 Mile is a good example of a gateway into Northville.



Key Considerations

- Enhance gateways to downtown.
- Improve directional signs to historic Northville from major highways and roads.

Redevelopment Strategies

Recruiting new businesses, expanding existing businesses, and preserving the historic character of downtown are high priorities for City officials, business owners and community members. There is also an interest in developing a new neighborhood south of Cady Street and rehabilitating upper story spaces to accommodate residential use downtown.

Encouraging new residents downtown will infuse the downtown with increased levels of activity providing a potential new customer base for businesses and creating a 24-hour community.

CVS Block Redevelopment

Discussions with CVS and other property owners have already taken place to explore the redevelopment of this CVS block. A public / private partnership could be formed to optimize potential for this block, including relocating businesses and consolidating a more user-friendly parking lot. In one consideration, CVS would relocate to the street edge with parking behind to achieve a more efficient urban solution.

Encourage Rehabilitation of Downtown Buildings

Downtown living is becoming increasingly popular in cities throughout the country. Reintroducing a style of living that is actually very historic can add to the 24-hour vitality of the DDA district and increase the sense of community. Encourage the rehabilitation of underused building space in the downtown, including second and third story spaces to accommodate residential use. Establish funding incentives and design assistance.

First floor uses in the DDA district should be commercial rather than office whenever possible. Borrowing from the shopping mall concept, commercial uses provide more synergy with other commercial uses and result in a more active street life. Office uses, with fewer walk-in customers, are better in second and third stories along with residential uses.

Redevelop Potential Neighborhood South of Cady

The proximity of this area to the core of downtown would make this an ideal live / work neighborhood within walking distance to a wide range of goods and services. This area presents an extraordinary opportunity not only to build the downtown residential base, but also to recapture derelict land adjacent to the Northville Downs.



Downtown living is popular with young professionals and empty nesters.



The City could assemble land and develop a master plan from S. Center Street to Griswold Street—eventually expanding into Cady Town—and initiate developer solicitation to determine the level of interest for such a project. The master plan should address a mix of housing types, pedestrian connections, open space development, and the mitigation of views over Northville Downs.

Encourage Rehabilitation of Cady Town Buildings

There is potential to rehabilitate the historic industrial buildings in Cady Town and tie them into the potential neighborhood development south of Cady master plan. Study the history of the area and determine the feasibility of rehabilitation. Cady Town should be annexed into the DDA district.



A new neighborhood south of Cady could borrow from the housing styles in downtown Northville.

Expand Wing Street Residential Opportunities

Extending the Wing Street neighborhood north toward W. Cady Street could better connect this area with downtown. There is the opportunity for infill to strengthen the east street edge and lessen the visual impact of parking on Block 1.

Additional residential may be possible on west side of South Wing Street south of the Post Office. After understanding future post office functions, the City could develop a master plan and initiate developer solicitation to determine the level of interest for such a project.



Consideration should be given to Lining Wing Street with townhomes to strengthen this block.





The City of Northville should adopt the National Trust Main Street Center Four Point Approach™ model as a framework to revitalize its downtown. The Main Street model has a proven track record at directing revitalization strategies in historic downtowns throughout the country. The State of Michigan has also embraced this model through the Michigan State Housing Development Authority's (MSHDA) management of the Michigan Main Street Center, a program that focuses on the revitalization and growth of downtowns into vital traditional centers of commerce for people and business.

The Main Street model divides downtown revitalization into four categories: Organization, Economic Restructuring, Marketing and Promotions, and Design. A fifth category, Local Government Strategies, has been added for the purposes of this study. Below is a synopsis of the four points of the program extracted from National Trust Main Street Center materials:

- *Organization* involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.
- *Economic Restructuring* strengthens a community's existing economic assets while expanding and diversifying its economic base. The strategies help sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.
- *Marketing and Promotion* sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the downtown district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail

promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

- *Design* means getting downtown into top physical shape. Capitalizing on its best assets — such as historic buildings and pedestrian-oriented streets — is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys



a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

- *Local Government Strategies* are those initiatives that need to be accomplished in order to facilitate programs and projects. This may include collecting data, revising ordinances, preparing Tax Increment Financing plan updates, and other items that will be further described in the following sections.

An attractive retail setting can help to draw customers into downtown.

The following information organizes specific strategic action items organized into the five categories described above. This information is also consolidated in a schedule format at the end of this section. These action items should be used a guide for developing the work plan, reviewing priorities, and measuring progress.

Organization

By-Law Review

The DDA By-Laws should be reviewed and amended to include the formation of five working committees: Organizational, Business Mix, Marketing, Design, and Parking.



Annual strategic planning meetings to review the downtown plan.

Joint Planning Sessions

The DDA currently holds an annual strategic planning meeting with City Boards and Commissions and the DDA Board. Future planning of these meetings should be structured to review progress of the previous year and amend the Downtown Strategic Plan to reflect changes. Include agenda items such as: a review of goals and objectives

for the coming year, funding programs, and by-law reviews. An Annual Work Plan should be the product of each Joint Planning Sessions and serve as a clear plan of action with responsible parties identified.

Public Relations

Communicating to the public about DDA activities is crucial to strengthening its image and crucial to the program's success. Developing a positive, accurate picture of the organization and its mission will convey the strength of the organization and the downtown. The goal is to use every avenue of communication available so the community becomes very familiar with the DDA. Prepare press releases of all organization announcements or projects and distribute through the following means:

- *TV*—Make sure the project has strong visual appeal, (building rehabs, new businesses, promotional events). Also, make sure that time is spent before the TV crew arrives, examining the best camera angles and picking a good location for the shoot.
- *Newsletters*—Written newsletters have a high level of readership and can be both an informational and educational tool. Understand who the reader is and where their interest lies in order to develop a newsletter that will make an impact. Keep

it simple, 1-2 pages is fine. Highlight volunteers, projects, new businesses, new products, etc. Contribute columns to other community newsletters. The more information that is out there about the organization, the more credible the organization will become. Posting newsletters on the City and DDA websites broadens the readership.

- *Radio*—Get to know the local radio station and find out the best way to contribute information to be used in their community spotlights.
- *Website*—Continue to use the continually updated DDA website to post materials. This user friendly and image rich website is a good example of a way to convey important information to the public. Photographs of new projects and accomplishments help users visualize progress.
- *Annual Reports*—This method of reporting is used to make an accounting to the organization’s constituents it serves; it presents the organization in a positive, yet accurate light for future investment (can be included in your recruitment packets). It is important to state what the program is accomplishing. Currently required by the state, these annual reports could be expanded for use as public relations material.
- *One-on-One*—There is not anything better than face-to-face communication with business owners, property owners, investors and residents. It is the most appreciated and valued form of communication and will do more for the organization than any other. Board Members should share the responsibility and set-aside time to spend with each business owner on a regular basis.
- *Community Organizations*—Accept every opportunity to talk with groups, clubs and organizations. Reach out to groups through newsletters; their support is often crucial.

Volunteer Development

Build a strong volunteer base and create a volunteer recognition program. Many people are looking for volunteer opportunities; a brochure of volunteer opportunities could be developed and posted on the DDA and City websites so prospective volunteers can easily see where their time is needed. Organize the list in a variety of categories so volunteers can match their skills with tasks that need to be undertaken. Build frequent feedback loops into the program so volunteers can see progress made by their efforts. Northville rewards their volunteers by recognizing their efforts at an annual volunteer recognition dinner.

Young volunteers during an annual spring spruce-up day.



Memberships

The DDA and City should maintain or join memberships in organizations that can provide vital information and education regarding economic development and commercial district revitalization. Some of the memberships recommended are: Michigan Downtown Association, Michigan Economic Developers Association, National Main Street Center (resource center for all downtown activities), Michigan Retailers Association, and the International Council of Shopping Centers to name a few.

Partnerships



Partnerships result in community pride and a sense of ownership.

Continue partnerships with other organizations that will ensure that the City and DDA meet their goals in a timely manner without duplicating efforts. Organizations such as the Chamber of Commerce, Beautification Committee, Northville Central Business Association, Arts Commission, Northville Historical Society, Northville Parks & Recreation Department and other organizations all have a role to play in the economic vitality of the community. Also, frequent communications should also be made with all City boards and commissions.

Amend the Downtown Development Plan and the Tax Increment Financing Plan

Since the creation of the Northville DDA in August 1978, a Development Plan, Tax Increment Financing Plan (TIF), and three amendments have been adopted. The original Development Plan and Tax Increment Financing Plan was entitled Mainstreet 78 and adopted by City Council on December 4, 1978. In 1993, the plan was amended to include several new public improvement projects including the parking decks for MainCentre and Cady Street. In 1998, the plan was amended to allow the DDA to employ an executive director and perform certain maintenance programs. Lastly, the plan was amended in 2003 to include as public improvement projects the expansion or construction of parking facilities including a parking deck.

Due to the variety of programs and projects outlined in the 2006 Downtown Strategic Plan, it is recommended that the Development Plan and Tax Increment Financing Plan be completely amended and restated to incorporate these changes. This would make these two plans and the 2006 Downtown Strategic Plan consistent with each other.

Economic Restructuring

Business Retention

Retention is critically important to Northville’s downtown. Retention starts with a thorough understanding of every business in the district, understanding the needs of the district, and proactively meeting those needs. Business retention can be as simple as maintaining a safe, clean, and well-maintained environment, or it can become a comprehensive program of financial assistance, workshops and seminars, and marketing and promotion efforts provided by the DDA Board. Northville can benefit from multiple retention strategies.

A healthy downtown community must be in place in order to attract additional prospective businesses. Proactive retention efforts always come first and recruitment efforts follow. There are several methods of business retention activities that the DDA can engage in immediately:

An impeccably maintained downtown encourages business retention.

- *Maintenance*—Provide a clean, safe and aesthetically pleasing environment for business and property owners at all times.
- *Northville Central Business Association*—Attend monthly NCBA meetings to present “What’s Happening Downtown” and to answer questions in a monthly DDA Director’s report.
- *Town Meetings*—Hold quarterly or semi-annual meetings with business owners to give them a chance to make suggestions, talk about issues they are facing, and learn about what is new for the future of downtown Northville.
- *One-on-One Interviews*—On a regular basis make “retention visits”; these are meetings with business and property owners to find out how they are doing, if they are planning to expand or close, what they may need to increase their business, etc. This information helps the downtown and the DDA facilitate needed changes and keep abreast of current happenings in the district.



- *Educational Workshops*—Consider putting together an annual calendar, with the NCBA, of workshops that will be of interest and value to business owners. Workshops in customer service practices, window display, advertising and marketing, merchandising, upper story development, new trends in business, etc. The NCBA currently sets up these workshops with DDA funding.
- *Business Expansion Plan*—Develop a strategy for expanding businesses that have either outgrown their space or are looking to expand their product. There needs to be an understanding of space available in the downtown for expansion.
- *Cooperative Advertising*—In order to build awareness at less cost to each business owner, the DDA should continue to work with the media to coordinate a cooperative advertising program. The DDA may consider subsidizing the banner portion of the ad and the media can sell the rest of the advertising space to fill up one large ad that will be more visible than many small, individual ads. This can be part of an overall marketing campaign.
- *Marketing Campaign*—A partnership should be formed among the DDA, the Chamber of Commerce and the NCBA to develop an overall annual marketing campaign for the district. If the DDA or City cannot afford to hire a part or full-time Marketing Director, an ad hoc committee should be formed to create the campaign and put it into motion. Marketing the district will be discussed further in the Marketing and Promotion portion of this section.
- *Market Analysis*—Make available to every business owner all market analysis information that has been developed. This will arm them with the information they need to plan for future expansion, or make the necessary changes they need to respond to current and future markets. To be effective, the market analysis should be updated at least every 5 years. Interim updates can be prepared sooner by using services like CACI, PSYTE Advantage or Claritas.

Business Recruitment

The City, the Chamber, and the DDA must be well prepared in order to begin a comprehensive recruitment program. Once the physical improvements are underway or completed, incentive programs are in place, existing businesses are poised and ready for the future, the City,

the Chamber and the DDA can confidently recruit new prospects to the community. The recruitment process generally follows these basic steps:

- Assemble market information.
- Assemble map of the area; identify retail clusters and potential project areas.
- Develop recruitment materials. Include a list of financial incentives for those seeking to do business downtown, a market analysis summary, and an overview of enhancement efforts in the downtown.
- Maintain list of available properties (can be posted to website).
- Distribute list to area realtors.
- Identify and prioritize potential prospects (search within your district first).
- Match properties with prospects.
- Approach prospects via direct mail and onsite visits.
- Follow-up

Following are some tips in preparing a comprehensive recruitment program:

- *Business Inventory*—A data inventory of all properties within the DDA district should be updated on a regular basis so that the DDA and City know what properties are available in the district. An overall map of the district can be helpful so that clustering opportunities and available property for sale or rent can be identified.
- *Develop List*—A list of all desired businesses to be recruited should be created from the completed market analysis and updated on a regular basis. A “Business Cluster” list should also be developed to cluster like businesses together.
- *Match Lists*—Match the desired business list with available locations.
- *Compile Business Incentive List*—A list of all services and incentives the City and DDA provides should be compiled for distribution and communicated throughout the district. Incentives can include low interest loans, grants, business assistance, and design assistance.
- *Build Relationships with Realtors*—Meet with area realtors individually or as a group, or speak at one of their monthly meetings, to inform them of the recruitment program and the willingness to share information with them. Share available property information and recruitment packets with area realtors on a regular basis and ask them to do the same.

New businesses add to the vitality of the downtown retail environment.



- *Create a Brochure for New Businesses*—It would be helpful to have the steps to open a business in Northville outlined clearly and simply for any prospective business owner willing to open a business. This should also include any steps that may need to be taken at the County and State level.
- *Develop Recruitment Package*—Prepare a professionally designed, high quality recruitment package that includes all of the above items. Personalize the information within the packet for each prospect. Maintain and update the information on a regular basis and include, at the minimum, area brochures, maps, lists of available properties with specific building profiles, a calendar of local events, financial incentives, market analysis information, current and future revitalization projects in the district, a business directory, and a list of community amenities and special features.

Marketing and Promotion

Develop Marketing and Promotion Plan

Existing customers need a reason to continue shopping in downtown Northville, and potential customers need to be convinced that shopping in downtown is worth their effort. These customers are clearly seeking a one-stop shopping experience and are constantly being enticed by sophisticated marketing campaigns developed by competing retail. Using existing market analysis information as a foundation of information, the DDA should work with an experienced marketing professional to develop and implement a comprehensive marketing campaign—one that will target the savvy customer and compete with those plans created by well-established retailers.

A comprehensive marketing plan sets out goals and strategies to boost downtown's image, identifies an image or "brand" for downtown, addresses business advertising and events, and explores direct marketing strategies. The plan should clearly reinforce the image of downtown Northville as a whole, with each business described as a unique part of the whole. The marketing plan should stress downtown Northville's marketing niches and emphasize the concept of "clustering"—a retailing strategy borrowed from shopping malls which involves grouping a mix of complementary businesses in ways that enables them to share customers and benefit from each other's sales.

Business Advertising

Businesses can benefit by a coordinated advertising campaign that promotes downtown Northville's position in the competing world of retail. Using the Marketing Plan as a guide, businesses can learn from techniques used by shopping malls and promote the downtown district as a whole rather than simply focusing on individual businesses.

Common types of advertising strategies are:

- *Cross Advertising*—Businesses that can share customers will promote each other—for example, a shoe store promoting a lingerie shop, or a restaurant promoting events at the Marquis Theater.
- *Category Advertising*—Businesses that can share customers of the same type—such as all clothing stores or galleries advertising together so a customer can have a range of choices like they find in shopping malls. A good example of this is "First Fridays."

- *Advertising downtown*—Coordinate with other businesses to advertise in each other's shops. A restaurant may have placards on the dining tables that advertise galleries downtown. Another idea discussed by the DDA and the City is to advertise downtown merchants in parking decks and parking deck stairwells.

Expand Store Hours

Downtown businesses must maintain business hours that respond to customer's needs. This does not necessarily mean all businesses need to be open during the same hours; this is often an ineffective approach and represents a failure to understand the market. Rather similar businesses should have similar hours, those that respond to their customer's shopping habits. Certain types of restaurants will need to be open late into the evening to attract young professionals rather than simply targeting families. Stores that attract weekend hobbyists will need to have convenient and extended Saturday and possibly Sunday hours. Applying the principles of clustering, those businesses that complement each other should coordinate their hours. Residents often enjoy that one night a week when the majority of businesses stay open until 9:00 pm.

Provide Unmatched Customer Service

It is a retail myth that a downtown cannot compete with the national chains. Downtown businesses must set themselves apart by providing customer service that national chains find difficult to match. Through effective customer service strategies, the shopping experience in downtown Northville can become memorable rather than just serviceable. The Northville Central Business Association and DDA may provide training for businesses to learn innovative customer service techniques. Ideas such as, offering free gift-wrapping, maintaining customer "wish lists" for friends and family to reference, holding private sales parties, ordering special request products, greeting customers by name, and matching a competitor price, are all ways to gain customer loyalty.

Continue to Maintain Websites

The DDA and City's websites contain a wealth of information and provide invaluable exposure. These websites are an integral part of a marketing plan and strengthen and improve the image of downtown Northville as a place to live and do business. There should continue to be an emphasis on improving and maintaining these high quality sites.

There are several tips for making sure the websites retain their appeal: Update information on a regular basis; this will keep sites looking fresh and give the impression that there is always new information to browse.

There should never be outdated information—if an event has passed, remove this information from the site. Interactive sites are

very appealing—the store directory on the DDA website, for example, is not only helpful, but it is also fun to use. People browse websites not only for information, but also to be entertained—offer guest books, interactive maps, construction in process photos, and video clips of special events—to maintain a user’s interest.



*Victorian Festival:
A successful special event.*

Evaluate Calendar of Events

Special events are important not only for residents but also for attracting visitors into downtown Northville. Organizing a special event is extremely labor intensive, however, so it is important to evaluate which events are most beneficial to the community and businesses. Rather than simply adding additional events to the calendar, a strategy should be developed to monitor their effectiveness, and the events should be evaluated on a regular basis. Determine what constitutes a “success” (business sales, building partnerships, providing outlets for teens, etc.) and evaluate the qualities of Northville’s most successful events. Use these factors to evaluate less successful events and consider new ideas. For example, in Northville, it may be determined that family-oriented events are the most successful. Use family-friendly methods to boost the attendance at those events that are less successful. Continue to evaluate the calendar of events on an annual basis.

Design

Design Assistance

Most building owners will need some type of design assistance to make appropriate improvements to their historic structure. The key is for the DDA to speak to the property owners before the work begins and offer them design assistance. The National Trust for Historic Preservation publishes a very complete set of design guidelines for historic buildings, which has been adopted by Northville. The cost for design services would be minimal, but the value would be great. Other ways to manage good design is to institute Design Standards in your City Ordinance. These standards can be voluntary or mandatory and could be as simple as adopting the National Trust Guidelines or a consultant can be hired to develop design guidelines specifically for the downtown.

Façade / Sign Grant Program

Consideration should be given to create incentive programs to encourage improvements to the physical appearance of the buildings and signage within the DDA district. This can be accomplished through grant or low interest loan programs. Current design guidelines will help to ensure that appropriate improvements are made. Examples of how to set up a low interest loan pool with community financial institutions, and façade grant programs can be found on the National Main Street Center website.

Encourage and educate downtown property owners about façade improvements by conducting a façade study on a one-block area. Property owners will be able to see the 'before' and 'after' of a typical historic block and it can be the impetus they need to begin the process for improvements.

Federal Tax Credits for Rehabilitation

The historic rehabilitation tax credit is the current tax credit available to owners of income-producing National Register properties, referred to in the Internal Revenue Code as 'certified historic structures'. The Tax Reform Act of 1986 provides a 20 percent tax credit for a substantial rehabilitation of certified historic structures and a 10 percent tax credit for the substantial rehabilitation of buildings used for nonresidential purposes and built before 1936. These tax credits can be very beneficial to a property owner and can also be used as an incentive to make improvements.

Public Art Review

The Northville Art Placement committee has issued a report that recommends appropriate places for location of art within the City.

Given downtown Northville’s collection of art galleries, the City of Northville may consider establishing a proactive Public Arts Program. This may result in an ordinance that has provisions for a program commonly referred to as “1% Art”—funds appropriated from 1% of construction costs of downtown projects to be used for public art. The program should also include a detailed review process.

Maintenance

DDA Board members should try to be the eyes and ears for maintenance issues within the district. The DDA, along with the City, should manage the design, implementation and maintenance of the district beautification projects that promote a quality image and enhance customer convenience which include flowers, plantings, banners, flags, wayfinding signage, entryway beautification, and parking areas.

Wayfinding Plan and Signage

Develop a plan to supplement the current DDA sign design effort that makes recommendations for the placement of signs to provide clear and concise direction and information for users. Repair, repaint, or replace worn, old, and / or decrepit signs.

Evaluate the purpose of the “A” frame signs used extensively through the downtown. Accommodations for projecting signs were intended to replace the need for “A” frame signs. If it is determined there is still a need for these types of signs, consider developing guidelines to suggest appropriate materials, design and size.



This public art in Portland, Oregon not only enlivens the downtown street, but it is also interactive.

Local Government Strategies

Upper Floor Development

There are many opportunities for upper-story housing development in downtown Northville. In order to encourage this type of development, financial assistance and incentive programs need to be created. In addition, local ordinances may have to be amended to allow for and regulate these uses within the context of a commercial district.

Parking Occupancy Surveys

The City should conduct quarterly updates to determine parking occupancy in the downtown. This survey will provide actual data to use in evaluating the need for additional parking in downtown Northville.

Turnover and Intercept Surveys

Conduct turnover and intercept surveys to understand parking habits of downtown customers. Administer both surveys over a period of one business week (Monday through Saturday) by two individuals. Undertake these surveys in May, June, August or October, which are "typical" months per the ULI Shared Parking study.

Street Configuration Strategies

Continue to evaluate opportunities for on-street parking by implementing street configuration modifications. Work with the City to determine optimum configurations and to understand the trade-offs with the State of Michigan Act 51 legislation which determines how local units of government will receive their portion of state gas and weight revenues to maintain and improve the Northville's major and local streets.

Amend DDA Boundaries

Several suggestions have been made in this report to expand the current DDA boundaries. Discussions should continue to include additional areas in the DDA District including:

- Cady Town
- Wing Street Businesses
- Wing Street Post Office area, including three City owned parcels and the Art House
- Mill Race Village
- Civic Center area
- Northville Downs

Parking Committee

Establish a Parking Committee, appointed by the Mayor and City Council, to monitor parking demand, review occupancy survey, and recommend parking strategies.





Schedule Summary

The City of Northville Downtown Strategic Plan area reflects the projects and programs identified through the community and DSC process. The accompanying tables compartmentalize the projects and programs into broad categories including Physical Improvement Strategies, Redevelopment Strategies, and strategies associated with the National Main Street approach: Organizational Strategies, Economic Restructuring Strategies, Design Strategies, and Local Government Strategies.

Each project and program is listed by title, description, responsible party, activity time frame, and funding program. The activity time frame is based on the relative prioritization given by participants at the Joint Planning Session and Public Workshops. It is outlined by calendar year and results in an aggressive program for the City of Northville and the DDA. Due to statutory responsibilities and funding potentials the DDA emerges as the primary responsible party leading the revitalization effort.

The Implementation Strategy is based on several critical components:

- The implementation strategy is structured under the framework of the Main Street program.
- The DDA assumes the lead role in the implementation of projects and programs.
- The organizational structure of the DDA will be amended to reflect the basic committee structure of the Main Street program. In this regard the current Finance Committee of the DDA would become the Economic Restructuring Committee of the DDA.
- The DSC would be dissolved with the adoption of the Strategic Plan and members of this Committee would become members of either the Organizational, Promotions and Marketing, Design, or Economic Restructuring committees.
- The DDA would facilitate an annual joint planning session to review the progress of the implementation strategy and make any modifications in the sequencing of projects and programs, or the deletion or inclusion of projects.

Based on conversations with City Administrators and the Executive Director of the DDA, funding for the implementation strategy can come from bond proceeds, park credit funds, and DDA fund reserves. These

City of Northville

funds are forecasted at:

- City LTGO Bond / DDA Supported \$4,500,000
- Parking Credit Fund Cash Reserves \$415,000
- DDA Fund Reserves \$790,000
- Total Potential Funds Available \$5,705,000

In addition to these funds the City of Northville contributes funds toward street maintenance and improvement projects through their annual capital improvement program. For example, in fiscal years 2007 and 2008 the City's Major Street Fund will contribute approximately \$500,000 toward the milling and resurfacing of Hutton / Main and the reconstruction of Main Street. Concurrent with the City's reconstruction of Main Street, it is recommended that the Main Street streetscape project be reconstructed which is incorporated in the Implementation Strategy. Funds from the Michigan Department of Transportation (MDOT) enhancement and non-motorized programs, and the Michigan Department of Natural Resources (MDNR) have been identified as potential matching sources for trail, gateway, and park related projects.

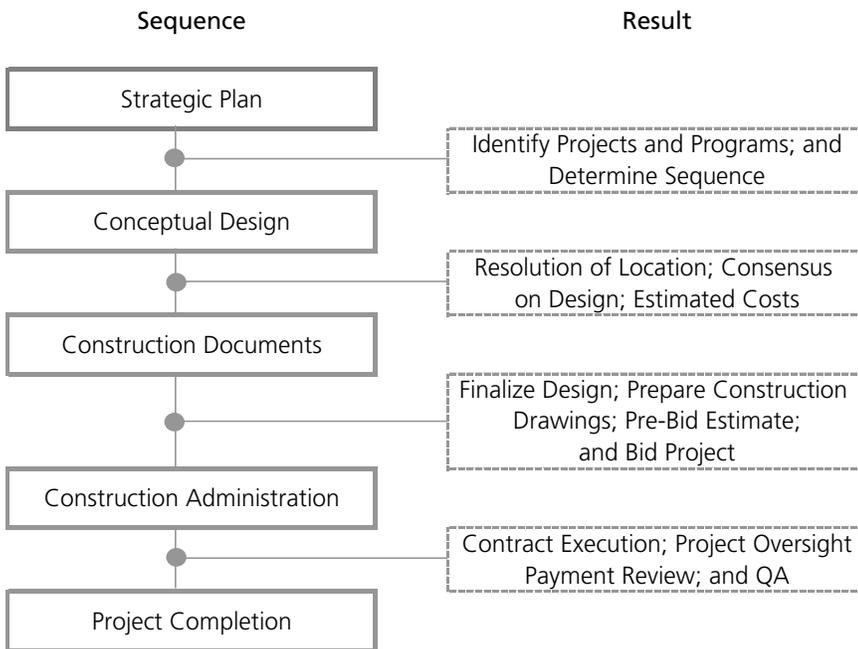
Another source of funding targeted at "community-wide" benefit projects is the City of Northville Breakage Fund, which are revenues derived from Northville Downs. A potential project for these funds is the improved connection from downtown to Ford Field and Mill Race District.

Many of the projects require more specific conceptual designs and estimated construction cost budgets prior to establishing capital budgets. However, several of these conceptual designs should be executed in 2006 resulting in plans and budgets needed to determine the amount of a Limited General Obligation Bond for implementation.

The sequencing of project development follows a traditional design and construction path. The graphic on page 130 highlights this sequence and resulting products.

Figure 15

Physical Improvement Strategies	Project / Program Description / Action Items	RESPONSIBLE PARTY		Activity Timeframe	FUNDING PROGRAM			
		Primary Party	Secondary Party		Conceptual Design Cost	Primary Funding	Ancillary Funding	
A	Build new town square.	Commission a design study to determine program and space requirements. Relocate existing parking. Design new park and activate edges with shop entrances and outdoor cafes resulting in a proposed site plan and pre-construction document designs.	DDA, City	Planning Com., Chamber, Recreation Dept., Arts Com., Landlords, Theater	2006	\$18,750	DDA	
B	Integrate farmers market into downtown.	Work with Chamber and vendors to determine need. Develop program and determine capacity, parking, and circulation. Develop site plan and building designs.	DDA, Chamber	City, Recreation Dept., Arts Com., Planning Com.	2006	\$24,750	DDA	
C	Determine future parking expansion needs.	Arrive at a decision for parking supply and demand. Conduct quarterly updates of parking counts. Assess on-street parking opportunities.	DDA	City	Ongoing	\$15,000	City Parking Fund	DDA
D	Encourage and facilitate sidewalk cafes and outdoor seating.	Encourage outdoor cafes. Choose appropriate locations, and provide design assistance on clearance and furniture types.	DDA	Planning Commission	2006	\$0	City	
E	Improve connection to Ford Field and the Mill Race District.	Determine historically significant components. Prepare site analysis and site plan and seek eligible funding.	City, DDA, Recreation Dept.	Northville Historic Society, State of Michigan, Private Donors	2006	\$16,250	DDA	City Breakage Revenue, MDNR, MDOT, Ford Foundation
F	Implement Center Street and Main Street streetscapes.	Design consistent streetscape and parking improvements and have a DDA Design Committee review these projects. Completion of a physical design plan will identify project priorities.	DDA, City	HDC, Chamber, NCBA, Arts Com., Beautification Com.	2006	\$35,000	DDA	City through Local Street CIP Program
G	Convert Mary Alexander Court from one-way to two-way traffic flow.	Determine optimum circulation flow, geometrics, delivery locations, and on-street parking opportunities and prepare site plan with a pedestrian scale design. Project also includes street milling and resurfacing.	DDA, City, Planning Com.	Chamber, Arts Com., Parking Auth., Landlords, Business Owners	2006	\$4,750	DDA	City through Local Street CIP Program
H	Establish a pedestrian cut-through on E. Main.	Conduct a building survey to determine the best location for the cut-through. Develop a plan to benefit both the City and landlord. Design a cut-through that complies with building code issues.	DDA, Landlord	City, Tenants	2006	\$10,800	DDA	
I	Create non-motorized connections.	Develop nonmotorized transportation master plan and implement projects in phases.	City, Recreation Dept., Wayne Co. Parks	Bike Clubs, Volunteers, Northville Township	2007-2008	\$23,500	City	City Breakage Revenue, MDOT
J	Establish gateways to downtown and city entrances.	Determine locations for gateway improvements. Design enhancement and identify art / sculpture opportunities.	City, DDA (within DDA boundaries)	Planning Com., Beautification Com., Wayne County	2006	\$5,000	DDA	Beautification Committee, MDOT
K	Improve bus parking and circulation routes.	Determine bus destination points. Assess parking and loading requirements. Provide improved access to the Mill Race Village and Ford Field.	City, DDA	Mill Race Village, Businesses, Auto Heritage Route Tourism	2006	\$0	DDA	City, Recreation Department
L	Incorporate directional signs to Northville from adjacent highways and major roads.	Work with MDOT to incorporate directional signs on I-275 at 8 Mile exit, Sheldon Road, M-14 at Beck Road exit, I-96 at Novi Road and Beck Road exits.	City, MDOT	Wayne County, Northville Township, DDA, Chamber	2007-2008	\$0	DDA	City, MDOT
M	Implement a Historic Marker Program	Establish a historic marker program in the downtown and through the historic districts of the Northville community.	DDA, HDC	City	2007 - 2009	\$15,000	DDA	City
N	Extend Beal Avenue to S. Center Street.	Determine road extension alignment within DDA boundaries (expand boundaries as necessary). Establish public / private partnership funding mechanisms.	City, Northville Downs, Beal Town Neighborhood	DDA	2009-2010	\$13,500	City through Local Street CIP Program	DDA
O	Build parking lot behind Starbucks.	Establish public / private partnership and pursue land acquisition. Design parking lot.	DDA, Landlords, Business Owners	City, Planning Com.	2009-2010	\$0	City Parking Fund, DDA	Property Owners through issuance of easements
Redevelopment Strategies								
A	CVS Block Redevelopment	Determine optimum site plan including relocated businesses and consolidated parking lot. Work with CVS and other landlords for a public private partnership.	DDA, CVS, Landlords	City, Planning Com., HDC, Recreation Dept.	2006	\$0	DDA	Planning Commission, Property Owners
B	Encourage rehabilitation of downtown buildings.	Encourage rehabilitation of underused building space in the downtown, including second and third story spaces to accommodate residential use. Establish funding incentives and design assistance program.	Planning Com., DDA, Landlord, Tenants	City	2006-2011	\$10,000 Annual Allocation	DDA	Private Property Owners, City
C	Redevelop neighborhood south of Cady Street.	Develop master plan. Initiate developer solicitation.	DDA, Northville Downs, Driving Club, Land Owners	City, Planning Com., HDC	2007-2008	\$45,000 Neighborhood Plan	DDA	Planning Commission
D	Encourage rehabilitation of Cady Town buildings.	Develop master plan. Study history of area to tie into master plan. Rehabilitate historic industrial buildings. Annex property into the DDA.	DDA	HDC	2009-2011	\$55,000 Feasibility Study	DDA	City
E	Incorporate residential development along Wing Street.	Understand future Post Office functions. Develop master plan. Initiate developer solicitation	DDA, US Postal Service	City, Planning Com.	2009-2010	\$0	City	Planning Commission



Once the conceptual designs are completed, the DDA and the City will need to prioritize, based on estimated costs, the final sequencing of project implementation. A concern is not to over commit DDA funds for bond debt service payments limiting funding potentials for other projects such as parking lot construction or other public improvement projects.

Figure 16

Organizational Strategies	Project / Program Description / Action Items	RESPONSIBLE PARTY		Activity Timeframe	FUNDING PROGRAM			
		Primary Party	Secondary Party		Conceptual Design Cost	Primary Funding	Ancillary Funding	
A	By-Law Review	Review and amend By-Laws to include the formation of four working committees: organization, economic restructuring, marketing and promotion, and design.		City, DDA	2006	\$0		
B	Joint Planning Session	Conduct annual strategic planning sessions with the City and DDA Board to review the Downtown Strategic Plan.		City, DDA	2007	\$0		
C	Public Relations	Establish public communication by the DDA through various media opportunities.		DDA	2006-2007	\$1,500	DDA	
D	Volunteer Development	Build volunteer base and create volunteer recognition program.		DDA	2006-2007	\$2,500 Recognition Event	DDA	
F	Partnerships	Continue to develop working relationships with other City Department, Board and Commissions, Chamber of Commerce, and NCBA		City, DDA	2006-2011	\$0		
G	Memberships	Maintain or join memberships in organizations that provide information and education on economic and commercial district revitalization.		City, DDA	2007	\$1,500	DDA	
H	Amend the Downtown Development Plan and the Tax Increment Financing Plan	Incorporate projects and programs outline in the 2006 Downtown Strategic Plan		DDA	2006	\$4,500	DDA	
Economic Restructuring Strategies								
A	Business Retention	Establish and implement a business retention program. Integrate with marketing and promotion strategies; improve communications with property owners; develop inventory of properties; provide incentives for mixed use development; provide educational workshops for business owners.		DDA	NCBA, Chamber	2007-2008	\$7,500 Annual Allocation	DDA
B	Business Recruitment	Establish and implement a business recruitment program. Integrate with marketing and promotion strategies.		DDA	NCBA, Chamber	2007-2008	\$15,000 Annual Allocation	DS
Marketing and Promotion Strategies								
A	Marketing and Promotion Program	Develop a marketing and promotion program and business advertising plan.		DDA	NCBA, Chamber	2006-2007	\$50,000	DDA
B	Business Advertising	Develop a coordinated advertising campaign to promote the downtown as a whole in order to compete in retail market; learn from techniques used by shopping malls.		DDA	NCBA, Chamber	2006-2007	Part of Marketing and Promotion Study	
C	Expand Store Hours	Encourage downtown businesses to maintain business hours that respond to customers' needs.		DDA	NCBA	2006-2007	\$0	DDA
D	Provide Unmatched Customer Service	Develop effective customer service strategies.		DDA	NCBA	2006-2011	\$0	DDA
E	Maintain Websites	Update and maintain City and DDA websites		DDA, City		2006-2011	\$9,500 Annual Allocation	DDA
F	Special Events / Evaluate Calendar of Events	Continue contributions to annual special events and develop a strategy to monitor the effectiveness of downtown events and evaluate on a regular basis.		Chamber of Commerce, DDA	City	2006-2011	\$2,400	DDA
Design Strategies								
A	Design Assistance	Facilitate design assistance for property owners making improvement to their buildings.		DDA		2007	\$10,000 Annual Allocation	
B	Façade / Sign Grant Program	Create incentive programs to encourage improvements to the physical appearance of the buildings and signage within the DDA district.		DDA		2007	\$40,000 Annual Allocation	
C	Federal Tax Credits for Rehabilitation	Educate property owners about available tax credits as an incentive for improvements to their properties.		DDA		2007	\$500	
D	Public Art Review	Evaluate art proposed in the public realm. Consider establishing a proactive Public Arts Program that may result in an ordinance for 1% art.		Northville Art Placement Committee	DDA	2007	\$4,500 Ordinance Development	DDA
E	Maintenance	Manage the maintenance of the DDA district beautification projects. This does not include parking lot maintenance which should be viewed as Capital Project expense.		City, DDA		2007-2011	\$66,500 Annual Allocation	
F	Wayfinding Plan and Signage	Develop a plan to supplement the DDA sign design study that makes recommendations for the placement of signs to provide clear and concise direction and information for users.		DDA		2007	\$15,000 Study Cost	DDA
Local Government Strategies								
A	Upper Floor Development	Establish financial assistance and incentive programs to encourage upper-story housing development in downtown. Ordinances may need to be amended to allow for and regulate these uses.		DDA	City	2006	\$2,500	DDA to finance amendment to Zoning Ordinance
B	Parking Occupancy Surveys	Conduct quarterly updates to determine parking occupancy in the downtown.		CITY		2006-2011	\$0	City
C	Turnover and Intercept Surveys.	Conduct turnover and intercept surveys to understand parking habits of downtown customers.		CITY	DDA	2006	\$5,720	City
D	Street Configuration Strategies	Continue to evaluate opportunities for on-street parking by implementing street configuration modifications.		CITY	DDA	2007-2008	\$0	City CIP
E	Amend DDA Boundaries	Continue to discuss expanding the current DDA boundaries to potentially include Cady Town, Wing Street Businesses, Post Office area, Mill Race Village, Civic Center area, and Northville Downs.		CITY	DDA	2007	\$1,000 Publication / Notification Costs	DDA
F	Parking Committee	Establish a Parking Committee, appointed by the Mayor and City Council, to monitor parking demand, review occupancy survey, and recommend parking strategies.		CITY	DDA	2006	\$0	City

Strategic Plan /
Schedule - Sheet 2

City of Northville
Downtown Strategic Plan

AFTERWORD

This binder will serve as a guidebook and working plan—the product of countless hours of assessment, discussion and decision-making by dedicated and committed community groups and individuals. Implementing downtown improvements is a dynamic process that will involve many discussions and decisions over time. The plan will require continuous monitoring and periodic adjustment. All strategic plans require updating; priorities change with time and reassessment is a necessary part of the planning process. The framework of the plan, however, should remain intact. It is based on a physical infrastructure of considerable value and on inherent qualities and human values that are unique to Northville.





City of Northville Downtown Studies Public Engagement Strategy

Two study efforts preceded the City of Northville Downtown Strategic Plan study. In 2004 the City of Northville worked with the Gibbs Planning Group, Inc. to prepare The City of Northville Downtown Retail Market Study and in 2004 and 2005 the City Council appointed a committee of eleven citizens to develop a viable vision for downtown Northville resulting in the Northville 2010 Downtown Steering Committee final report. All three study efforts engaged the community through various meeting formats. All of the meetings were open to the public; many were designed as participatory workshops and the public was encouraged to comment at each meeting. Below is a list of 45 total meetings, assigned to each study effort:

Gibbs Planning Group, Inc.

The City of Northville Downtown Retail Market Study

September 27, 2004 Public Kick off Meeting
Oct 4 - 8, 2004 Gibbs holds 10 focus groups 12 stakeholder meetings
October 7, 2004 Steering Committee Meeting
October 26, 2004 Steering Committee Meeting
November 29, 2004 Steering Committee Meeting
December 9, 2004 Gibbs Public Presentation
December 13, 2004 Steering Committee Meeting

Downtown Steering Committee

Northville 2010 Downtown Steering Committee

January 5, 2005 DSC 1 Meeting
January 12 2005 DSC 1 Meeting
January 18, 2005 DSC 1 Meeting
January 26, 2005 DSC 1 Meeting
February 1, 2005 Public Workshop at Sr. Community Center
February 3, 2005 Public Workshop at Sr. Community Center
February 7, 2005 DSC 1 Meeting
February 10, 2005 DSC 1 Meeting
February 17, 2005 DSC 1 Meeting
February 2, 2005 DSC 1 Meeting
March 9, 2005 Public Workshop at Township Hall
March 17, 2005 DSC 1 Meeting
March 23, 2005 DSC 1 Meeting
May 2, 2005 Special Meeting of City Council to receive DSC 1 Report

Beckett & Raeder, Inc.

City of Northville Downtown Strategic Plan

August 29, 2005 Kick off DSC 2 Meeting (with BRI)
October 5, 2005 Public Workshop at Sr. Community Center
October 17, 2005 DSC 2 Meeting (with BRI)
Week of Oct 17-21 BRI completes 17 Stakeholder meetings
October 27, 2005 DSC 2 Meeting (with BRI)
November 10, 2005 DSC 2 Meeting (without BRI)
November 17, 2005 DSC 2 Meeting (with BRI)
December 12, 2005 DSC 2 Meeting (with/o BRI)
December 20, 2005 DSC 2 Meeting/ Public Presentation by
subconsultants (with BRI)
January 12, 2006 DSC 2 Meeting (with BRI)
January 25, 2006 Joint Planning Session at City Hall
February 16, 2006 DSC 2 Meeting (with BRI)
February 22, 2006 Public Workshop at High School
March 2, 2006 DSC 2 Meeting
March 3, 2006 DSC 2 Meeting with BRI.
March 15, 2006 DSC 2 Meeting (with/o BRI)
March 20, 2006 BRI presentation to City Council at Council Meeting
March 25, 2006 DSC 2 Meeting (with/o BRI)
April 6, 2006 DSC 2 Meeting (with BRI)
April 29, 2006 DSC 2 Meeting (with/o BRI)
May 11, 2006 DSC 2 Meeting (with/o BRI)
May 18, 2006 DSC 2 Meeting (with/o BRI)
May 25, 2006 DSC 2 Meeting (with/o BRI)
June 26, 2006 Public Presentation



Throughout the process the BRI Team will provide multiple opportunities for community interaction and input. This will be facilitated first and foremost by a project Downtown Steering Committee (DSC) with broad based representation. In addition there will be ten, one-on-one interviews, a community visioning workshop and a joint planning session.

Downtown Steering Committee

The BRI Team proposes that a DSC be organized for the Downtown Strategic Plan project. This group should be comprised of a diverse group of between eight to ten stakeholders. Participants should include representation of the Downtown Development Authority, Planning Commission, Parks and Recreation Commission, Chamber of Commerce, downtown merchants, property owners, residents, City staff, and others who have a stake in the future of your downtown.

The DSC will work very closely with the project team throughout the course of the project, directing us to sources of background information, reviewing assumptions and providing feedback at important project milestones (see project timetable). The broad base of the DSC provides a management tool for keeping the project on target and ensuring that the BRI Team always receives carefully considered direction from the City.

Though specific meeting dates have not been set, we anticipate there will be four DSC meetings: one to kick-off the project and explain the process; two meetings during the Physical Design and Land-Use Plan task, and a final meeting to work with us on the Implementation Strategy. The DSC should also plan on being involved in the Community Vision Workshop and the Joint Planning Session.

Stakeholder Interviews

Ten, one-on-one confidential interviews will be conducted to enable the BRI Team to learn relevant viewpoints that will have a bearing on the development of the plan. The selected stakeholders should be a diverse group with varying viewpoints/perspectives.

Community Vision Workshop

This is a community wide workshop open to everyone who would like to attend. For your planning purposes please see the attached workshop guide for further information.

Joint Planning Session

BRI will coordinate a Joint Planning Session to specifically discuss a framework for future business district revitalization. Information compiled from Tasks 1 –5 will be reviewed and will serve as background information. The intent of the Joint Planning Session will be to discuss and bundle future downtown activities, programs, and projects under a comprehensive revitalization approach addressing physical improvements and design, organization, promotions and marketing, and economic development.

Attendees at the Joint Planning Session should include three representatives from each the City Council, Planning Commission, Downtown Development Authority, Historic District Commission, and the Downtown Steering Committee. Since this is a working session, ideally the group should be no larger than 20 individuals.



APPENDIX: DOWNTOWN MAKEOVER

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC DOWNTOWN MAKEOVER SUBCOMMITTEE: (J.WADSWORTH, J. HUMPHERIES, D. BINGHAM, D. COLE, GREG PRESLEY, M. RUSSELL)
STAFF INVOLVEMENT: (T. SINCOCK, L. WARD)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/26/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRI report scheduled for distribution on or about 6/1/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) related to the downtown; specifically addressing the priority of the following components resulting from several public meetings and countless DSC meetings.
 - a. The Town Square (Gazebo Area)
 - b. Integrating the Farmer's Market into downtown
 - c. Encouraging sidewalk cafes and outdoor seating
 - d. Improving the connection to Ford Field
 - e. Creating non-motorized connections and developing clearly identified pedestrian circulation systems with the downtown
 - f. Improving the appearance of the streetscape and parking lots.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. Gibbs Report dated July 25, 2005.
2. Downtown Steering Committee Final Report dated April 2005.
3. BRI Scope of Work document.
4. Draft Physical Assessment document.
5. Northville Ordinance, Chapter 74, Article IV. 'Sidewalk Cafes and Outdoor Seating'.

B. **Objective:** To identify issues and opportunities in the downtown those was not specifically addressed in the BRI report and to supplement their recommendations. Implementation of the recommendations will require additional detailed study and subsequent community and municipal approvals.

TOWN SQUARE

1. Provide more green space and shade by removing parking, vehicular circulation.
2. Replace gazebo w/ multi-purpose structure
 - program year-round events.
 - revenue generating opportunities.
3. Coordinate programming with Chamber of Commerce, Arts Commission, Marquis Theater, Parks, etc. (first Fridays, carriage rides, and santa)
4. Provide bathrooms.
5. Engage adjacent businesses including Mary Alexander Court.
6. Provide pedestrian connections (physical and visual) to Mary Alexander Court.
7. Coordinate development with Mary Alexander Improvements.
8. Provide handicap accessibility
9. Consider water feature

10. Retain drinking fountain
11. Retain Sculpture
12. Survey spectators/merchants about existing and perhaps larger venue.

FARMER'S MARKET

1. Market is not to be divided or separated to multiple locations
2. Preference for location with high visibility-intersection or major roadway; signage will be necessary with any move.
3. Next move should be of permanence-do not want to move more than once.
4. Need a large market to attract the major farmer tenants (100 stalls min)
5. Block 6 is too small
6. Prefer the Foundry Flask area at the bend in East Main Street, but understand that someone would have to buy the land - not probable
7. Block 1 or 9 provides the best alternatives - a lot of space to spread out and closer to downtown
8. Vendor's prefer to stay where they are until it is certain they have to leave or a better alternative emerges

We decided the next step is to do some brainstorming on the Block 9 possibility, as it is closest to the downtown core

SIDEWALK CAFES and OUTDOOR SEATING

1. Evaluate ordinance to encourage merchants to provide outdoor seating.
2. Evaluate leasing arrangements and fees.
3. Provide furniture material and placement guidelines to merchants. Explore expanding seating toward curb.
4. Allow merchants to choose furniture unique to their business, but that follow the guidelines.
5. Possible locations: Town Square, Village Mall; along Main, Wing and Cady, Old Church Square, Small space behind Masonic Temple on Center Street, Pedestrian Cut through areas,

IMPROVE CONNECTION TO FORD FIELD

1. Create visible connection from Hutton Street
 - Locate to encourage pedestrian attraction from downtown
 - Provide architectural element to reinforce entry, special interest (Bell Tower; significant to Northville's history)
 - Provide Key Map of downtown businesses.
2. Provide safe pedestrian crossing to refuge plaza
3. Design access slope with handicap accessible option from Hutton Street. (Elevator / escalator or Ramp)
4. Programming opportunities within town should spill into park / Mill Race Village. (Festivals in the park)
5. Incorporate historical markers referencing Henry Ford, Rouge River, and Historic Village.
6. Strengthen connections to neighborhoods.
7. Install bathrooms, storage and possibly concessions building
8. Develop pedestrian access along east side of Hutton
 - Remove chain link fence and install decorative metal fence for safety, but affording views into park. by selective tree removal and slope restoration
9. Install park sign and enhance Hutton Street entry with similar treatment to Griswold Street entry.

STREETScape

A. Landscape

1. Replace street trees with canopy tree appropriate to climate, image, space requirements.
 - use trees to identify streets/districts to diversify species.
 - cluster in planters to afford views to merchants.
2. Install trees/landscape in raised beds

- raised beds to accommodate seating
 - 3. Eliminate tree grates, guards.
 - find appropriate method to display memorial/donation plaques.
 - 4. Employ better maintenance practices.
 - consider using outside sources with strong horticultural practices.
 - 5. Provide more planters at building entries.
 - provide shop owners with pot suggestions methods of purchase.
 - 6. Install hanging pots from streetlights.
 - could highlight intersection
 - 7. Install drainage, irrigation in all planting beds.
- B. Improve Mary Alexander Court.
1. Could be closed for scheduled events to attract pedestrians
 2. Investigate modifying to two way circulation
 - address business deliveries and utilities
 - enhance rear entries of business to encourage patrons to enter.
 3. Unified treatment (theme/character)
 4. Enhance Mary Alexander Streetscape to make it more pedestrian friendly while still accommodating vehicular traffic.
- C. Paving
1. Replace declining concrete pavers with clay pavers, or combination w/concrete.
 - pavers should highlight pedestrian bulb outs at intersections.
 - avoid cold patching pavement that has settled. Replace in kind.
 - use non-corrosive de-icing products.
 - consider installing snow melt system. (to eliminate 'snow mounds')
 - paver band at curb would enable ease of maintenance to expose utility lines w/o interrupting pedestrian circulation
 - clean sidewalks daily. (City and/or merchants)
- D. Street Furniture
1. Purchase and install additional planters and litter receptacles to match existing.
 - Note: the City may want to consider changing suppliers due to the price of the existing models. All street furniture should be of high quality and durability. Existing furniture could be concentrated in one area (i.e. Town Square)
 2. If wood benches are desired annual maintenance should be performed to maintain quality and longevity.
 3. Evaluate bike rack locations and relocate to convenient locations. Consider replacing with simple 'loop'.
- E. Lighting
1. Maintain historical fixture throughout the DDA
 2. Replace fixtures along Dunlap to match historical to achieve uniform appearance.
 3. Consider replacing high pressure sodium light source with metal halide to improve color rendition, visibility and safety.
 - Cost benefit analysis of replacement should be completed
 4. Introduce more banners to highlight community events/seasons.
 5. Install hanging baskets with seasonal color; maintain and irrigate.

F. Signage

1. Consolidate signage to remove appearance of clutter. This will require a City wide study.
2. Employ unified design standards.
3. Encourage pendant mounted signage for businesses to provide pedestrians with wayfinding system and human scale.
4. Consider installing "Stop for pedestrians in Crosswalk signage" at major crossings
5. Establish design and maintenance standards for all signs frames. (Building mounted pendant and A frames)
6. Improve wayfinding throughout the City.
 - Install more key maps throughout City (Chamber, Griswold, Cady Street, City Hall, Post office, Parking Lots, Ford Field/Historic Village).
7. HDC review – why charge for review of sign application?
8. Educate merchants by providing design suggestions – Present to NCBA.
9. How can DDA participate?
 - Facade improvements
 - Design fees
 - Low interest loans through local banks.
10. Enhance Gateways
 - South Main, Seven Mile, Eight Mile, Expressways, Northville Township.

PARKING LOTS

1. Screen utilities, dumpsters, grease bins, etc.
2. Replace declining plant material w/ appropriate species.
3. Use landscape islands to break up expanse of asphalt provide shade, divide circulation.
4. Install pedestrian linkages through parking lots; highlight w/ plant material, architectural detailing and signage.
5. Enhance rear entries of all businesses to invite patrons into business and utilize as cut through.
6. Enliven existing pedestrian cut through/ connections to parking lot by supplementing with Plant Material, Furniture, Lighting, Gateways and Murals.
 - Determine ownership, maintenance responsibilities and access easements

GREEN SPACE AND POCKET PARKS

1. Enhance existing and install additional opportunities for people to gather in sun and shade.
2. Encourage public art throughout City.
 - Consider ordinance to provide developers incentive program to provide public art for new projects.
3. Consider installing fountain in newly designed town square and other locations.
4. Examine pedestrian linkage within town and reaching out to Edward Hines Park, Fish Hatchery, Ford Field and Ford Field East. Provide necessary signage.
5. Improve neighborhood connections.
6. Provide daily maintenance.

A. Old Church Square

1. Program activities in plaza
2. Provide tables, chairs and umbrellas
3. Provide sign for public restrooms

B. Small area behind Masonic Temple, north of the Eagles club.

1. Destination could encourage people to venture south of Main Street
2. Discuss possibilities with current land owners and business owners

C. Hutton Street Park

1. Maintain park as destination
2. Improved layout would afford more usable area adjacent to street.

D. Library Park

1. Continue to schedule events/festivals in park (similar to the City's 50th birthday celebration).
2. Coordinate with Library, and others to provide opportunities to program uses in the park.

NON-MOTORIZED CONNECTIONS

1. Goal: To become a leading –edge community in saving energy and reducing the need for car parking; create a bicycle-friendly community
2. Two types of bicyclists should be considered:
 - Serious with all the gear; they need food, water and restrooms and are just beginning of ending a 25 to 50 mile ride on Edwards Hines Drive, South Lyon or Ann Arbor.
 - Casual riders possibility with children in tow, coming into town from Northville Township, or Novi. They may transport their bikes on a car rack, or ride around for the day.

A. Suggestions:

1. Host a public meeting for bicyclists and ask what they want to see. This is another way to create awareness.
2. Place bike racks at the entrances to town and in sight of store fronts. (See Salem parking study, Page 10).
3. Provide large bike racks pulling kid-carts.
4. Remove signs saying: No bikes-be bicycle friendly.

B. Additions:

1. Signage throughout town
 - “walk your bike” should be painted on the side walk on both ends and on both sides of Main Street.
 - “Main Street straight ahead” signs posted to bring newcomers in from Edward Hines Drive on Seven Mile path at River Path. .
 - Collaborate with Community Financial Credit Union, Water Wheel Health Club, The Village and other businesses to locate bike racks appropriately.

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC PARKING SUBCOMMITTEE (M. ERNST, D. BINGHAM, L. PARKS, A. SOMERSHOE)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/26/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRi report scheduled for distribution on or about 6/1/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) of parking conditions, requirements, compliance and anticipated need in Northville.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. Gibbs Report dated July 25, 2005.
2. Downtown Steering Committee Final Report dated April 2005.
3. BRi Scope of Work document.
4. Draft Physical Assessment document.
5. MapInfo Draft Report dated October 26, 2005.
6. Carlisle Wortman Memorandum dated December 20, 2005.
7. BRi Project Memorandum dated February 16, 2006.
8. Carlisle Wortman Report dated February 23, 2006.
9. Notes from March 3, 2006 meeting with John Iacoangeli (BRi)
10. Director of Public Works (Jim Gallogly) comments responding to BRi Draft Recommendations for Additional On-Street Parking Spaces (undated but distributed March 25, 2006).
11. 1988 HRC Traffic Study Report
12. Parking made Easy: A Guide to Taming the Downtown Parking Beast, Oregon Department of Transportation, June 2001.
13. Parking Guidelines for Downtown Kirkland, May 2004.
14. Northville Downtown Business Owners Survey, April 2006.
15. Northville Ordinance, Division 2 Parking Authority, § 82-151 et seq.

B. Initial thoughts:

Based on work and exhaustive accumulation of relevant data and related suggestions, BRi has supplied us with substantial information with which we, as a community, can move forward with our long and short term parking strategies. One of our challenges is to quantify the input from citizens, municipal officials, merchants and all other stakeholders.

C. Outline of Further and Future Work to Be Done:

1. **Further Parking Analysis** Supplement accumulated data with ongoing Occupancy Studies as well as Intercept Surveys as suggested by BRi on March 3, 2006. Our current occupancy data is for the limited period of 2-3 days in December 2005, February 2006 and March 2006. Supplemental data will enhance accuracy of both use and occupancy.
2. **Work to be completed** Qualify and quantify subjective data such as results of Public Workshops, Merchant Survey and public comments. We feel there's a great need to formulate some stated assumptions so that analysis is accurate and meaningful.
3. **Further data collection** In addition to above, we should accumulate information from other similar communities. The occupancy and intercept survey data should be an on-going process. We should inventory and analyze information about future growth potential in and surrounding downtown Northville.
4. **Further data analysis** ✓ Evaluate and summarize current conditions ✓ Is our current parking ordinance valid and appropriate for our community ✓ Evaluate parking management strategies, etc.
5. **Conclusions** BRi's report, comments and input from community leaders, citizens, merchants and other stakeholders, have provided us (DSC) with a significant foundation for future action. The stakeholders have spoken about how decisions are to be made (See DSC Mission Statement) "...improve...downtown...balanced growth...historic character...cooperative process..."

We therefore ask that this DSC Subcommittee be authorized to continue beyond the date of anticipated expiration and execute the above tasks. We feel an appropriate time frame for written recommendations would be 120 to 150 days from the date of BRi's Final Report.

6. **Recommend creation of Parking Authority** We further request the DSC's support in recommending to Northville City Council appointment, pursuant to Ordinance, "Division 2. Parking Authority" such body. We would also emphasize that this body's work would be evolutionary in nature. One of our current challenges is lack of comprehensive data to support one recommendation or another.

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC MARKETING SUBCOMMITTEE (J. HUMPHRIES, D. COLE, L. MALPEDE)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/31/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRi report scheduled for distribution on or about 6/22/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) of marketing and promotion, specifically addressing the marketing implementation plan for Northville.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. BRi Scope of Work document.
2. Draft – City of Northville Downtown Strategic Plan
3. Draft - Strategic Plan Schedule

B. Initial thoughts:

To identify issues and opportunities in the downtown which were not specifically addressed in the BRi report and to supplement their recommendations. Implementation of the recommendations will require additional detailed study and subsequent DDA, Chamber, NCBA, and municipal approvals.

C. Outline of Future Work to Be Done:

1. Develop Brand Identity and Marketing Implementation Strategy

- a. Reflect the strategic plan; those elements will be acted upon.
- b. Define elements of brand identity
 - Logo/tag line
 - Provide specific requirements for font, color, media usage
 - Design variations with consistent elements for different target markets
- c. Establish advertising and promotion campaign
 - Conduct media inventory audit
 - current media budget for participating organizations (i.e. DDA, Chamber, NCBA)
 - segment by type of media
 - create calendar of current advertising placements
 - Define target markets
 - Identify media that will provide greatest access to defined markets; should consider the following:
 - broadcast
 - electronic
 - print
 - signage
 - cross promotion (intra-business, business-event, event-event)
 - special events (create committee to discuss current events managed by community organizations, individual event objectives/evaluation).
 - Create media placement schedule

D. Outline of Future Work to Be Done:

1. Develop Brand Identity and Marketing Implementation Strategy (CONTINUED)

- a. Create public relations campaign. Outline campaign and implement in conjunction with advertising and promotion campaign.
- b. Develop comprehensive marketing calendar
- c. Review on determined time basis current retail mix of downtown businesses. Adjust marketing campaigns to reflect reality.
- d. Review ordinances that effect the implementation of marketing strategies
- e. Develop evaluation criteria
- f. Business retention
 - Integration of marketing and promotion campaign
 - Improve communications with property and business owners
 - Develop inventory of properties for new businesses/expansion
 - Encourage mixed use development patterns by providing incentives for developments, a combination of retail, entertainment, recreation and/or public uses.
 - Encourage a mix of compatible uses that ensure activity at all times by providing incentives for uses that are open past 5:00pm.
 - Provide educational workshops for business owners
 - See Beckett & Raeder report
- g. Business recruitment
 - Integration of marketing and promotion campaign
 - See Beckett & Raeder report

2. Staffing For Marketing and Promotion Projects Staffing decisions (i.e., hiring a consultant vs. hiring in-house vs. combination) should be further discussed with the DDA, Chamber, NCBA and City Council.





October 5, 2005 Community Visioning Workshop Draft Summary—October 13, 2005

Residents, business owners, community members, and City officials all interested in voicing their ideas about downtown Northville participated in the visioning process on October 5, 2005. The session consisted of a series of brainstorming exercises in which small groups of participants worked together to formulate ideas about downtown Northville.

During the workshops over 95 participants outlined some of the issues concerning Northville's downtown. They focused on particular areas of concern, such as parking and the downtown business mix, then recorded their ideas and established priorities by voting for those most important to them. Finally, they shared their results with the entire audience. The ideas that came out of each small group were diverse, but they also had many commonalities.

Presented here, organized around the brainstorming exercises, are the results.

Exercise One: Understanding the Present

Participants felt proud about Northville's downtown in the following (the highlighted comments received the most votes):

- Historic heritage / Architecture
- Friendly, charming character
- Outdoor concerts / events
- Small town look / atmosphere
- Walkability; pedestrian friendly
- Farmer's market
- Kid safe
- Schools
- Traffic flow
- Parks
- Sense of community
- Family friendly
- Free parking
- "Connectedness"
- Ford Field / Mill Race

Participants were sorry to see the following things in the downtown (the highlighted comments received the most votes):

- Poor retail mix / lack of variety
- Need more restaurants / family restaurants
- Need more parking

- Loss of historic buildings
- Too quiet at night
- Lack of downtown green space
- Town needs to grow
- Community “red tape”
- Town is a little too small
- Wasted space
- Lack of practical retail stores
- Lack of teen entertainment
- Vacant store fronts
- Poorly maintained parking lots
- Maintenance of store fronts / backs
- High business turnover
- Northville Downs
- Exposed dumpsters / grease bins
- Lack of bike racks

Exercise Two: Events, Developments and Trends

During this exercise, participants shared their concerns about issues and trends facing the future of Northville’s downtown. Discussion was focused around major topics including density / height / scale, the farmer’s market, historic preservation, business mix, open and green space, entertainment and arts, parking, linkages, and infill opportunities.

Density / Height / Scale

Many participants felt that the scale of the downtown is pretty good at present. They stated that a three to four story maximum height was important to maintain. They also felt that variations in height were preferable. Building design and character were considered equally, or even more, important.

- Three story maximum height
- More residential opportunities in downtown
- Moderate in DDA area; higher in Belanger/Car Wash area
- Building design and character is most important
- Vary heights
- Diversity in design
- Three to four stories
- Expand DDA boundaries
- Keep buildings at current height and fill in voids
- Diversity in height

Farmers Market

While there was an overall opinion that the Farmers Market is nice, numerous improvements could be made to the current market. Many thought that it should be more centrally located downtown and that it needs to expand what is offered as well as its hours. There could be more varieties of food choices, crafts and other goods. It should be a year-round market with seasonal items. It was noted that currently

around the market there is a parking problem on market day. Some felt that a permanent covered structure, such as the one in Ann Arbor's Kerrytown, would be a benefit.

- Longer hours
- More food varieties
- Better connections to downtown
- Needs to be more centrally located downtown
- Year-round market with seasonal items
- Covered
- Parking is a problem
- Needs to expand
- Permanent structure

Historic Preservation

Many stated that it was important to preserve the history and heritage of the downtown, as long as it didn't hinder new development. There was a sense that the new could blend with the old without making the downtown look too much like a staid museum area. Judging by the consistency of responses, the history and character of the downtown are major priorities of any planning effort in Northville. There was a lot of positive feedback about the new Long building going up on Main Street. Historic guidelines should be enforced and preservation ordinances should be enacted in line with the surrounding residential districts.

- Historic walking tours
- Not as a living museum
- Historic district enforced equally as residential district
- Important to preserve, but shouldn't hinder other development
- Process needs to be streamlined
- Should be City's number one priority
- Enforce historic guidelines
- Enact ordinances for preservation
- Blend the new with the old

Business Mix

There was a major consensus that there was a crucial need for stores that carried staple, essential items downtown and not just high-end stores. For instance, stores that carry hardware, books, music recordings, groceries, and items for teenagers. It would also be helpful if hours were extended to cover periods beyond the standard workday and into evenings and weekends. A greater mix of retail with residential above would improve the draw of Northville residents in the downtown and create a market for more local needs stores. Anchor stores in the downtown would also help draw residents who now shop outside of town in the surrounding area. A number of participants noted that the restaurants could be more diverse, have longer hours, and cater more to families.

- Need more daily needs / essentials stores along with high end
- Greater mix for teenagers/hardware/bookstore/music/restaurant
- Extend hours
- Need anchor stores
- More restaurants and entertainment
- Rent stabilization
- Vendors' booths at social affairs
- Kid friendly is important
- Mix residential and retail
- Currently doesn't draw Northville residents

Open and Green Space

Much of the interest in this topic focused on Bandshell Park downtown due to its central location. Options for the park included closing off the adjoining street and replacing it with a green area; and some proposed closing Mary Alexander Court to vehicles to create more greenspace / public use areas. In general, there were recommendations for more pocket parks in the downtown, including art with any green / open space, and integrating bike and walking connections. There was the sense that Ford Field would get greater use if the connections from downtown were more clearly defined.

- Integrated with bike / walking connections
- Integrate art with green space
- Connected to the businesses
- Close off Mary Alexander Court and "Gazebo" (Bandshell) park
- More green in gazebo area
- Centralized
- More benches
- Pocket parks
- Better use of Library greenspace
- Block off street and parking adjacent to Bandshell Park and put in green space
- Improve link to Ford Field
- More trees
- Live entertainment in Ford Field

Entertainment and Arts

There was a positive response to family related festivities in the downtown area. The current events held periodically throughout the year are well received. There's a general sense that more regularly held events would be even better. These include evening activities and weekend festivals of a diverse nature, some of which would help create a more varied nightlife as well as entice youth and families to enjoy the downtown. Also mentioned was an interest in allowing for sidewalk cafes, as they do in other towns in the state. Much of the entertainment can be generated by downtown businesses in order to minimize the need for the use of public funds to draw people downtown. Two specific places mentioned as use areas were the Bandshell Park and the Library lot.

- More constant and regular
- Use bandshell more
- Diverse genres of music
- Sidewalk cafes
- Public should not incur additional expense
- More diverse night life
- Augment art commission
- Need a movie theater
- Portable bandstand in Library lot
- Youth friendly

Parking

There is a perception that parking is inadequate in the downtown area. Some participants liked the idea of expanding the current double deck system already in use in the downtown along Cady. Others liked the idea of keeping parking at street level or below. In either case, specific criteria are necessary to make good decisions for a comprehensive parking plan in the CBD. Participants liked the free parking currently offered around town. Whatever the decision, it needs to be aesthetically pleasing and integrate with the existing downtown structures.

- Low, spread out profile
- Promote walking
- Double decks
- Need more
- Keep it free
- Street level or below—no decks
- Specific criteria needed for a comprehensive parking plan for CBD
- Add 2 to 3 story deck at Cady and Wing
- Aesthetically pleasing

Linkages

Linkages include connections within the downtown area as well as connections to places or events on the outskirts of town. In town, there is a sense that there needs to be accessibility between the lot surrounding Edward's Café and Main Street, and a better connection to Ford Field and the Mill Race. Linkages from downtown to outer connections include Hines Park, Maybury State Park, and events on the outskirts of town. Ways to facilitate these connections are through accommodations for tour busses and the creation of bike trails, horse trails, walking paths, and seating areas.

- Accommodations for tour busses, bike trails, horse trails, walking paths, and seating areas
- Better connections to downtown for events on town outskirts
- Bike path on railroad right-of-way
- Tie Mill Race into a downtown connection
- Lack of accessibility from Edwards parking lot to Main
- Bike linkages to Hines Park / Maybury State Park

Infill Opportunities

Infill opportunities need to be consistent with historic preservation and density / height / scale standards.

Exercise Three: The Preferred Future

During this exercise, participants used what they had outlined in the previous exercise and developed future scenarios that would resolve these issues and improve the downtown. Participants were asked to imagine the community as they would like to see it in 10-15 years. The following is a list of those images / ideas that were developed by participants and voted favorably by most participants. These are all described as if they were in the present.

Restaurants

- Outdoor seating
- Sidewalk cafes throughout downtown that promote neighborliness

Oriented to Pedestrians and Bicycles

- Conducive to bicycles and walking
- People of all ages walking through town
- Better access into town for bikes and pedestrians
- A theme that highlights non-motorized uses: "It's good enough to walk to!" in order to promote healthy living
- More bike racks to promote bicycling

Green / Open Space

- Close some streets to create more pedestrian use areas
- Bandshell Park as a "park"
- More green spaces
- More trees, plants and flowers lining the streets
- North end of Northville Downs parking lot purchased by City for public use; possible site for Farmers Market
- Pocket parks
- Ford Field is busy with activities such as art fairs, ice skating and so on
- Bandshell area could lease to outdoor concessions

Farmers Market

- Permanent structure
- Year round
- Greater diversity – foods and crafts
- More closely integrated with the downtown

Residential in Downtown

- High density housing along Center Street
- Business people, designers, young professionals living downtown for both play and work – no need to go elsewhere

- More residents living in Lofts on Main/Center
- Family residents, lofts, and town homes in downtown
- Affordable rents

Architecture / Historic Character

- Buildings maintain historic character
- Upgrade building infrastructure and preserve history
- High quality renovations

Parking

- Integrated with greenspace
- Enough parking to alleviate parking problems
- Deck behind Mags
- Parking on the periphery
- Park downtown

Entertainment / Active Downtown

- Marquee open at night – entertainment for the adult community
- Friday night – streets blocked off with multiple outdoor events: music, theater, and stores open
- Evenings active downtown
- Street performers
- Integrate activities: sidewalk sale with walking tours; national little league with coupons for eateries, shops, etc.

Youth Opportunities

- Teen center
- Teen friendly
- Concerts for young people

Commerce

- Anchor stores in downtown (Mags location for instance)
- All shopping downtown – food, clothing, house wares, gifts, shoes, hardware, auto
- Racetrack updated or replaced – something to be proud of with condos, ponds, and green space
- Northville Downs as a lifestyle center – an extension of downtown
- Kerrytown (Ann Arbor) style development in the old Plant on the east side of town
- Redeveloped southeast Griswold / Cady area to entice stores such as Smith & Hawken and Restoration Hardware
- Retail primarily on first floor

Wayfinding / Connections

- A system to direct people to key places in town
- Connections throughout downtown clearly tying different areas together (Cady area, Main Street, and Ford Field, for instance)

Downtown Character

- Maintain small town atmosphere and charm
- European style sense of active lifestyle downtown
- Well maintained
- Dumpsters and grease bins are out of clear view
- Living in a downtown loft looking at a rooftop café
- Main Street as a pedestrian mall (special events, one day a week, or permanently)
- More infill in the central district
- Expanded sense of downtown, particularly in the Mary Alexander Court area
- More cultural experiences / options
- More art in the downtown
- Brick
- Gaslight district
- Northville residents shopping downtown
- Sense of place for specific districts (“Cadytown”)

Exercise Four: Collective Prioritization

Participants voted on the projects / programs that interested them the most. They are, in the order of priority, as follows:

- Better mix of retail, unique stores, and more essential items
- Cafes with outdoor seating
- Maintain small town charm
- More green space
- A Soho of Northville – “Cadytown”
- Stores open at night – an active night life
- Teen activities – a teen center with a great staff
- Permanent structure for a Farmer’s Market – like Kerrytown in Ann Arbor
- Two parking decks
- Loft living above retail
- Live music like the Ark in Ann Arbor
- Bandshell Park expanded with more green space
- Mixed use – live / work facilities
- Hardware store downtown
- Downtown as a village in a European style model
- A motto: “It’s good enough to walk to”
- The closing of streets for pedestrian use
- More consistent downtown architecture
- Small scale parking structures
- MAGS building full with parking behind
- More Common Grill type restaurants (like in Chelsea) – Great food that caters to families
- More entertainment
- Outside evening entertainment
- Better bike and pedestrian access
- Improved racetrack

- Art House is thriving
- Public restrooms downtown

Participants

Esther Newberry	Erwin Tonch	Doug Bingham
Julie A. Herrin	Tom Swigart	Ben Smith
Ann Mannisto	Kevin Hartshorne	Craig Roney
Jean Hansen	Jere Johnson	James Gallogly
Oliver Collins	Anne Smith	Margene Buckhave
Beverlee Lindeen	Drew Malpede	Bob Buckhave
Carol Maise	Phil Rea	Marianne Barry
Paul Kelly	Mark Bishop	Stewart Oldford
Edward A. Smith	Sue Boelter	Marilyn Sullivan
Tom Patterson	Chris VanDam	Howard Payne
Lily Lebree	Martha Nield	Scott Colosimo
Marilyn Price	Stephanie Tartoni	Linda Lestock
Antoinette Mazzoni	Rita Acho	John Kaloustian
Tina Mazzoni	Ron Acho	David Cole
Nancy Darga	William Hundley	Lisa Beyer
Jennifer Luikart	Ken Vantine	Joe Boelter
Cindy Burrows	Dennis Que	Tim Borthwick
Karla DeClue	Gary George	Jenny Bruen
Genie Nehs	John Law	Raymond Reame
Marc Corriveau	Barbara Davies	Eva Reame
Richard J. Corriveau	Sherri R. Mewha	Bill McDevitt
Chris Klebba	Russ Mewha	Maureen Johnston
Louise Kirchner	Jerry Mittman	Terry Mittman
Charles Lapham	Ken Naigus	Jacque Martin-Downs
Michele Fecht	Traci Sincock	
Lisa Malpede	Ron Bodner	
Denise Nash	Michael McClish	
Bob Sabourin	Vickie Chevoor	





Questionnaire Results from October 5, 2005 Community Visioning Workshop

Participants completed a questionnaire asking them to respond to those aspects in Northville they valued the most.

What do you value?	Value										Unanswered
	1	2	3	4	5	6	7	8	9	10	
Height / scale of downtown buildings	3	3	3	5	15	7	13	12	15	15	
Farmers market as a component of the downtown	2	3	3	2	3	10	13	16	18	21	
Historic preservation in the downtown		1			7	8	12	12	15	36	
Variety of goods and services in the downtown				2	2	3	12	15	19	36	2
Open & green space in the downtown	1	1	3	2	8	7	9	15	16	29	
Entertainment & arts opportunities in downtown			1			12	11	22	14	26	
Downtown parking options	1		4	2	7	9	10	20	13	24	1
Linkages to downtown neighborhoods & parks	2		1	2	8	10	18	25	15	16	
Small town character	1	1	1	4	2		8	9	14	51	
Downtown living opportunities	5	1	6	9	8	10	12	11	12	16	1

High scores for each category are highlighted in bold





October 17—18, 2005 Stakeholder Interviews Draft Summary—October 24, 2005

Stakeholder interviews were conducted during October 17th and 18th, 2005 and held in the Club Room of the MainCenter (chosen by the City as a neutral location). A series of questions was prepared by Beckett & Raeder, Inc., and approved by the City, to guide the interview process and to ensure that similar topics were discussed among stakeholders. Seventeen stakeholders were selected by the City and included downtown business owners, school board members, City and township residents, and representatives from the City Council, Planning Commission and DDA.

All stakeholder interviews were held individually and privately, (except where noted on the participants list at the end of this summary) without City representatives present. All interviews are considered confidential—at no time will individual comments be attributed to a specific interviewee. While not considered a scientific survey, the interviews represent a variety of opinions by a broad cross-section of Northville stakeholders.

Below is the summary of responses to questions posed to stakeholders. The responses are loosely organized by topic and are not direct quotes in all cases. A complete list of stakeholders is included at the end of this summary.

What is your image of the downtown district?

- Downtown is the center of community for both the City of Northville and Northville Township residents.
- Downtown Northville possesses small town charm.
- Northville is a safe town with a “good zip code”.
- Northville has a pleasant small town atmosphere.
- Northville is a day-trippers town; locals shop elsewhere.
- If citizens will support the downtown, property values in the City will stay strong. Residents need to understand that the two are dependent on each other.
- Downtown Northville needs to be marketed as a shopping experience. Small town appeal, combined with a viable business mix, could set it apart from the strip mall and mega-mall shopping environment.
- I really enjoy the events downtown: band concerts, civic functions, parades, and festivals.
- Downtown is a friendly community meeting place.
- It is fortunate that downtown Northville does not have a state highway running through it.

- Northville is an “authentic” community, not manufactured. It is important that this image be maintained.
- Northville is physically, very attractive.
- Northville has a sense of community that is very rare today.
- Visitors to Northville sense that our community is somehow a cut above other places.

Assess the vitality of the business district.

- Downtown is being sustained by diminishing discretionary income.
- Sole Sisters is an example of a viable business. We need three or four more business owners with the savvy Lauren (owner) possesses.
- A small core of businesses are doing well.
- The new influx of businesses is helping to boost the vitality.
- More foot traffic on the street will help. I’m hopeful that the art gallery receptions on the first Fridays of each month will help enliven the downtown.
- There is general excitement about the concentration of art galleries as complementary businesses.
- Northville Township residents should be “pouring into shops”. There seems to be an untapped resource in all the new subdivisions.
- Downtown seems to close down early, leaving nothing to do in the evening.
- Less than ten percent of Stampeddler’s business is from Northville customers.
- I don’t like shopping in the women’s clothing stores. The owners are too anxious to sell and are often arrogant. Open and Clothed is an exception and is a wonderful store.
- The greater Northville region is a shopper’s paradise. As such, it will be difficult for Northville to compete.
- We will need a lot more foot traffic to support downtown businesses.
- Downtown has too many touristy gift shops.
- The success of retail will depend on how well businesses are able to piggyback on other successful aspects of downtown such as, the farmers market, festivals and events, activities in Ford Field and the Mill Race Village, etc.
- We have many “hobbysit” retailers. Their businesses often close because of retirement or change of hobby.

What types of changes or improvements would you like to see in the district?

- Downtown looks tired and should be cleaned up.
- Existing buildings should be preserved.
- There need to be more opportunities for people to use the streets downtown.
- I would like to see more outdoor cafes (mentioned seven times).
- Improve the quality of the storefronts.

- In general, we need to take better care of what we have.
- We need to protect the historic character of downtown while allowing new development.
- Public restrooms make the downtown seem inviting and friendly, however, building another restroom may not be viable.
- It would be great to have a public restroom at the Gazebo (Bandshell Park)
- First floor spaces need more windows—especially at corner buildings.
- Relocate the Farmers Market to downtown—possibly along Cady Street.
- Relocate the Farmer Market, in a permanent structure, to the north edge of the parking lot at Dunlap and Hutton Streets (where Edward’s Café & Caterer is currently located).
- Relocate the Farmers Market along the river in “Cady Town”.
- Extend the Farmers Market season. It may be difficult to schedule farmers for more than once per week visits due to commitments with other communities.
- Downtown businesses need consistent and longer hours. A coordinated evening schedule would help.
- Customers can’t rely on businesses to be open according to their posted hours.
- We need more restaurants downtown.
- People say that don’t want chain store downtown, then patronize Starbucks and CVS—two of downtown’s most successful stores. Also, remember that Great Harvest is a franchise.
- Office and services should not be on the first level in the heart of downtown.
- Need to be able to see into Ford Field from Hutton Street. Perhaps add some overlooks.
- Ford Field should have a winter skating rink.
- The City needs to pick one or two projects that the community could “rally around”, and then implement them well to achieve necessary momentum.
- Would like to see a system of historic markers downtown. There is a lot of history downtown including the Ford Plant and historic Albert Kahn architecture.
- Northville is part of the Automobile Heritage Route—let’s take advantage of this.
- Improve infrastructure downtown such as downtown streets, sidewalks, parking lots, etc. It’s good to see railings on parking structure repainted.
- Northville will need to respond to the REI Interest Group Inc. new development on the former Northville Psychiatric Hospital property. There could be 700 to 1,000 new single-family homes and retail built on this property.
- Downtown needs to strike a balance between “rolling up the streets at 5:00 p.m.” and the level of activity in Royal Oak (seen as too busy).

What types of new businesses would you like to see?

- Downtown needs more coffee shops.
- We need teen-friendly businesses downtown.
- Children's clothing store.
- Furniture store
- Bookstore (mentioned six times)
- There would be too much competition (Barnes and Noble) for a bookstore downtown.
- Plymouth just opened another bookstore (a Little Professor Store) and it has extended nighttime hours.
- More restaurants for evening dining.
- More restaurants for lunch dining.
- Green Market with specially foods.
- We need an anchor store.
- Hardware store
- Lodging—perhaps bed and breakfast type.
- Focus on recruitment of independent retailers, not chain stores.
- Residents need to be aware that a hardware store will never survive downtown with the close proximity of both Lowe's and Home Depot.
- The current successful business owners may be willing to expand, or lend their expertise in recruiting new businesses.
- Look at Marshall, Michigan as an example of a community with a successful business mix.
- We need more people living downtown. Attracting residents will require more entertainment downtown.

Are there any problems/barriers toward redevelopment & revitalization?

What, where and why?

- Many of the downtown businesses are not economically viable.
- Downtown Northville's future depends on the state's economy. Our entire country is at risk and Michigan is especially vulnerable.
- Regional downsizing will hurt Northville. The downtown may not have enough customer base in the future.
- There is very little support or acknowledgement of volunteer effort (referring to the efforts of the previous Downtown Steering Committee).
- We have been talking about downtown issues for months. It is now time to see some action.
- There have been no shortage of good ideas about downtown; we now need to implement a project.
- The non-profit Art House may be competing with the art classes at Awakening the Artist Inside.
- Absentee owners are a problem as they are not caring for their buildings and are driving up rental rates.
- Businesses renters can't offset losses or seasonal changes in the retail environment with increasing property values. Business owners who own their buildings seem to have an advantage downtown.

- Only the “big ticket” stores can handle the high rents downtown.
- North Center Street is getting stronger and has almost matched Main Street in popularity and foot traffic.
- Northville is a reactive, rather than proactive, community.
- There is huge untapped market in Northville Township. For example, some township parents of third graders in attendance at the Victorian Festival have remarked, “this is the first time I’ve been in downtown Northville”.
- Cady Street redevelopment as housing may be difficult because of views over the racetrack. The plans for Cambridge Place failed in part because costs were too high for residential units with these types of views.

How could local government be of assistance in downtown redevelopment & revitalization? Is there anything local government does to hurt downtown redevelopment & revitalization efforts?

- The City is suffering from lack of leadership.
- City Council is not working together.
- City Council seems to over-study everything. There has been very little return of investment on past planning studies.
- City Council does not like to take action.
- The City Council’s decision to contract dispatch and jail lock-up to the Township has made Northville feel less secure. The small town response time has been lost.
- City Council represents the “old guard and old school” of thinking.
- City Council tries to be pro-business.
- The size of City government is disproportionate to the size of the community (i.e. excessive amount of staff).
- The City Council has done a poor job at educating the community about the need for additional parking.
- Leadership is the main problem. City Council needs to take action now.
- There is a common vision for the downtown that City Council needs to recognize.
- The City should not spend money on projects that are not a community priority.
- There is reluctance by the City to seek additional public input.
- The Gibbs Planning study was “a safe report” that didn’t have enough “teeth”.
- There seems to be a “no development camp” and a “pro development camp”. There is too much divisiveness between these two camps. The optimum is somewhere in between these two. Moderate growth seems to make sense.
- City Council seems to employ a “circular” decision making process. The result is everything in Northville is slow to happen or never resolved.
- Small vocal groups make waves which leads to the City Council backing down and not making a decision.

- There is lack of coordination between City departments. People seeking information often get conflicting information from each department. City departments need “one stop shopping” so residents, developers and investors can receive fast and accurate information.
- The DDA does not have a sense of empowerment, and needs stronger leadership.
- The DDA has dollars for reinvestment in the downtown; however, it needs to be better managed on an operational level.
- We need DDA leadership to retain and recruit businesses.
- Ordinances are not reinforced consistently with all projects.
- The City should not try to micromanage. For example, too much time and energy is spent on small issues—such as the issue of installing cross street banners. This type of management makes the City appear anti-business.
- We need the hand-held tracking units for effective parking management. It has taken far too long to get this system of tracking implemented.

What improvements would you like to see in the areas that influence the downtown district?

- With the possible changes to the Post Office (mail sorting moving to another location, retail staying at the downtown location), this may be a good area for development. The Post Office may not require entire building space and adjacent parking area will not be needed to Post Office vehicles.
- Upper level residential lofts are needed downtown and adjacent to downtown.

Is the downtown a good place to invest? If not, what would make it better for investment?

- I’m skeptical about anywhere being a good place to invest right now.
- The Delphi bankruptcy will really have a negative impact on the Michigan economy and Northville.
- Gardenviews is a good example of a business owner who took a chance at investment. It has paid off through creative programming and good service. The owner allows people to use his private parking lot even if they are not shopping at the store.
- The MAGS building will do well because the Buckhaves do a quality job with everything.
- Development of the MAGS building will be a great addition to downtown.

Are there any parking / traffic / transportation issues in the downtown area that need to be improved?

- We need to emphasize shared parking as a management tool. That is, sharing parking between adjacent uses that require parking during different times of the day, such as an office and an evening restaurant.

- Parking need is driven by what is in the downtown now and needs to be projected for the future.
- Northville does not have a parking supply problem as much as a parking management problem.
- Most of the time there is not a parking problem downtown.
- I would like to see a parking problem downtown—this would mean our businesses are thriving.
- Most people do not believe we have a parking problem downtown.
- Future parking needs may need to be accommodated in parking decks due to lack of land availability.
- Need a parking deck in the Wing St./Cady St. parking lot to accommodate over 90,000 gsf of future use in the MAGS building.
- There will be a parking problem on the west side of downtown when the Long building and MAGS building are fully functioning.
- Remove the three-hour parking restrictions in parking lots. This is sending our customers the wrong message.
- Train customers to park once and do all their shopping rather than driving from store to store.
- The City needs to understand how to manage parking through a knowledgeable source.
- It is often challenging to accommodate tour buses that stop in front of Genitti's restaurant. Many seniors from these tour busses can't walk far so there is a need for convenient drop-off.
- It is difficult for busses to turn around in the Mill Race Village parking lot.
- The new parking management plan is making a huge difference on the availability of parking.
- Center Street backs up during rush hour.
- Just like everywhere else, we are seeing more traffic congestion in Northville.

Do you routinely shop downtown? If so, where?

- Downtown has many small shops with a lot of stuff that I don't have a need for or an interest in.
- I dislike malls, so I try to do most of my shopping downtown.
- Downtown stores are too expensive for women's and men's clothing.
- Great Harvest is my favorite store.
- The Tuscan Café has wonderful food and service.
- I buy my morning coffee everyday at the Tuscan Café.
- Starbucks is the only place that sells the New York Times.

Does downtown have enough parks / green space? If not, where could you see more?

- Explore the possibility of expanding Bandshell Park in a westerly direction.
- Eliminate the parking next to Bandshell Park on the small street section that connects Main Street to Mary Alexander Court.

- Need a stronger connection in the north-south direction connecting parking, shops, and Bandshell Park. Locate a public restroom along this connection.
- Northville has built a park for dogs, why can't we build a park for kids?
- The park adjacent to the Library is underutilized. Staging the 50th anniversary celebration from this location was a huge success.
- Green space needs to enhance businesses.

How comfortable do you feel as a pedestrian / cyclist downtown? How can the pedestrian / cycling environment be improved?

- I walk downtown whenever possible.
- I can accomplish many errands on foot.
- Motorists who run red lights make people feel uncomfortable crossing at intersections.
- Concrete walks need repair.
- Screen dumpsters and eliminate grease bins in the parking lots.
- Coordinate with the efforts to improve City and Township bicycle (non-motorized) connections.
- The connection to Ford Field needs to be stronger.
- A pedestrian mall would really hurt downtown businesses.
- The walking environment needs to be "spruced up".
- The streetscape is ok, but is beginning to look dated.
- Sidewalks are too narrow to accommodate sandwich board type of signage.
- Northville is not known as a cyclists' destination, however, it is the gateway to Hines Drive, a huge cyclist route.
- Connect downtown to Maybury State Park along Eight Mile and Beck Road with either widened shoulders or bike lanes.
- Northville is known as a cyclist and runners' community.

Other issues?

- The no-growth scenario is not an option. Growth is happening all around us—we need to decide how to manage growth.
- The new Long's building did a nice job of breaking up the façade, however, the scale is not compatible with other buildings downtown.
- The Long's building is being criticized because it looks different to "old timers", however, it is a great building.
- When criticizing the new Long's building, it's important to remember there once was a building in that location that was

demolished for a parking lot. The new building is a return to the historic use of that site.

- New developments are not acknowledging the importance of the historic character of buildings.
- Additional public involvement will be required for the downtown-planning project.
- The new building being built on Main Street next to Helen’s Uptown Café does not contribute to the character of downtown.

Interviewees

James Allen	Lisa Malpede	Marc Russel
Bob Buckhave	Sherri Mewha	Tom Swigart
Margene Buckhave	Jerry Mittman	Erwin Tonch
Stephanie Flynn	Martha Nield	Joan Wadsworth
Lynda Heaton	Greg Presley	Lori Ward
Chuck Lapham	Ken Roth	Jay Wendt





Results of Feedback Form

Public Workshop: February 22, 2006 at 7:00 p.m.

Meeting Location: Northville High School—Forum Room

Workshop Attendees: Attached

The workshop was organized to update participants about the status of the project and receive feedback about draft opportunities. A PowerPoint presentation was given to help participants visualize possible results. During the presentation participants were asked to answer questions on the feedback form. A summary of responses follows.

My Background

Anything else you'd like us to know? Please explain:

- I am former chair of the Plymouth Planning Commission.
- My wife owns two businesses.
- I was a part of the original Steering Committee in 2005. Have lived here 34 years. Am chair of Northville Youth Assistance, a shared service.
- I lived in the downtown area, restored a home and moved just outside the City limits 2 years ago.
- Considering a business in Northville.
- I would shop downtown if there was more mix for 40-60 year old men other than \$130 jeans or \$900 suits.
- Actively involved in community. Former City councilman.
- I have three children – ages 6, 11, 13
- I sense a strong physical design element with this process but I encourage City leaders and DDA and Chamber reps to consider developing a business attraction program as well as a retention program.
- Own business in Northville Township on 7 Mile Road.

1. *I would like to see a more centrally located Farmers Market in downtown.*

Comments about the Farmers Market opportunity.

- Some of it permanent (always open).
- I go with my son to the farmer's market every week. If it were closer to town's stores, we would tie our trip in with the other shopping. When I worked in downtown Ann Arbor, I often went to theirs on my lunch hour! Also, if the market were not down the steep hill, it would be easier to bike to.
- As long as traffic is not cut off to the rest of the downtown area.
- Extend hours to evening or weekend for working people. Extend

season through Christmas greens. Add fish and cheese vendors.

- I travel to Ann Arbor just to have the special feel this type of place brings.
- An event like this needs to be more central to downtown.
- I would like to see a more central area of activity rather than all the concentration on Main Street.
- Must be kept fairly large, as it currently is! The area on the south side of Cady Street would be best new location. On new Cady Town area.
- While also protecting the very nature of the market – open air (some cover would be welcome), social setting, one central location, room for limited growth.
- If parking is easy.
- I think it's important to maintain the size of the current market.
- I like the Findley Market idea! I liked year round ideas – perhaps themed, i.e., summer: veggies, flowers; winter: fresh fish, flowers, etc.
- But recognize limited use of potential structure in relation to cost. Make it very cross functional.
- Need to have adequate nearby parking. Also consider Cady Street.
- An indoor farmer's market would be wonderful for our winter climate in Michigan. Possibly consider in the "Village" development.
- Market should be visible, accessible, and located to benefit present merchants. Pavilion should be multi-use.
- I would like to see the Farmer's Market continue to be an integral part of Northville and the downtown. I don't know if it is necessary to physically move the market downtown.
- Let's make it fun and have multiple days.
- The importance of this would highly depend on the multi-use / flexible nature of the facility. The real estate value would have to be well justified based on more than the once per week, seasonably limited function.
- I would like the hours to be longer or for our market to be on the weekend. Currently, if you work 8-5 you miss the market.
- I am concerned that the proposed location will be a problem for parking. Perhaps near the new "Village" project or the new "Cadytown" area.
- Dunlap (Marquis lot) site seems to be too small and has Cady Street been consulted?
- Close to but not necessarily "in." Not squeezed in – would take parking away from businesses on market days as well as needing more for the suppliers.
- I'd like to see a permanent structure.
- Needs to allow for plenty of parking around the market.
- It would assist cross shopping.
- I would like the City to consider incorporating the Farmer's Market with a new, expanded band shell area. I believe a new Town Square between Helen's and Rock On Main could be

redeveloped to accommodate the Farmer's Market and public square. In the short term the Farmer's Market could be relocated to the south side of Cady between Center and Church (temporary until Town Square is redeveloped and expanded).

- Sufficient sized to accommodate the current 100 vendors.
- Don't put the market in the most used parking lot. Put it around the edge of a lesser used lot to distribute the lot usage. (Cady Street east of Center for example).

2. *A new and expanded Town Square would improve the center of downtown.*

Comments about a new Town Square.

- No cars through it.
- I used to live in Plymouth and find the shady green space of Kellogg Park much better than all that pavement. Also, current one is too small.
- Be careful not to eliminate parking!
- Add grass! Trees; Signage to shops/brochure with map stands; public restroom; bigger space for concerts, contests, kid events (both young and teens).
- Maybe by the gazebo. It would be really nice to make that entire area to be grass, trees...like a park.
- Downtown cafes and shops would draw a lot of teenagers. I know lots of people who go to Plymouth for that reason.
- Downtown Northville needs to be a destination. IE., Birmingham, Ann Arbor. Unique in its own way.
- My business is on the Old Church Square and I definitely believe as beautiful as it is, we need more exposure. There seems to be more concentration on Main Street.
- Excellent idea!
- Big potential for immediate impact.
- More grass and shade trees would be a wonderful addition to the bandshell area.
- Yes!! Definitely utilize part of parking area to make square larger.
- Project #1. Make it the foundation to build upon.
- Strongly agree! Should be #1 priority. (Expansion of bandshell/town square park); need more grass and trees for shade; expand west to next building; would create major focal point; (also look at more activities in park behind City hall.)
- Open more green to the west and eliminate the parking there. Still a stage or bandshell is important.
- Activate outdoor café for Helen's Restaurant facing the New Town Square. Also activate outdoor café for Sizzling Sticks and new Tapas Restaurant.
- Soften, enlarge, remove parking – let the pedestrian take this space over. Provide connection to Mary Alexander. Activate facades.
- Development with a commitment to continually have "draws" to the expanded Town Square.

- Yes, ASAP.
- Strongly agree. We need to model the new Town Square after Plymouth's park and create this same liveliness on a daily basis. Green area is important with this as well as a central and visible location. The current area is too hidden and not comfortable.
- We need this! Plymouth is booming with young families because their park in the center of town. They are also now holding concerts in the middle on weekdays. Lots of moms and children which equals shopping and eating!
- The new area would not be as large as some of your examples.
- A gazebo would be more useful if side street was closed and park expanded; also bring park next to library into use.
- Long term – redevelop and expand Town Square to sever dual purpose including permanent home of Farmer's Market.
- Not necessarily bigger, but better quality/function.

3. *More sidewalk cafes and outdoor seating would help to draw customers into downtown Northville and make it feel livelier.*
Comments about sidewalk cafes and outdoor seating.

- These made a huge difference to the liveliness of downtown Plymouth when they added them.
- Yes. Think of Plymouth and Ann Arbor. Places for kids to congregate (teens love the coffee shop in Plymouth, Starbucks in Northville).
- Keep particular codes on type of furniture. Could have a cheap college look.
- Old Church Square is the ideal space for outdoor café tables – as well as a café.
- Replace the brick walkways from "Mainstreet '78" renovation to match sidewalks in front of new Long Building. Must replace most trees in sidewalk.
- Especially in the nice weather.
- The sooner the better.
- Perhaps Mary Alexander Court could be seasonally closed to create room for "portable" eating areas (kiosks), etc...small tables, music, etc.
- Project 1A. Make it all part of town square project. This allows a centrally located project that can 1) be the focal point of progress and 2) create highest use area renovations.
- Need to have adequate walking space on sidewalk for minimum of two abreast; should be in place only for months outdoor eating is realistic and removed during winter months.
- While I'm not that fond of outdoor eating, on a nice day it sure is a nice option.
- The Buckhave Plaza would be an ideal location to activate outdoor cafes. Encourage local businesses to consider activating outdoor cafes in their establishments – DDA & Chamber function?
- Streets that are alive are an attraction to patron. Businesses must

- cater to this – offer products, increase hours, etc.
 - Sidewalk cafes: how does the CIH make this happen? Ex., if Town Square is well done won't the cafes just come.
 - Strongly agree. This is extremely important and needs to tie together areas of the City. Think Compari's in downtown Plymouth that has a great view of the park and a lot of space. It is key that there is a focus on larger venues and not just small cafes.
 - We need this so so bad! I hear this all the time about Northville. People love sitting outside.
 - As long as there's room to walk through and kept neat. Need to get rid of sandwich sign if do this – clutter.
 - Get rid of nasty metal table and chair, the built-in ones that are broken!!
 - I don't think just improving the streetscape to permit sidewalk cafes will draw customers. The need to be actively working to get the business here also. In other words, we can't draw the customers if we can't offer the service.
 - Yes! Let's do it!
4. *An improved connection to Ford Field and the Mill Race District would be beneficial.*

Comments about an improved connection to Ford Field and the Mill Race District.

- Needs better entrance.
- I think this is very important. These features are two things which make Northville not just another cute downtown and are large enough to draw from a regional crowd. I encourage you to turn the hill into a terraced amphitheater and clearing the brush and some (not all) the trees from the hill. Important to get good bike/stroller access from CVS side.
- Remember Ford Field is a floodplain. No permanent structures are allowed. Lighting and safety are concerns. Public restrooms?
- No cement pathways. That would keep the Northville feel away. Just maybe make the Hutton Street entrance more appealing, but still very woody feel.
- Ford Field should be more developed – still leave green space though. Mill Race not so much. If people want to go there it doesn't matter if it is better connected. People don't just "hang out" there.
- Hutton/Dunlop & Griswold entrances, AND a walkway down off Main Street, behind Main Street Bank.
- For such a major area of space, it is really underutilized.
- Have not been there, don't know.
- The Hutton Street steps are poor – definitely need to be widened perhaps down further on Hutton where terrain is not as severe. The landscape is overgrown and needs replacement. Could be handicap accessible, too.
- Project 2. The connection between Hutton Street and Ford Field

east is the most wasted disconnected (wonderful space) in the City. Make this a priority. One resident said don't just make Northville a "me too" historical town. Well who else (including) Ann Arbor would have history, charm and a park/amphitheater that connects Little Italy to Ballfield/Amphitheater, connects to Mill Race, connects to Ford Field East adjacent to river and bike/walk path!

- Also need better, more defined street crossing at Hutton/Dunlap curve.
- Outdoor amphitheater would draw a lot of people into downtown.
- Provide "entry plaza" for additional opportunity for multi-use. Better connection to Ford Field downtown. Millrace Village would benefit community, enriching historical context.
- Must be very visible and very accessible.
- This would be nice – to bring in more events and create an environment better tied together and open to visitors. It, however, should be lower on the priority list.
- I think this would be beneficial but I feel focusing on number 2 and 3 are higher on the list for demand.
- This really needs to have some financial numbers generated. This is a real high potential cost. Can you design inexpensive connections to Ford Field without an "amphitheater" type of entry?
- Need a defining entryway.
- Tiered seating would be great!!
- Increase the use of Ford Field with various levels around walls at west end.
- In the long term, not short term. However, this is not as high on my personal list of priorities as #5 and #4.
- Also connect Fish Hatchery Park to the network of connections.
- Amphitheater sounds like a great idea.

5. *I would like to see more nonmotorized (biking, walking, etc.) connections in and around Northville.*

Comments about non-motorized connections.

- Must be more safe.
- I realize this isn't in your ¼ mile but could we consider a bike path connecting Maybury and Maybury Farm to downtown for nice mountain bike/downtown outings (not just Hines Drive bikers).
- Improve what is already there.
- I like you idea of attracting biker clubs to come often. Great ideas! Make safe – keep maintained. Lighting; directional maps; make Sheldon/Seven Mile crossing safe; Benches for resting along the way – chance for memorial donations. Grant money to pay for?
- It is walking friendly already. Hines is close enough for biking.
- Northville Road starting at 6 Mile and heading north into town

needs a bike/walk path.

- Another lost opportunity.
- Also a few bike racks downtown.
- As many as possible. If it's there, they will come!
- Another high priority; we have tremendous asset with proximity of Hines Drive. Need good connection(s) with it; also consider connection to Maybury State Park; need to get input from biking and running clubs; a little extra pavement on Taft Road when repaved would make it much safer for bikes.
- It is important to consider – especially for safety.
- Linkages are key to community, enhancing pedestrian opportunities. Also should reach into neighborhoods.
- Much easier access from Edward Hines to downtown – signs and lanes; bike racks in town – ex., Starbucks, CFCU, and Town Square; find a way to provide path access on or near Sheldon/7 Mile south.
- This would be nice as long as it draws people back into downtown. It is a hub opportunity. Give riders a reason to start/stop/stay in downtown. Don't just do it if forget about the tie-in.
- I like the idea of family paths and bike routes. I think that this could help with the amount of people and foot traffic.
- Better sidewalks into City from suburbs would help. Better areas for bikes to be parked and secured.
- Especially from Bealtown along Griswold to Main Street – a major concern with the potential reconstruction of the Beal Street Bridge. Along River Street since there is a direct connection to the Hines Park pathway at River Street and 7 Mile.
- More interest in walking than in biking.

6. *A pedestrian cut-through should be established on E. Main to connect the parking lot to the Town Square and E. Main businesses.*
Comments about a pedestrian cut-through.

- I think businesses should invite people to cut through their businesses.
- Currently, I guiltily cut through a business! Would cafes and/or store windows line it?
- Agree slightly. Great Harvest allows this now. Make it more well known. Like the landscaping in your slides.
- Not the first priority but a good idea.
- Not sure if that is the only for a connection.
- Is the City willing to pay for major remodeling of Great Harvest?
- Would be wise to improve the existing cut-throughs, alley-ways. They, for the most part, are a mess.
- I see the need on the west side of Center Street also.
- But this will take “buy-in” from a limited number of current building owners.
- Should look at improving appearance of all cut-throughs (as necessary).
- And I also agree that fingers should reach into parking lots and

- adjacent blocks.
- We need to make sure we're catering to shoppers and families – this would benefit all parties and is very important.
- This would help expand our downtown traffic and shopping. This would definitely benefit the consumers and retailers.
- Critical for developing Dunlap area – CVS, etc.
- Would be a great asset.
- Difficult to imagine how property could be acquired and make this happen. Great idea if it can be done.
- Cautiously agree. Again, not my highest priority but definitely a long range goal.

7. *It is important to design and implement consistent streetscape and public parking lot edge improvements.*

Comments about streetscape and parking lot edge improvements.

- And maintain them.
- I love what Dexter did! I particularly like that their improvements made it a beloved destination of cyclists. I recently walked from CVS to Baby Baby and felt like I had to walk a sea of pedestrian unfriendly parking.
- Bump-outs are dated. Improve tree planting area. Fix all sidewalks, dumpsters, parking structures to look well maintained. Love the art on the wall in Dexter. Think of painted facades. Brick in Adrian in intersection is beautiful.
- Bring back healthy trees.
- Yes, but I don't like the brick "boxes" around the trees. Keep it flush with the ground and have pretty plants and trees.
- I think it is important to have more shade and plant more trees along the edges.
- Walls and plantings to mask parking is important!
- Our streetscape is a mess.
- Large, healthy trees should be a top priority.
- Yes! Definitely needed! Don't skimp on streetscape – also consider year-round greenway.
- Some streetscape items need repair and replacement – should be an ongoing program; Parking lots should be inviting with landscaping. Many stores have entrances on parking lots.
- The streetscape projects should be implemented – but not at the expense of other major projects; planting strips and screen walls provide separation between cars and people.
- Enhancing human scale will be successful.
- Yes, let's do at least two things: spend money and ask for a lot of volunteers to plan and do work where practical and possible.
- I agree that consistency is important. Within this: more green, brick walls/paver areas (lead-ins), signs. Incorporate enough cut-throughs.
- I think we need more greens and also more brick pavers. I also feel that pedestrian cut-throughs should be improved. We also

need more street furniture, benches, high large planting areas – ones that you can sit on the edge of.

- Add more green – grass and trees.
- It only helps the overall look of the community!!
- Again, not my highest priority.

8. *There should be historical markers in the downtown.*

Comments about historical markers.

- I am a huge fan of historical markers. However, I would prioritize other improvements first.
- Have Historical Society help you (348-1845). Increase walking purpose. Don't like the Philadelphia abstract banners. Use empty storefronts to display historic photos. Move from empty store to empty store. Eagle scout project; community service by high school social studies class.
- I don't think it would make a great impact.
- Maybe have the small banners, but it basically seems a waste of money. Not very attractive.
- I think there are more important things to put money towards. The banners are all right though.
- As well as banners to define the two central streets of downtown – being Center Street and Main.
- Either way – would be nice, but certainly not a top priority.
- A reason to stop and look.
- Might be possible to add such markers to areas outside of downtown, in neighborhood parks, etc.
- Yes, if they did not take up space on sidewalks. Perhaps somehow embedded into theme of town square or on walls in pass throughs – back lit?
- Now you're cookin! Loved those you showed from Ann Arbor with black and white photos. This is absolutely consistent with mission statement.
- Northville has many historic buildings – but they go unrecognized; I like the idea of recognizing buildings that were there in addition to existing buildings; this would be very interesting both for residents and visitors.
- With all other things to do to change and improve downtown, I don't think there's room or need to add more signage.
- Not a high priority – depends on market you're trying to reach.
- Location will be important and should also consider implementing art work; both contemporary and historical in nature. (Millrace Village)
- I don't know if they have to be "markers" but it would be great to reference history.
- History is nice and important, but I don't feel it will provide much aid to the business, image, and financial growth of the City.
- I don't feel that this would bring anyone to the town and that's what we should focus on. The other projects would give more to Northville.

- Loved the downtown Ann Arbor historic displays and the Dexter historic banners. Northville has such a rich history – and wonderful historic resources. We need to include the history story downtown.
- Must be looked at carefully – not detrimental to sight lines or to add clutter.
- I like the Ann Arbor example.
- Public art is important but – again this is not my highest priority.

9. *The City should continue to look for additional residential opportunities in the downtown.*

Comments about additional residential opportunities.

- I understand the importance of this. However, I think it will evolve naturally rather than the City need to court it. Downtown's surrounded by residential, unlike many cities which are surrounded by industrial zoning.
- Focus on condo and brownstone type opportunities.
- Yes, some are already being built in Northville. They will need parking. Keep in the \$200,000 range. Love the Bay Cottages in Harbor Springs. WALK. Note: Post Office may expand on Wing Street. Think independent seniors.
- Attached townhouses and redevelopment of current second stories is a great idea. Help tax base also.
- I like the idea of using the spaces above the shops, but do NOT add new houses. I do like the connectors to the current local neighborhoods.
- I like the idea of having living space above the businesses but I think the "Cady Town" area should be developed for commercial purposes rather than residential.
- The City could assist a developer to convert the Ford dealership property into a senior housing location, like Presbyterian Villages of Michigan.
- I concur with loft living but I do not like the idea of more porches like at Main Centre where everyone can see your porch furniture and "stuff." I would prefer lofts on Cady Street (more residential on Cady).
- But how do you convince building owners to convert to 2nd floor residential.
- Need to offer a variety of price/rental levels (we don't need million dollar condos as much as more affordable housing); should appeal to a variety of age levels.
- It would bring in additional nightlife opportunities.
- Opportunities to self-police, increase hours of "operation." Added architectural variety could be beneficial to existing treatments.
- I'm not sure what the City can do. The other projects' success will encourage this.
- This creates the buzz the City needs. Lofts would be great.
- I think this is a great idea! I would love to see all types of

- housing.
- Good idea – I feel there are many spaces that could be used for lofts, etc.
- Bring it on – we need more neighbors!!
- Downtown Northville is a wonderful place to live and enjoy. Should be more! South Wing would be great - next to the new deck.
- Strongly agree. A variety of residential opportunities – not just upscale high cost. We need to be willing to permit higher density and 4-story buildings in order to reduce housing costs. We can have people living in the downtown and have a more lively town without compromising the small town character! After all 50 years from now the development that happened today will be considered historic!
- Affordable to empty nesters and retiring baby boomers.

10. I would support expanded parking opportunities downtown.
Comments about expanded parking opportunities.

- Need new parking deck at Wing and Cady for the immediate future needs – the village, Long building, City employees.
- I've never had a problem parking in downtown Northville. Compared to Ann Arbor, Northville parking is currently easy. It feels like it would be too little fairly quickly if activity expands a bit. If you put in a permanent farmer's market, I recommend a nice looking parking garage, perhaps with pocket retail (e.g., shoe repair; Le Dog in Ann Arbor) around its base. Farmer's market parking is currently very tight. Go up or down, not out.
- I never have a problem parking downtown. Walking 2 blocks is still less than the walking required at 12 Oaks Mall. We all need exercise. Rent or buy some property form Northville Downs for big events. Arrows in parking lots to show exits, flow. Yes, enclose dumpsters.
- Take parking off Main Street to allow expansion. I like the island idea down Center Street.
- I do like the picture #3 idea. Add sidewalks and a planted median in the road. It would shorten it and add space. Much more attractive. Maybe add a basement floor under our current parking deck.
- I think the idea for S. Center Street by the parking structure is okay. I think green space and flowers is more important though. I'd expand the sidewalk rather than make parking.
- Additional parking is needed north of Main Street either on the east side or the west side of Center Street. Parking is always going to be an issue!!
- We need more than one parking deck and we also need parking spaces for merchants as well – without merchants you don't need parking.
- Probably.
- Not a deck – unfriendly.

- If and additional parking – Cady or outskirts only and Griswold (on-street parking). Not in favor of parking deck unless two story – One below grade.
- A new parking deck behind the Village (former MGM) building should be considered; should look at current parking requirements in zoning ordinance. I believe we are requiring too much parking. I would rather be a little short of parking than to over pave.
- Decisions for parking should be made within the Northville Strategic Plan.
- As you've said, "park your streets" will also provide buffer for pedestrians, and calm traffic. Careful consideration to deck location should be analyzed due to minimal available funding. Let's determine realistic numbers.
- With better parking management and better usage of existing parking lots and street parking we may be all right without investing millions of dollars first.
- Strongly agree. The parking structure across from the Post Office should be expanded. This is a great location and leads well into downtown. I also support implementing parallel spots on streets that are wide enough. Eliminate surface lots that are taking up valuable real estate. Consolidation (structures) and more street parking. GO UP.
- There should be a parking structure behind the "Village." A 2 story with a walkway that goes right into the Village!
- As with all proposals, location is a key. Parking management must reduce the cost of potential decks.
- Since the town started ticketing cars we have seen an increase of people parking on our street (High Street). They (workers in the town) park there all day.
- Location will be central.
- Better usage of current lots through re-striping as well as on street – not more surface lots – waste of valuable land.
- We need more parking - if not today, very very soon. If the lot is perceived to be full when 85% occupied then doesn't it seem to be necessary to have the number of spaces that ordinance requires?
- As additional uses come online into downtown – unless a deficiency is shown based on non-suburban standards for parking – there may be some parking lots that are filled during peak hours, but after all we have enough parking currently in short term I think. We need to do things to change perception that there's no parking – wayfinding, better striping, etc.
- Sidewalks not being shoveled from where your all day parking is makes it very dangerous walking to your business.
- Go down as well as up.
- Not expanded. But, clean it up a lot!

This meeting format was helpful. I feel my comments will contribute to the successful redevelopment of downtown Northville.

Comments about the meeting format, content, or other concerns.

- I hope my comments will help.
- Not as much energy or input from participants (attendees) as in earlier meetings.
- Hopefully!!

I feel I have been well informed about this project.

Comments about information provided for the public.

- The emails I received were interesting but it was a bit unclear what I was supposed to do with the information.
- There were no negative points. You seemed to just try to sell it all to us.
- I kind of think it was biased. If a person says “disagree” it seems like they don’t care. There were only “pros” and no “cons.”
- Second public workshop was not heavily publicized. It should have been advertised in the Northville Record, but there was no mention of this meeting!
- I would have liked to see some renderings of different initiatives in Northville (rather than only examples of other cities). Also, specifics on possible project directions would be nice.
- I would have liked to see more ideas for the exact places for some of the projects. For example, I would have liked to see some ideas about expanding the courtyard and also ideas where a permanent Farmer’s Market could possibly go.
- You have done a good job to date – keep up the good work!!

I feel I have been given opportunities to make a contribution to this project.

Comments about the project in general.

- Though when the initial report was emailed and I emailed back feedback I never received a confirmation or response.
- Thank you!
- I have tried to make a contribution to this project, since I live on High Street, (but not a business owner) but found it hard.
- I have always been given an opportunity to be heard.

Any other Comments?

- You need to give serious consideration about what you are proposing regarding parking deck.
- Concerned that expanding use of the park next to the library would preclude library expansion. I think it’s important to keep a strong local (rather than national) retail mix to make Northville unique. Public art gives a sense of place. It’s important to not just improve, but to consider what will make/keep Northville unique from other cute downtowns.
- Empower the DDA to act on these ideas and GET GOING. No

more talks, plans, studies. We have spent enough. Now it is time to implement. We have to be ahead of the development at 7/Haggerty.

- I am in a subgroup of the Northville Youth Community Action Council. All of us have very strong ideas and opinions of the youth community. Contact us through me and we'll help with any ideas.
- If we are not proactive in making downtown Northville a destination before the development of the 7 Mile corridor can be very dire.
- As I own a business in Old Church Square and work very hard to establish a beautiful space, I am very concerned that you are not able to put signage outside of the stores; also very concerned about not enough traffic on Dunlop and Center. The Square needs to be used to its greatest potential.
- What can be done with CVS? Okay? Answered!
- City needs to take action! Identify 3 projects over next 12-36 months. Get budgets, then start.
- Must make sure effort doesn't end with Beckett & Raeder Report. Someone (mayor?) or group (City council) must take ownership of project for future to keep momentum going.
- Bike route.
- Signage on the outside of the City limits to bring people downtown. I.e., highways, 8 Mile, 7 Mile, Beck and Sheldon.
- Physical improvements alone will not solve all problems. Strategies for business attraction and retention are equally as important. Make Mary Alexander Court a two-way street if possible! Thanks!



Proposed List of Retailers

The proposed list of retailers is based on MapInfo's field observations and opinion, but not analytical fact due to the parameters of this letter of opinion. Generally, the retailers presented here coincide with the needs within Northville and would be appropriate to pursue as potential tenants based on observed levels of competition and the population base in and around the proposed trade area. Further, these retailers have a presence in Michigan or are looking to locate units in Michigan. This list is not meant to be all inclusive, but is presented to give the reader a perspective of possibilities. Information presented here is provided by Retail Trade Dimensions.

Women's Apparel

Acorn

Monica Dahl

Vice President, Business Development:

210 Farmers Alley

Kalamazoo, MI 49007

Phone: (269) 373-2540

Fax: (269) 345-0212

Corporate Email: info@acornstores.com

www.acornstores.com

Charlotte Russe Holding, Inc.

Michael Elleman

Senior Vice President, Construction / Real Estate:

4645 Morena Boulevard

San Diego, CA 92117

Phone: (858) 587-1500

Fax: (858) 875-333

Real Estate Email: melleman@charlotte-russe.com

www.charlotte-russe.com

Eileen Fisher, Inc.

Karen Grey

Retail Operations:

Two Bridge Street

Irvington, NY 10533

Phone: (914) 591-5700

Fax: (914) 591-3525

Corporate Email: webemail@eileenfisher.com

www.eileenfisher.com

Anne Fontaine

Theresa Bravo

USA Regional Manager/Real Estate Development:

110 Green Street, Suite 301

New York, NY 10012

Phone: (212) 343-3150

Fax: (212) 343-3151

Corporate Email: contact@annefontaine.com

www.annefontaine.com

bebe stores, inc.

O. Lynn Reynolds

Director, Construction:

400 Valley Drive

Brisbane, CA 94005

Phone: (415) 715-3900

Fax: (415) 715-3939

Corporate Email: askus@bebe.com Real Estate

Email: lreynolds@bebe.com

www.bebe.com

Cornell Trading Ltd.

Christopher J. Cornell

Co-President/Real Estate:

458 Hurricane Lane

Williston, VT 05495

Phone: (802) 879-5100

Fax: (802) 879-7828

Corporate Email: customerservice@cornell-trading.com

Real Estate Email: ccornell@cornell-trading.com

www.aprilcornell.com

Nicole Miller

Diane Kocevar

Director, Real Estate:

525 Seventh Avenue

New York, NY 10018

Phone: (212) 719-9200

Fax: (212) 391-4327

Corporate Email: info@nicolemiller.com

www.nicolemiller.com

Cache, Inc.

Dawn Balopole

Director, Leasing/Real Estate:

1440 Broadway, 5th Floor

New York, NY 10018

Phone: (212) 575-3200

Fax: (212) 575-3225

Corporate Email: custserv@cache.com

Real Estate Email: dbalopole@cache.com

www.cache.com

The J. Jill Group, Inc.

Robert F. Dakin

Vice President, Retail Store Operations:

Four Batterymarch Park

Quincy, MA 02169

Phone: (617) 376-4300 Fax: (617) 769-0177

Corporate Email: customerservice@jjill.com

www.jjillgroup.com

Teen Apparel

Abercrombie & Fitch Co.

Jeff R. Sinkey

Vice President, Real Estate:

6301 Fitch Path

New Albany, OH 43054

Phone: (614) 283-6500

Fax: (614) 283-6710

Corporate Email: investor_relations@abercrombie.com

Real Estate Email: jeff_sinkey@abercrombie.com

www.abercrombie.com

The Buckle, Inc.

Brett P. Milkie

Vice President, Leasing:

2407 West 24th Street

Kearney, NE 68845

Phone: (308) 236-8491

Fax: (308) 236-4493

www.buckle.com

Home Decor

Restoration Hardware

Kevin Shahan

Vice President, Financial Planning/Analysis:

15 Koch Road, Suite J Corte

Madera, CA 94925

Phone: (415) 924-1005

Fax: (415) 927-9133

Corporate Email: info@restorationhardware.com

www.restorationhardware.com

Z Gallerie

Joe Zeiden

President:

1855 West 139th

Street Gardena, CA 90249

Phone: (310) 527-6811

Fax: (310) 527-2792

Corporate Email: customerservice@zgallerie.com

www.zgallerie.com

Restaurants

Au Bon Pain Corporation

Julie Barrett

Vice President, Real Estate:

One Au Bon Pain Way

Boston, MA 02210

Phone: (617) 423-2100

Fax: (617) 423-7879

Corporate Email: feedback@aubonpain.com

www.aubonpain.com

City of Northville

Panera Bread Company

Steve Blum

Vice President, Real Estate:

6710 Clayton Road

Richmond Heights, MO 63117

Phone: (314) 633-7100

Fax: (314) 633-7200

Corporate Email: contactus@panera.com

www.panera.com

Cosi, Inc.

Patrick Donnellan

Vice President, Development:

1751 Lane Cook Road

Deerfield, IL 60015

Phone: (847) 444-3200 Fax: (847) 597-8884

Corporate Email: contactus@getcosi.com

Real Estate Email: pdonnellan@getcosi.com

www.getcosi.com

Books

Lemstone, Inc.

Phil Darr

Vice President, Development/ Real Estate/Sales:

1749 South Naperville Road, Suite 200

Wheaton, IL 60187

Phone: (630) 682-1400

Fax: (630) 682-1828

Corporate Email: sales@lemstone.com

www.lemstone.com

Nebraska Book Co.

Mark Hampton

Director, Store Planning:

4700 South 19th Street

Lincoln, NE 68501-0529

Phone: (402) 421-7300

Fax: (402) 421-0507

Corporate Email: fcondello@nebook.com

www.nebook.com

Praxis Bookstore Group, LLC

Marianne Reaume

Director, Franchise Development/ General Buyer:

PO Box 3160

Ann Arbor, MI 48106

Phone: (800) 899-6232

Fax: (734) 663-8738

Corporate Email: lpbchome@aol.com Real Estate

Email: lpbchome@aol.com

www.littleprofessor.com

Jewelry

Ultra Stores, Inc.

Mike Bagull

Assistant Vice President, Real Estate:

122 South Michigan Avenue, Suite 800

Chicago, IL 60603

Phone: (312) 922-3800

Fax: (312) 922-3933

Corporate Email: info@ultradiamonds.com

Real Estate Email: mbagull@ultradiamonds.com

www.ultradiamonds.com

Shoes

Naturalizer Retail

Thomas F. Talbot

Vice President, Real Estate/Store Planning:

8300 Maryland Avenue

St. Louis, MO 63105

Phone: (314) 854-4000

Fax: (314) 854-4274

Corporate Email: naturalizer@brownshoe.com

Real Estate Email: ttalbot@brownshoe.com

www.naturalizeronline.com

Health and Beauty

H2O Plus

John Melk

Chairman/President:

845 West Madison Avenue

Chicago, IL 60607

Phone: (312) 850-9283

Fax: (312) 633-1470

www.h2oplus.com

Sephora USA LLC

Celia Wing

Vice President, Real Estate:

525 Market Street, 11th Floor

San Francisco, CA 94105-2708

Phone: (415) 284-3300

Fax: (415) 348-3258

Corporate Email: customerservice@sephora.com

www.sephora.com

City of Northville

The Body Shop
David Bellamy
Vice President, Finance/IT/Real Estate:
5036 One World Way
Wake Forest, NC 27587
Phone: (919) 554-4900
Fax: (919) 554-4361
Corporate Email: usa.info@the-body-shop.com
Real Estate Email: dbellamy@bodyshop.com
www.bodyshop.com

Electronics

RadioShack
Mail Stop #EF7-331
300 Radio Shack Circle
Fort Worth, TX 76102-1964
Phone: 1-800-826-3905
Fax: (817) 415-8870
www.RadioShack.com and click on Franchise Opportunities.

Pet Supplies

Best Friends Pet Care, Inc.
Joseph M. DeMarco
Vice President, Development/Real Estate:
528 Main Avenue
Norwalk, CT 06851
Phone: (203) 846-3360
Fax: (203) 849-1092
Real Estate Email: jdemarco@bestfriends.net
www.bestfriendspetcare.com

Wine

The Connoisseur Franchise Corporation
Sanford R. French
President:
201 Torrance Boulevard
Redondo Beach, CA 90277
Phone: (310) 374-9768
Fax: (310) 372-9097
Corporate Email: info@giftsofwine.com
www.giftsofwine.com

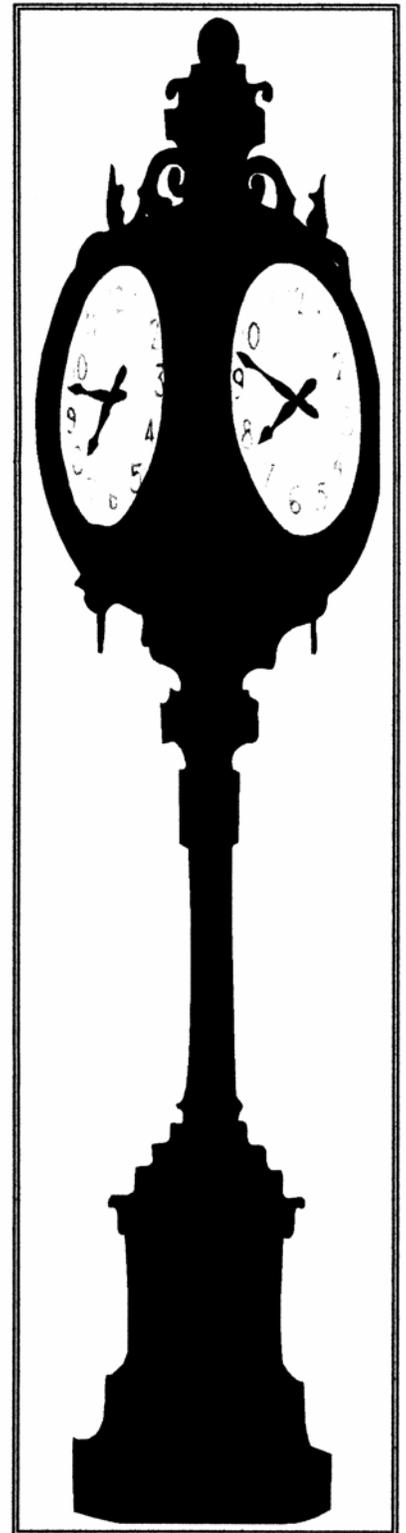


City of Northville

2006 Downtown Parking Analysis

City of Northville,
Michigan

*Preliminary Report
January 24, 2006*



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Introduction

Parking is a key component of a successful downtown. Parking in Northville is important because it is viewed as essential to the continued success of the downtown and its continued vitality.

Recent development proposals and the development of a long range plan for the City's downtown have resulted in a need to analyze whether the parking supply in downtown Northville is adequate. The current study updates the parking analysis included in the 1999 City of Northville Parking Management Plan.

Purpose of the Study

The purpose of this study is to inventory existing square footage of all business and residential uses, examine current parking conditions, and formulate conclusions regarding parking in downtown Northville. More specifically, the study will inventory and analyze the current parking supply within the downtown.

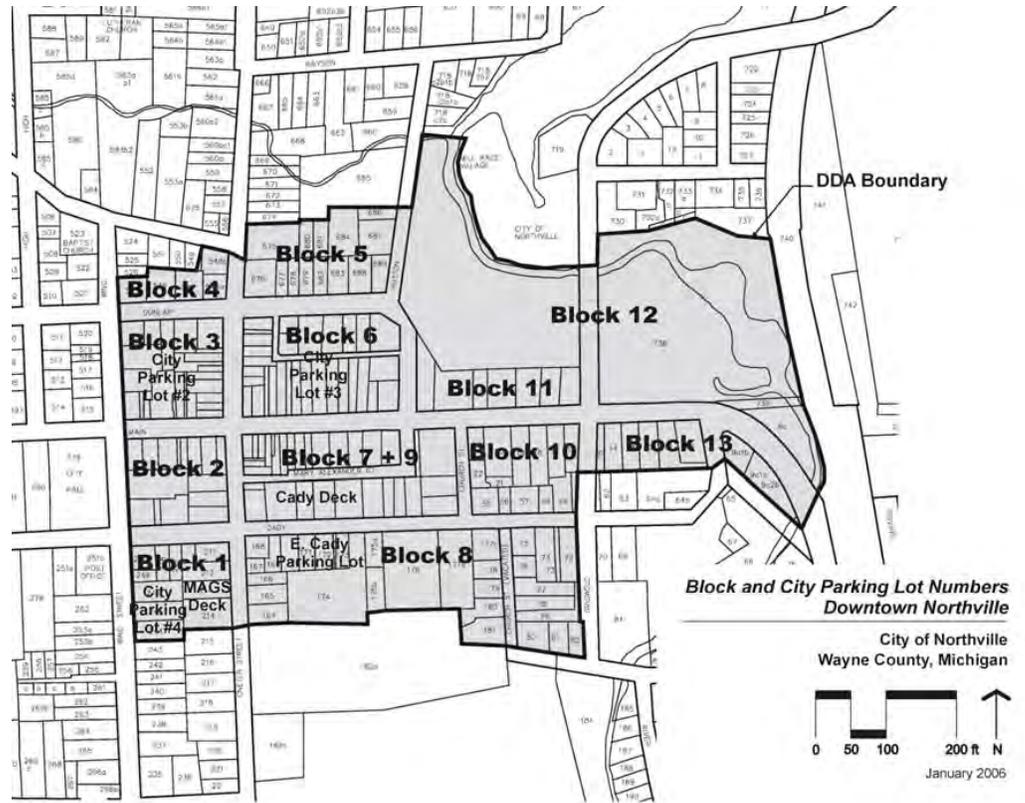
The first part of this study involves an inventory of the existing parking conditions within the study area. The inventory includes the parking count by block, for both private and on and off-street public parking. This inventory was accomplished using a field survey conducted by City staff in the summer of 2005. The existing parking inventory is supplemented with a parking occupancy survey of the busiest City parking lots in the downtown.

The second part of this study examines parking requirements as regulated by the City Zoning Ordinance and assesses current parking conditions. The Tax Assessing Department of the City of Northville recently completed a comprehensive inventory of all uses and square footage within the downtown area. The building floor areas are compared to zoning requirements to assess the current parking surplus or deficiencies. Various scenarios are considered for comparison.

The last section of this study focuses on discussing the results of the parking assessment and whether the current supply of parking in downtown Northville meets zoning requirements for parking. Four different parking scenarios are identified which provides an analysis of parking supply.

Study Area

The study area encompasses the entire area covered by the DDA. Block numbers have been assigned in the same way as was done in 1999, as illustrated on the map on the following page. The map also labels the major City parking lots found in the downtown.



Study area map

Existing Parking Conditions

The existing parking inventory includes the number of private off-street parking spaces, public off-street parking spaces and on-street parking spaces. A description of the parking occupancy surveys conducted in December of 2005 and January of 2006 is also provided.

Existing Parking Inventory

There are currently a total of 2,200 parking spaces within the DDA area including:

- 1,179 (53%) public off-street spaces,
- 784 (36%) private spaces, and
- 237 (11%) spaces found on adjacent streets.

The following table presents the type and distribution of existing parking for the entire study area.

Table 1. Existing Parking Inventory

Block #	Block location	Private Spaces	Public Spaces	Total Off-Street Spaces	On Street Spaces	Total
1	S of Cady, W of Center	0	425	425	19	444
2	MAGS Block	0	0	0	27	27
3	S of Dunlap, W of Center	42	113	155	33	188
4	N of Dunlap, W of Center	24	0	24	3	27
5	N of Dunlap, E of Center	180	0	180	2	182
6	S of Dunlap, E of Center	41	132	173	23	196
7+9	S of Main, E of Center	44	241	285	66	351
8	S of Cady, E of Center	8	162	170	19	189
10	S of Main, W of Church	70	0	70	25	95
11	N of Main, W of Dunlap	65	43	108	11	119
12	Park and E of Griswold	152	63	215	0	215
13	E of Griswold, S of Main	158	0	158	9	167
	Total	784	1,179	1,963	237	2,200

Source: Based on a parking inventory conducted by the City in the summer 2005.

The blocks containing the most parking are:

- Block 1 with 444 spaces, which contains the MAGS parking structure and the City parking lot #4
- Block 7+9 with 351 spaces, which contains the Cady parking structure, and
- Block 12 with 215 spaces, which encompasses the park including a substantial number of spaces, and
- Block 6 with 196 spaces, which contains the City parking lot #3, the largest surface parking area.

Blocks 3, 5, 8, and 13 follow with 167 to 189 parking spaces each. Block 10 and 11 each contains about 100 spaces. The lowest amount of parking can be found in Block 2, the MAGS block and Block 4, the smallest of the block.

Parking Occupancy Survey

On December 21 and 22, 2005, and January 11 and 13, 2006, a parking occupancy survey was conducted at 8:30 a.m., 10:00 a.m., 12:00 p.m., and at 2:00 p.m. This survey was done for the major parking areas located within the DDA. The following tables present the time and distribution of cars parked at the major locations for both dates.

Parking Lot #2 – Block 3

This parking lot, located in Block 3, includes 133 parking spaces open to the public and 22 parking spaces assigned as private for a total of 155 parking spaces. The row of 20 parking stalls located directly behind the new Long Building are private but have been counted as public.

Table 2. Parking Lot #2 Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	87	68	56%
12:00 p.m.	115	40	74%
2:00 p.m.	108	47	70%
Thursday, December 22, 2005			
8:30 a.m.	59	96	38%
10:00 a.m.	120	35	77%
12:00 p.m.	133	22	86%
2:00 p.m.	115	40	74%
Wednesday, January 11, 2006			
8:30 a.m.	60	95	39%
10:00 a.m.	91	64	58%
12:00 p.m.	127	28	82%
2:00 p.m.	106	49	68%
Friday January 13, 2006			
8:30 a.m.	56	99	36%
10:00 p.m.	92	62	59%
12:00 p.m.	116	39	75%
2:00 p.m.	110	45	71%

Parking Lot #3 – Block 6

This parking lot, located in Block 6, includes 132 parking spaces open to the public and 41 parking spaces assigned as private for a total of 173 parking spaces.

Table 3. Parking Lot #3 Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	135	38	78%
12:00 p.m.	165	8	95%
2:00 p.m.	170	3	98%
Thursday, December 22, 2005			
8:30 a.m.	91	82	53%
10:00 a.m.	144	29	83%
12:00 p.m.	173	0	100%
2:00 p.m.	172	1	99%
Wednesday, January 11, 2006			
8:30 a.m.	76	97	44%
10:00 a.m.	99	74	57%
12:00 p.m.	137	36	79%
2:00 p.m.	131	42	76%
Friday January 13, 2006			
8:30 a.m.	88	85	51%
10:00 p.m.	106	67	61%
12:00 p.m.	136	37	77%
2:00 p.m.	131	42	76%

Cady Deck – Block 7+9

This parking deck, located in Block 7+9, includes 74 parking spaces on the upper level open to the public, and 76 parking spaces on the lower level open to the public for a total of 150 parking spaces.

Table 4. Cady Deck Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	84	66	56%
12:00 p.m.	146	4	97%
2:00 p.m.	117	33	78%
Thursday, December 22, 2005			
8:30 a.m.	31	119	21%
10:00 a.m.	68	82	45%
12:00 p.m.	115	35	77%

Table 4 (cont.)			
Cady Deck Survey	Occupied Spaces	Available Spaces	Percent Occupied
2:00 p.m.	136	14	91%
Wednesday, January 11, 2006			
8:30 a.m.	38	112	25%
10:00 a.m.	111	39	74%
12:00 p.m.	123	27	82%
2:00 p.m.	100	50	67%
Friday January 13, 2006			
8:30 a.m.	45	105	30%
10:00 p.m.	83	67	55%
12:00 p.m.	97	53	65%
2:00 p.m.	106	44	71%

East Cady Parking Lot – Block 8

This parking lot, located in Block 8, includes 88 parking spaces open to the public.

Table 5. East Cady Parking Lot Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	11	77	13%
12:00 p.m.	40	48	45%
2:00 p.m.	38	50	43%
Thursday, December 22, 2005			
8:30 a.m.	3	85	3%
10:00 a.m.	7	81	8%
12:00 p.m.	17	71	19%
2:00 p.m.	26	62	29%
Wednesday, January 11, 2006			
8:30 a.m.	2	86	2%
10:00 a.m.	12	76	14%
12:00 p.m.	23	65	26%
2:00 p.m.	23	65	26%
Friday January 13, 2006			
8:30 a.m.	3	85	3%
10:00 p.m.	15	63	17%
12:00 p.m.	25	138	28%
2:00 p.m.	22	66	24%

The parking survey indicates that parking lot #3 (Block 6) is the busiest parking area of the downtown while the East Cady parking lot (Block 8) is the least busy parking area. The other two parking areas are somewhere in the middle with the Cady Deck (Block 7+9) slightly busier than parking lot #2 (Block 3).

According to the preceding data, parking peak occupancy occurred in parking lot #3 of the downtown in early afternoon (Table 3). At that peak period, the parking lot was between 98 percent and 100 percent occupied in December, and 76 percent to 79 percent occupied in January. Parking peak occupancy for the Cady Deck also occurred in early afternoon (Table 4). At that peak period, the deck was between 77 percent and 97 percent occupied in December and between 65 percent and 82 percent occupied in January.

Parking peak occupancy for parking lot #2 occurred at noon (Table 2). At that peak period, the parking lot was between 74 percent and 86 percent occupied in both December and January. The East Cady parking lot was generally the least busy parking lot surveyed (Table 5). Parking peak occupancy for that lot occurred in early afternoon with the parking lot 19 percent to 45 percent occupied in both December and January.

Overall, the parking occupancy survey indicates that adequate parking is currently available for these busy blocks of the downtown at what may be considered the busiest times of the year. The surplus of parking observed is occurring in blocks containing some of the highest concentrations of retail businesses, where parking demand is most needed.

It is safe to say that most of the occupied spaces are by cars owned by office workers or employees. It should also be noted that private areas in some of these lots were not counted and the occupants' surveys assume that these spaces had cars parked in them. In other words, the parking occupancy survey may indicate more cars being parked in lots than what actually occurs. The worst case scenario for parking occupancy has therefore been provided.

This data is consistent with the data collected in August and December 1998. In August 1998, parking peak occupancy in Blocks 6 and 7 of the downtown (Marquis Lot and Cady Deck) occurred on weekdays at 1:00 pm. At that peak period, 24 spaces in Block 6 were vacant, while in Block 7, a total of 61 spaces were vacant. In December 1998, parking peak occupancy in four blocks of the downtown occurred on a Saturday while a Handcrafter's show was occurring. While there were no spaces available at that peak period for Block 2, the other three blocks show available spaces of 42 (Block 3), 6 (Block 6), and 29 (Block 7).

Parking Analysis

Downtown parking requirements are usually established by the standards set in the Zoning Ordinance and vary according to land uses and floor areas. The City of Northville downtown parking analysis was done considering four scenarios:

1. **Scenario 1** presents the parking analysis in the same fashion as was done in the 1999 Parking Management Plan to allow for comparison. It excludes Main Street Courtyard (MAGS) as well as Casterline Funeral Home, the Marquis Theater, and the Presbyterian Church. These uses are treated differently because their parking needs occur outside normal business hours and because, in the case of MAGS, parking demand for that use, although great, was infrequent.
2. **Scenario 2** presents the parking analysis considering all land uses present within the study area and determining parking surplus or deficiency on that overall basis. This assumes that all uses in the downtown are operating concurrently and represents peak parking demand.
3. **Scenario 3** presents the parking analysis excluding all places of assembly whose parking needs arise outside normal business hours, but including MAGS or Main Street Courtyard, which is proposed to include retail, office, and restaurant uses.
4. **Scenario 4** presents parking requirements with a 10% - 30% adjustment for downtown mixed use parking.

The parking requirements for the study area are established by the standards set in the City's current Zoning Ordinance as listed below:

• Residential – 1 bedroom unit	1 space/unit
• Residential – 2 bedroom unit	2 spaces/unit
• Retail	1 space/200 sq. ft.
• Office – First Floor	1 space/200 sq. ft.
• Office – Upper Floors	1 space/300 sq. ft.
• Restaurant	1 space/100 sq. ft.
• Funeral Home	1 space/50 sq. ft.
• Assembly Hall	15 spaces/1000 sq. ft.

Parking Analysis - Scenario 1: For Comparison with 1999 Parking Management Plan

Table 6 presents the existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 1.

Table 6. Parking Analysis – Scenario 1: For Comparison with 1999 Parking Management Plan (Excludes MAGS, Funeral Home, Theater, and Church)

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
1				0	444	444
2	Retail	17,643		88.22		
	Office/1st floor	6,309		31.55		
	Restaurant	6,865		68.65		
	Residential	90,123	40/1 bed	40		
			28/2 bed	56		
				284.42	27	(257)
3	Retail	28,817		144.09		
	Office/1st floor	5,765		28.83		
	Office/Upper floors	15,023		50.08		
	Restaurant	3,000		30		
	Residential	6,100	6/2 bed	12		
	Long Building	22,472		66		
				331	188	(143)
4	Retail	1,693		8.47		
	American Legion	3,708		11.12		
				19.59	27	7
5	Retail	16,400		82		
	Office/1st floor	7,445		37.23		
	Office/Upper floors	3,458		11.53		
	Restaurant	6,453		64.53		
				195.29	182	(13)
6	Retail	37,299		186.5		
	Office/1st floor	6,875		34.38		
	Office/Upper floors	16,375		54.58		
	Restaurant	19,073		190.73		
	Residential	9,950	6/2 bed	12		
				478.19	196	(282)

Table 6 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
7+9	Retail	21,744		108.72		
	Office/1st floor	18,958		94.79		
	Office/Upper floors	38,271		127.57		
	Restaurant	9,928		99.28		
	Residential	10,374	24/2 bed	48		
	Eagles	5,236		78.54		
	Poise Yoga/Pilates	2,200		11		
	Masonic Temple	4,225		63.38		
					631.28	351
8	Retail	1,000		5		
	Office/1st floor	2,103		10.52		
	Office/Upper floors	746		2.49		
	Residential	3,173	4/2 bed	8		
	Northville Downs	1,482		7.41		
				33.42	189	156
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				2,418	2,200	(218)

Based on the City of Northville December 2005, DDA inventory and excluding MAGS, the Funeral Home, the Marquis Theater, and the Presbyterian Church for 1999 comparison.

According to this data, there is currently a deficit of 218 parking spaces compared to the 27 surplus observed in 1999 in downtown Northville. The 1999 Parking Management Plan indicated that there were 1,992 spaces provided and 1,965 spaces required at that

time. Differences between the 1999 study and the current study can be explained by the different City zoning standards, the new developments, as well as the re-stripping of stalls.

City parking standards have changed since 1999. Second and upper floor office spaces now require 1 space per 300 square feet of floor area compared to 200 in 1999. Residential parking requirements have also changed varying from one to two spaces depending on the number of bedroom units.

A few years ago, the City also constructed 38 on-street parking spaces on Cady Street. This increase together with the 1999 27-space parking surplus has been gradually offset by the sale of 246 parking credits that have been sold by the City from April 1998 through January 2005. The loss of parking as a result of new construction at Old Church Square (21 spaces) and the Long Building (41 spaces) is part of this analysis and another factor contributing to the differences between 1999 and 2006.

Parking Analysis – Scenario 2: Inventory of All Land Uses

Table 7 presents all existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 2. Under this scenario, parking spaces are provided for each unit of land use as though those spaces served only that land use. This scenario also assumes that peak demand for parking in downtown Northville occurs at the same time for all land uses present. It assumes that all uses in the downtown are in operation at the same time. This includes Main Street Courtyard, Marquis Theatre, Casterline Funeral Home, the American Legion, Eagles, and the Presbyterian Church.

Table 7. Parking Analysis – Scenario 2: Inventory of All Land Uses

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
1				0	444	444
2	Retail	17,643		88.22		
	Office/1st floor	6,309		31.55		
	Restaurant	6,865		68.65		
	Residential	90,123	40/1 bed	40		
			28/2 bed	56		
	MAGS	91,372		370		
				654.42	27	(627)

Table 7 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
3	Retail	28,817		144.09		
	Office/1st floor	5,765		28.83		
	Office/Upper floors	15,023		50.08		
	Restaurant	3,000		30		
	Residential	6,100	6/2 bed	12		
	Long Building	22,472		66		
					331	188
4	Retail	1,693		8.47		
	Funeral Home	10,261		205.22		
	American Legion	3,708		11.12		
				224.81	27	(198)
5	Retail	16,400		82		
	Office/1st floor	7,445		37.23		
	Office/Upper floors	3,458		11.53		
	Restaurant	6,453		64.53		
				195.29	182	(13)
6	Retail	37,299		186.5		
	Office/1st floor	6,875		34.38		
	Office/Upper floors	16,375		54.58		
	Restaurant	19,073		190.73		
	Residential	9,950	6/2 bed	12		
	Marquis Theater	12,078		166.67		
				644.86	196	(449)
7+9	Retail	21,744		108.72		
	Office/1st floor	18,958		94.79		
	Office/Upper floors	38,271		127.57		
	Restaurant	9,928		99.28		
	Residential	10,374	24/2 bed	48		
	Eagles	5,236		78.54		
	Poise Yoga/Pilates	2,200		11		
	Masonic Temple	4,225		63.38		
	First Presbyterian Church	42,209		175		
				806.28	351	(455)
8	Retail	1,000		5		
	Office/1st floor	2,103		10.52		
	Office/Upper floors	746		2.49		
	Residential	3,173	4/2 bed	8		
	Northville Downs	1,482		7.41		
				33.42	189	156
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)

Table 7 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				3,335	2,200	(1,135)

Based on the City of Northville December 2005, DDA inventory.

Under this scenario, a deficit of 1,135 parking spaces is observed. This is truly a worst case scenario assuming maximum number of people using all facilities and that all these facilities and uses operate concurrently. Because this is not representative of the parking conditions in Northville, a third scenario is offered for consideration, which excludes the places of assembly whose uses and resulting parking needs occur infrequently or at different times than retail, restaurant, and office uses.

Parking Analysis – Scenario 3: Excluding Places of Assembly

Table 8 presents the existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 3. This scenario excludes the funeral home, Marquis Theatre, the Presbyterian Church, the American Legion, Eagles, and the Masonic Temple.

Table 8. Parking Analysis – Scenario 3: Excluding Places of Assembly

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency	
1				0	444	444	
2	Retail	17,643		88.22			
	Office/1st floor	6,309		31.55			
	Restaurant	6,865		68.65			
	Residential		90,123	40/1 bed	40		
				28/2 bed	56		
	MAGS	91,372		370			
				654.42	27	(627)	
3	Retail	28,817		144.09			
	Office/1st floor	5,765		28.83			
	Office/Upper floors	15,023		50.08			
	Restaurant	3,000		30			
	Residential	6,100	6/2 bed	12			
	Long Building	22,472		66			
				331	188	(143)	
4	Retail	1,693		8.47			
				8.47	27	19	
5	Retail	16,400		82			
	Office/1st floor	7,445		37.23			
	Office/Upper floors	3,458		11.53			
	Restaurant	6,453		64.53			
				195.29	182	(13)	
6	Retail	37,299		186.5			
	Office/1st floor	6,875		34.38			
	Office/Upper floors	16,375		54.58			
	Restaurant	19,073		190.73			
	Residential	9,950	6/2 bed	12			
				478.19	196	(282)	
7+9	Retail	21,744		108.72			
	Office/1st floor	18,958		94.79			
	Office/Upper floors	38,271		127.57			
	Restaurant	9,928		99.28			
	Residential	10,374	24/2 bed	48			
	Poise Yoga/Pilates	2,200		11			
				489.36	351	(138)	
8	Retail	1,000		5			
	Office/1st floor	2,103		10.52			
	Office/Upper floors	746		2.49			
	Residential	3,173	4/2 bed	8			
	Northville Downs	1,482		7.41			
				33.42	189	156	

Table 8 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				2,635	2,200	(434)

Based on the City of Northville December 2005, DDA inventory and excludes the funeral home, Marquis Theater, the church, Eagles, American Legion, and Masonic Temple.

Scenario 3 shows a current deficit of 434 parking spaces in downtown Northville.

Greatest parking shortages are found in:

- Block 2 with a deficit of 627 spaces, which contains the Main Street Courtyard and Center and offers no areas for parking,
- Block 6 with a deficit of 282 spaces, which contains parking lot #3, and
- Block 3 with a deficit of 143 spaces, which encompasses parking lot #2.

Greatest excess parking is found in:

- Block 1 with 444 excess spaces, which contains the MAGS parking structure, the City parking lot #4, and no buildings,
- Block 8 with 156 excess spaces, which contains the East Cady parking lot, and
- Block 13 with 118 excess spaces, which encompasses the greatest proportion of residential uses compared with office, restaurant, and retail uses.

Parking Demand Established by Zoning Ordinance Standards

While these scenarios all indicate an inadequate supply of parking in downtown Northville, two significant mitigating factors should be examined to gain a true understanding of the current parking situation in Northville:

- the use of zoning standards to establish parking requirements and
- the results of the parking occupancy survey.

While Northville maintains an off-street parking requirement and payment-in-lieu of parking option, many communities such as Ann Arbor, Howell, Royal Oak, Plymouth and Birmingham have established parking exempt zones in their downtown. One reason behind these relaxed standards is that most downtown patrons make multi-destination trips. A shopper may visit a clothing store, gift shop, restaurant, and a café, all without moving his/her car. Another factor affecting parking needs in a downtown area is that different land uses have different parking demand patterns. For example, office uses generate peak parking demand on weekdays, mid-morning and mid-afternoon, while weekend or evening demand is very low. Retail uses, on the other hand, generate the greatest parking demand on Saturdays and at midday on weekdays.

When uses are combined in a mixed-use development, such as in a downtown, the total number of parking spaces required is less than the sum of the spaces required when the same land use activities exist as stand-alone developments, such as in a suburban environment. In communities where the City actively manages public parking through a DDA or other organization, public parking provides a more efficient use of parking spaces through maximized utilization and space saving design. According to a study by the Urban Land Institute (Barton-Aschman Associates, *Shared Parking*, 1983), a reduction of up to 20 – 25% in parking needs has been observed in most downtowns. The shared parking situation in Northville would, according to this, reduce the deficit in scenario 3 by over 500 spaces and create a surplus of 92 spaces.

Another publication by the ITE, National Main Street Center and the National Trust for Historic Preservation, entitled *The Parking Handbook for Small Communities* (1994), compiled data from the ITE and the Urban Land Institute to estimate parking demand within downtowns of small communities. According to this publication, downtown parking generation rates are substantially lower than the typical suburban rates used for Northville. These downtown rates are listed as follows:

- General Office: 1 space/454 sq. ft. compared to 1 space/200 or 300 sq. ft.
- Retail: 1 space/500 sq. ft. compared to 1 space/200 sq. ft.

Table 9. Parking Analysis Using ITE and ULI Standards

Downtown Floor Area	Square Feet	Standard	Parking Requirement
Retail	136,599	1 space/500 sq. ft.	273
First Floor Office	94,040		
Second Floor Office	90,147		
	184,187	1 space/454 sq. ft.	406
Restaurant	47,815	1 space/100 sq. ft.	478
Residential	134 units: 48/1 bed. & 86/2 bed.	1 space/1 bed. unit 2 spaces/2 bed. unit	220
Other*	123,326	Varies	483
Total			1,860

* Includes Main Street Courtyard, the Long Building, Poise Yoga/Pilates, Northville Downs property, and Waterwheel Health. Does not include the following places of assembly: the funeral home, the American Legion, the Marquis Theater, Eagles, the Masonic Temple, and the First Presbyterian Church.

Using these downtown parking standards, the current supply of 2,200 parking spaces appear more than adequate to serve the required 1,860 spaces. This method yields a surplus of 340 spaces. It should also be noted that the City’s parking credit system has established a fund that can assist with the building of new surface parking lots and/or parking structures. This may become necessary as future development occur in the downtown.

Table 10. Scenario 4: Parking Analysis Using Downtown Adjustments

Parking Required (Scenario 3)	Scenario 4			Existing Parking Supply
	10% Adjustment	20% Adjustment	30% Adjustment	
2,635 spaces	2,371 spaces	2,108 spaces	1,845 spaces	2,200 spaces
	171 deficit	92 deficit	355 space surplus	

Based upon common downtown parking adjustments which considers mixed use or shared parking as well as studies conducted by the Urban Land Institute and the Institute of Traffic Engineers, a downtown parking adjustment ranging from 10 percent to 30 percent is quite typical. Table 10 therefore, provides a fourth scenario which incorporates an adjustment for the downtown areas. An adjustment of 10 to 30 percent has been applied to scenario 3 which requires 2,635 spaces. A 10 percent adjustment yields a slight deficit while a 30 percent adjustment to the City of Northville parking would provide a surplus of over 300 spaces. Applying a parking adjustment of over 20 percent, the overall parking supply in downtown Northville is adequate to meet demand for current needs. However, long range parking needs may require the addition of new parking facilities.

Parking Demand Based on Parking Occupancy Survey

Parking standards for downtown areas should be based upon specific site demand and use patterns. As this generally varies from city to city, total reliance on national standards or zoning standards is ill advised. Instead, it has been recommended to use flexible parking standards based upon actual supply and demand. This would suggest a greater reliance on parking occupancy surveys in downtown areas to determine parking needs.

According to both the parking occupancy surveys conducted in August and December 1998 and in December 2005 and January 2006, at most times, there were vacant parking stalls in the City parking lots available for use. This occurred in blocks containing some of the highest concentrations of retail uses, where parking demand is most needed. While a parking surplus may be currently observed, it should be pointed out that this supply will be reduced when new buildings are added, current parking lost, parking requirements waived, and/or parking credits approved. The City of Northville needs to continue conducting parking occupancy surveys of its downtown to monitor parking supply and demand as the DDA expands and development occurs.

Parking Analysis Summary

The adequacy of parking within Northville downtown is measured by a comparison of zoning standards and by on-site occupancy surveys. Four zoning standards scenarios are presented in this report. The scenarios present a wide range of parking adequacy varying from a 218 parking space deficit (Scenario 1) to an 1135 parking space deficit (Scenario 2). If a downtown parking adjustment is applied for mixed uses, a 10 percent reduction will reduce the parking deficit to 171 spaces. A 30 percent reduction indicates that the City actually has a surplus of 355 spaces (Scenario 4).

The 2006 Downtown Parking Analysis concludes that at most times, there is adequate parking available for the downtown area. However, there are prime parking lots which do approach levels of peak occupancy. When these peak occupancy periods occur, many shoppers and downtown users “perceive” the parking lots as full when in actuality, open parking is available. Never the less, this perception of limited parking can influence use patterns in the downtown. The City must therefore be vigilant in the evaluation of parking supply.

If substantial new construction occurs and if on going parking occupancy surveys indicate that the current parking availability has declined, the City will need to consider the construction of the new deck or other parking solutions. The area most in need of additional parking includes the Marquis Theater block (Block 6) where parking occupancy surveys indicate the fewest number of available spaces during peak time. It is

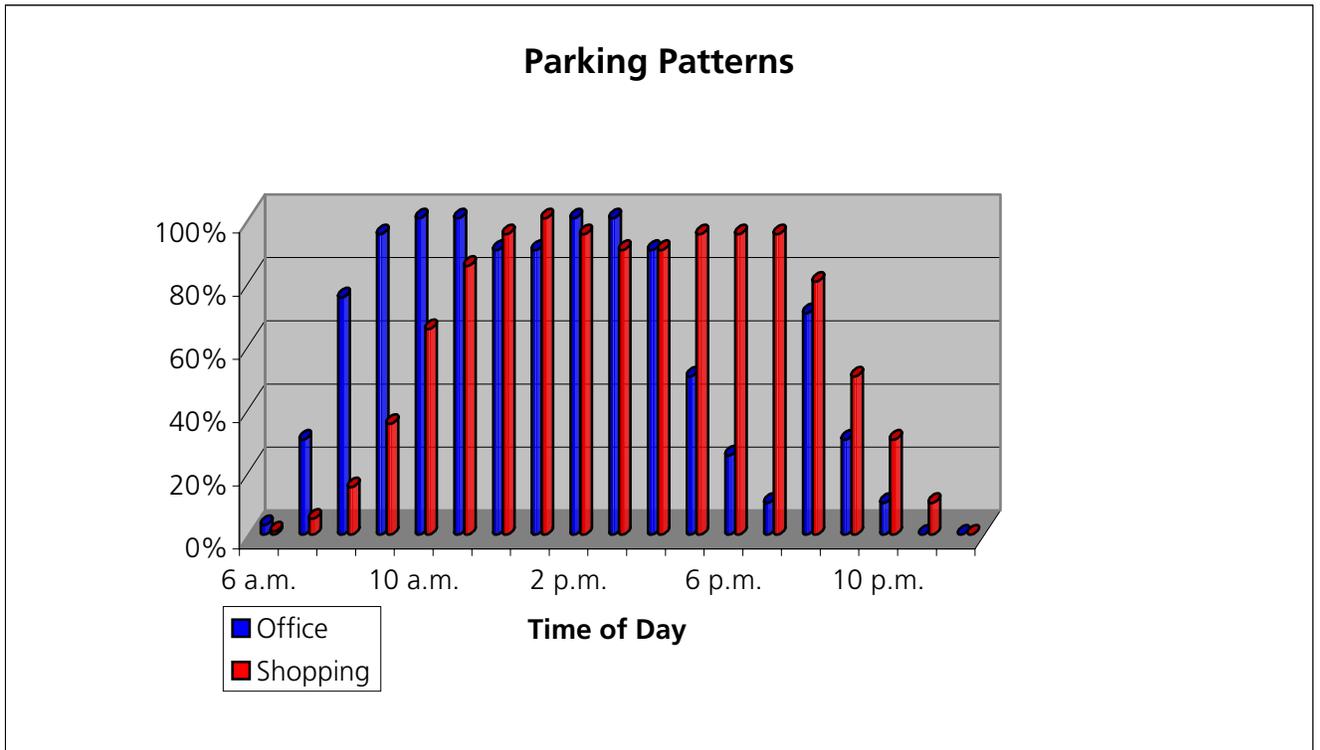
therefore recommended that the City continue to monitor the parking supply and demand and develop a long-term parking policy as part of the 2006 downtown plan.





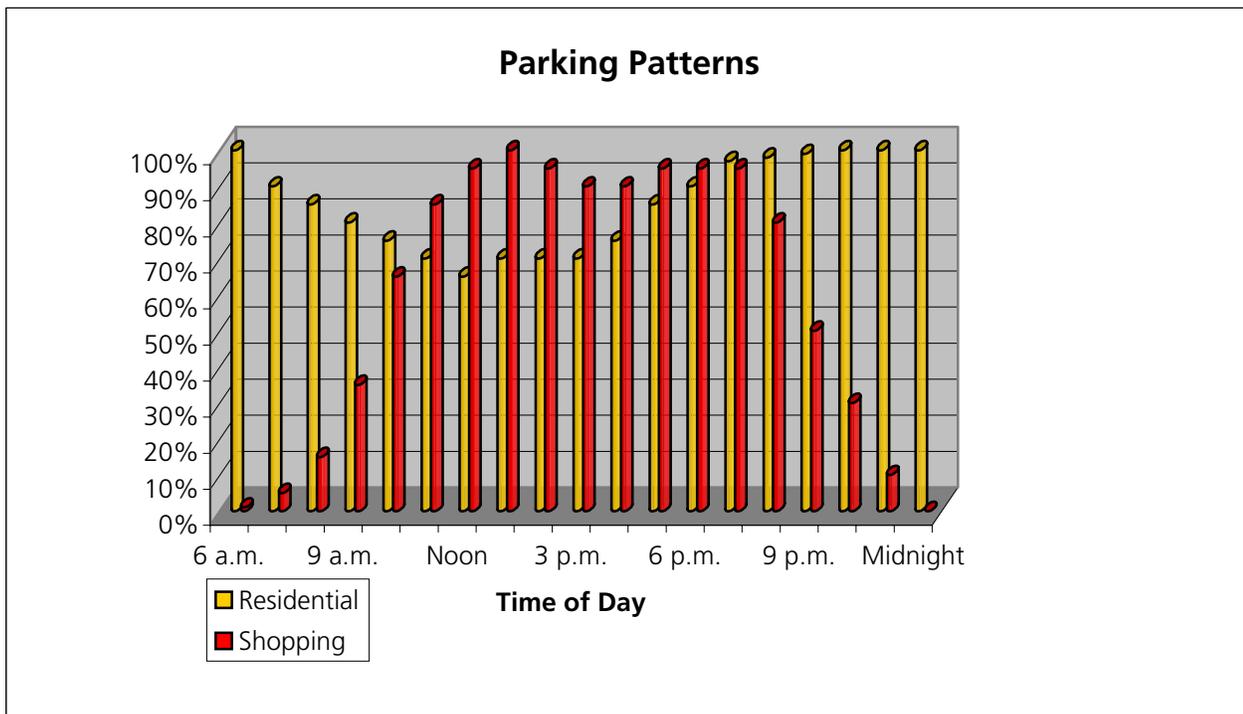
Shared Parking Patterns

	Shopping	Office	Residential	Fine Dining	Family Dining
6 a.m.	1%	3%	100%	0%	25%
7 a.m.	5%	30%	90%	0%	50%
8 a.m.	15%	75%	85%	0%	60%
9 a.m.	35%	95%	80%	0%	75%
10 a.m.	65%	100%	75%	15%	85%
11 a.m.	85%	100%	70%	40%	90%
Noon	95%	90%	65%	75%	100%
1 p.m.	100%	90%	70%	75%	90%
2 p.m.	95%	100%	70%	65%	50%
3 p.m.	90%	100%	70%	40%	45%
4 p.m.	90%	90%	75%	50%	45%
5 p.m.	95%	50%	85%	75%	75%
6 p.m.	95%	25%	90%	95%	80%
7 p.m.	95%	10%	97%	100%	80%
8 p.m.	80%	70%	98%	100%	80%
9 p.m.	50%	30%	99%	100%	60%
10 p.m.	30%	10%	100%	95%	55%
11 p.m.	10%	0%	100%	75%	50%
Midnight	0%	0%	100%	25%	25%



Shared Parking Patterns

	Shopping	Office	Residential	Fine Dining	Family Dining
6 a.m.	1%	3%	100%	0%	25%
7 a.m.	5%	30%	90%	0%	50%
8 a.m.	15%	75%	85%	0%	60%
9 a.m.	35%	95%	80%	0%	75%
10 a.m.	65%	100%	75%	15%	85%
11 a.m.	85%	100%	70%	40%	90%
Noon	95%	90%	65%	75%	100%
1 p.m.	100%	90%	70%	75%	90%
2 p.m.	95%	100%	70%	65%	50%
3 p.m.	90%	100%	70%	40%	45%
4 p.m.	90%	90%	75%	50%	45%
5 p.m.	95%	50%	85%	75%	75%
6 p.m.	95%	25%	90%	95%	80%
7 p.m.	95%	10%	97%	100%	80%
8 p.m.	80%	70%	98%	100%	80%
9 p.m.	50%	30%	99%	100%	60%
10 p.m.	30%	10%	100%	95%	55%
11 p.m.	10%	0%	100%	75%	50%
Midnight	0%	0%	100%	25%	25%



**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 1 & 2**

	Shopping 458	Fine Dining 39	Family Dining 30	Office 31	Residential 96	Demand	Supply 471	Shared Surplus (Deficit)				
6 a.m.	1%	5	0%	-	25%	8	3%	1	100%	96	109	362
7 a.m.	5%	23	0%	-	50%	15	30%	9	90%	86	134	337
8 a.m.	15%	69	0%	-	60%	18	75%	23	85%	82	192	279
9 a.m.	35%	160	0%	-	75%	23	95%	29	80%	77	289	182
10 a.m.	65%	298	15%	6	85%	26	100%	31	75%	72	432	39
11 a.m.	85%	389	40%	16	90%	27	100%	31	70%	67	530	(59)
Noon	95%	435	75%	29	100%	30	90%	28	65%	62	585	(114)
1 p.m.	100%	458	75%	29	90%	27	90%	28	70%	67	609	(138)
2 p.m.	95%	435	65%	25	50%	15	100%	31	70%	67	574	(103)
3 p.m.	90%	412	40%	16	45%	14	100%	31	70%	67	540	(69)
4 p.m.	90%	412	50%	20	45%	14	90%	28	75%	72	545	(74)
5 p.m.	95%	435	75%	29	75%	23	50%	16	85%	82	584	(113)
6 p.m.	95%	435	95%	37	80%	24	25%	8	90%	86	590	(119)
7 p.m.	95%	435	1%	0	80%	24	10%	3	97%	93	556	(85)
8 p.m.	80%	366	1%	0	80%	24	70%	22	98%	94	507	(36)
9 p.m.	50%	229	1%	0	60%	18	30%	9	99%	95	352	119
10 p.m.	30%	137	95%	37	55%	17	10%	3	100%	96	290	181
11 p.m.	10%	46	75%	29	50%	15	0%	-	100%	96	186	285
Midnight	0%	-	25%	10	25%	8	0%	-	100%	96	113	358

Zoning Assessment

Supply	471
Demand	654
Surplus	
Deficit	(183)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 3**

	Shopping 210	Fine Dining 30	Family Dining 0	Office 79	Residential 12	Demand	Supply 188	Shared Surplus (Deficit)				
6 a.m.	1%	2	0%	-	25%	-	3%	2	100%	12	16	172
7 a.m.	5%	11	0%	-	50%	-	30%	24	90%	11	45	143
8 a.m.	15%	32	0%	-	60%	-	75%	59	85%	10	101	87
9 a.m.	35%	74	0%	-	75%	-	95%	75	80%	10	158	30
10 a.m.	65%	137	15%	5	85%	-	100%	79	75%	9	229	(41)
11 a.m.	85%	179	40%	12	90%	-	100%	79	70%	8	278	(90)
Noon	95%	200	75%	23	100%	-	90%	71	65%	8	301	(113)
1 p.m.	100%	210	75%	23	90%	-	90%	71	70%	8	312	(124)
2 p.m.	95%	200	65%	20	50%	-	100%	79	70%	8	306	(118)
3 p.m.	90%	189	40%	12	45%	-	100%	79	70%	8	288	(100)
4 p.m.	90%	189	50%	15	45%	-	90%	71	75%	9	284	(96)
5 p.m.	95%	200	75%	23	75%	-	50%	40	85%	10	272	(84)
6 p.m.	95%	200	95%	29	80%	-	25%	20	90%	11	259	(71)
7 p.m.	95%	200	1%	0	80%	-	10%	8	97%	12	219	(31)
8 p.m.	80%	168	1%	0	80%	-	70%	55	98%	12	235	(47)
9 p.m.	50%	105	1%	0	60%	-	30%	24	99%	12	141	47
10 p.m.	30%	63	95%	29	55%	-	10%	8	100%	12	111	77
11 p.m.	10%	21	75%	23	50%	-	0%	-	100%	12	56	133
Midnight	0%	-	25%	8	25%	-	0%	-	100%	12	20	169

Zoning Assessment

Supply	188
Demand	331
Surplus	
Deficit	(143)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 4**

	Shopping	Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	8	0		0		0		0			27	
6 a.m.	1%	0	0%	-	25%	-	3%	-	100%	-	0	27
7 a.m.	5%	0	0%	-	50%	-	30%	-	90%	-	0	27
8 a.m.	15%	1	0%	-	60%	-	75%	-	85%	-	1	26
9 a.m.	35%	3	0%	-	75%	-	95%	-	80%	-	3	24
10 a.m.	65%	5	15%	-	85%	-	100%	-	75%	-	5	22
11 a.m.	85%	7	40%	-	90%	-	100%	-	70%	-	7	20
Noon	95%	8	75%	-	100%	-	90%	-	65%	-	8	19
1 p.m.	100%	8	75%	-	90%	-	90%	-	70%	-	8	19
2 p.m.	95%	8	65%	-	50%	-	100%	-	70%	-	8	19
3 p.m.	90%	7	40%	-	45%	-	100%	-	70%	-	7	20
4 p.m.	90%	7	50%	-	45%	-	90%	-	75%	-	7	20
5 p.m.	95%	8	75%	-	75%	-	50%	-	85%	-	8	19
6 p.m.	95%	8	95%	-	80%	-	25%	-	90%	-	8	19
7 p.m.	95%	8	1%	-	80%	-	10%	-	97%	-	8	19
8 p.m.	80%	6	1%	-	80%	-	70%	-	98%	-	6	21
9 p.m.	50%	4	1%	-	60%	-	30%	-	99%	-	4	23
10 p.m.	30%	2	95%	-	55%	-	10%	-	100%	-	2	25
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	-	1	26
Midnight	0%	-	25%	-	25%	-	0%	-	100%	-	-	27

Zoning Assessment

Supply	27
Demand	8
Surplus	19
Deficit	

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 5**

	Shopping	Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	82	65		0		49		0			182	
6 a.m.	1%	1	0%	-	25%	-	3%	1	100%	-	2	180
7 a.m.	5%	4	0%	-	50%	-	30%	15	90%	-	19	163
8 a.m.	15%	12	0%	-	60%	-	75%	37	85%	-	49	133
9 a.m.	35%	29	0%	-	75%	-	95%	47	80%	-	75	107
10 a.m.	65%	53	15%	10	85%	-	100%	49	75%	-	112	70
11 a.m.	85%	70	40%	26	90%	-	100%	49	70%	-	145	37
Noon	95%	78	75%	49	100%	-	90%	44	65%	-	171	11
1 p.m.	100%	82	75%	49	90%	-	90%	44	70%	-	175	7
2 p.m.	95%	78	65%	42	50%	-	100%	49	70%	-	169	13
3 p.m.	90%	74	40%	26	45%	-	100%	49	70%	-	149	33
4 p.m.	90%	74	50%	33	45%	-	90%	44	75%	-	150	32
5 p.m.	95%	78	75%	49	75%	-	50%	25	85%	-	151	31
6 p.m.	95%	78	95%	62	80%	-	25%	12	90%	-	152	30
7 p.m.	95%	78	1%	1	80%	-	10%	5	97%	-	83	99
8 p.m.	80%	66	1%	1	80%	-	70%	34	98%	-	101	81
9 p.m.	50%	41	1%	1	60%	-	30%	15	99%	-	56	126
10 p.m.	30%	25	95%	62	55%	-	10%	5	100%	-	91	91
11 p.m.	10%	8	75%	49	50%	-	0%	-	100%	-	57	125
Midnight	0%	-	25%	16	25%	-	0%	-	100%	-	16	166

Zoning Assessment

Supply	182
Demand	196
Surplus	
Deficit	(14)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 6**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	187		190		0		89		12			217	
6 a.m.	1%	2	0%	-	25%	-	3%	3	100%	12	17		200
7 a.m.	5%	9	0%	-	50%	-	30%	27	90%	11	47		170
8 a.m.	15%	28	0%	-	60%	-	75%	67	85%	10	105		112
9 a.m.	35%	65	0%	-	75%	-	95%	85	80%	10	160		57
10 a.m.	65%	122	15%	29	85%	-	100%	89	75%	9	248		(31)
11 a.m.	85%	159	40%	76	90%	-	100%	89	70%	8	332		(115)
Noon	95%	178	75%	143	100%	-	90%	80	65%	8	408		(191)
1 p.m.	100%	187	75%	143	90%	-	90%	80	70%	8	418		(201)
2 p.m.	95%	178	65%	124	50%	-	100%	89	70%	8	399		(182)
3 p.m.	90%	168	40%	76	45%	-	100%	89	70%	8	342		(125)
4 p.m.	90%	168	50%	95	45%	-	90%	80	75%	9	352		(135)
5 p.m.	95%	178	75%	143	75%	-	50%	45	85%	10	375		(158)
6 p.m.	95%	178	95%	181	80%	-	25%	22	90%	11	391		(174)
7 p.m.	95%	178	1%	2	80%	-	10%	9	97%	12	200		17
8 p.m.	80%	150	1%	2	80%	-	70%	62	98%	12	226		(9)
9 p.m.	50%	94	1%	2	60%	-	30%	27	99%	12	134		83
10 p.m.	30%	56	95%	181	55%	-	10%	9	100%	12	258		(41)
11 p.m.	10%	19	75%	143	50%	-	0%	-	100%	12	173		44
Midnight	0%	-	25%	48	25%	-	0%	-	100%	12	60		158

Zoning Assessment

Supply	217
Demand	452
Surplus	
Deficit	(235)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 7 & 9**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	120		45		54		223		48			351	
6 a.m.	1%	1	0%	-	25%	14	3%	7	100%	48	69		282
7 a.m.	5%	6	0%	-	50%	27	30%	67	90%	43	143		208
8 a.m.	15%	18	0%	-	60%	32	75%	167	85%	41	258		93
9 a.m.	35%	42	0%	-	75%	41	95%	212	80%	38	333		18
10 a.m.	65%	78	15%	7	85%	46	100%	223	75%	36	390		(39)
11 a.m.	85%	102	40%	18	90%	49	100%	223	70%	34	425		(74)
Noon	95%	114	75%	34	100%	54	90%	201	65%	31	434		(83)
1 p.m.	100%	120	75%	34	90%	49	90%	201	70%	34	437		(86)
2 p.m.	95%	114	65%	29	50%	27	100%	223	70%	34	427		(76)
3 p.m.	90%	108	40%	18	45%	24	100%	223	70%	34	407		(56)
4 p.m.	90%	108	50%	23	45%	24	90%	201	75%	36	392		(41)
5 p.m.	95%	114	75%	34	75%	41	50%	112	85%	41	341		10
6 p.m.	95%	114	95%	43	80%	43	25%	56	90%	43	299		52
7 p.m.	95%	114	1%	0	80%	43	10%	22	97%	47	227		124
8 p.m.	80%	96	1%	0	80%	43	70%	156	98%	47	343		8
9 p.m.	50%	60	1%	0	60%	32	30%	67	99%	48	207		144
10 p.m.	30%	36	95%	43	55%	30	10%	22	100%	48	179		172
11 p.m.	10%	12	75%	34	50%	27	0%	-	100%	48	121		230
Midnight	0%	-	25%	11	25%	14	0%	-	100%	48	73		278

Zoning Assessment

Supply	351
Demand	489
Surplus	
Deficit	(138)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 8**

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	5	0		0		13	7			189		
6 a.m.	1%	0	0%	-	25%	-	3%	0	100%	7	7	182
7 a.m.	5%	0	0%	-	50%	-	30%	4	90%	6	10	179
8 a.m.	15%	1	0%	-	60%	-	75%	10	85%	6	16	173
9 a.m.	35%	2	0%	-	75%	-	95%	12	80%	6	20	169
10 a.m.	65%	3	15%	-	85%	-	100%	13	75%	5	22	168
11 a.m.	85%	4	40%	-	90%	-	100%	13	70%	5	22	167
Noon	95%	5	75%	-	100%	-	90%	12	65%	5	21	168
1 p.m.	100%	5	75%	-	90%	-	90%	12	70%	5	22	167
2 p.m.	95%	5	65%	-	50%	-	100%	13	70%	5	23	166
3 p.m.	90%	5	40%	-	45%	-	100%	13	70%	5	22	167
4 p.m.	90%	5	50%	-	45%	-	90%	12	75%	5	21	168
5 p.m.	95%	5	75%	-	75%	-	50%	7	85%	6	17	172
6 p.m.	95%	5	95%	-	80%	-	25%	3	90%	6	14	175
7 p.m.	95%	5	1%	-	80%	-	10%	1	97%	7	13	176
8 p.m.	80%	4	1%	-	80%	-	70%	9	98%	7	20	169
9 p.m.	50%	3	1%	-	60%	-	30%	4	99%	7	13	176
10 p.m.	30%	2	95%	-	55%	-	10%	1	100%	7	10	179
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	7	8	182
Midnight	0%	-	25%	-	25%	-	0%	-	100%	7	7	182

Zoning Assessment

Supply	189
Demand	33
Surplus	156
Deficit	

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 10**

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	21	0		0		59	22			95		
6 a.m.	1%	0	0%	-	25%	-	3%	2	100%	22	24	71
7 a.m.	5%	1	0%	-	50%	-	30%	18	90%	20	39	56
8 a.m.	15%	3	0%	-	60%	-	75%	44	85%	19	66	29
9 a.m.	35%	7	0%	-	75%	-	95%	56	80%	18	81	14
10 a.m.	65%	14	15%	-	85%	-	100%	59	75%	17	89	6
11 a.m.	85%	18	40%	-	90%	-	100%	59	70%	15	92	3
Noon	95%	20	75%	-	100%	-	90%	53	65%	14	87	8
1 p.m.	100%	21	75%	-	90%	-	90%	53	70%	15	90	6
2 p.m.	95%	20	65%	-	50%	-	100%	59	70%	15	94	1
3 p.m.	90%	19	40%	-	45%	-	100%	59	70%	15	93	2
4 p.m.	90%	19	50%	-	45%	-	90%	53	75%	17	89	7
5 p.m.	95%	20	75%	-	75%	-	50%	30	85%	19	68	27
6 p.m.	95%	20	95%	-	80%	-	25%	15	90%	20	55	41
7 p.m.	95%	20	1%	-	80%	-	10%	6	97%	21	47	48
8 p.m.	80%	17	1%	-	80%	-	70%	41	98%	22	80	15
9 p.m.	50%	11	1%	-	60%	-	30%	18	99%	22	50	45
10 p.m.	30%	6	95%	-	55%	-	10%	6	100%	22	34	61
11 p.m.	10%	2	75%	-	50%	-	0%	-	100%	22	24	71
Midnight	0%	-	25%	-	25%	-	0%	-	100%	22	22	73

Zoning Assessment

Supply	95
Demand	102
Surplus	
Deficit	(7)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 11**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	25		0		0		86		25			119	
6 a.m.	1%	0	0%	-	25%	-	3%	3	100%	25	28		91
7 a.m.	5%	1	0%	-	50%	-	30%	26	90%	23	50		69
8 a.m.	15%	4	0%	-	60%	-	75%	65	85%	21	90		30
9 a.m.	35%	9	0%	-	75%	-	95%	82	80%	20	110		9
10 a.m.	65%	16	15%	-	85%	-	100%	86	75%	19	121		(2)
11 a.m.	85%	21	40%	-	90%	-	100%	86	70%	18	125		(6)
Noon	95%	24	75%	-	100%	-	90%	77	65%	16	117		2
1 p.m.	100%	25	75%	-	90%	-	90%	77	70%	18	120		(1)
2 p.m.	95%	24	65%	-	50%	-	100%	86	70%	18	127		(8)
3 p.m.	90%	23	40%	-	45%	-	100%	86	70%	18	126		(7)
4 p.m.	90%	23	50%	-	45%	-	90%	77	75%	19	119		0
5 p.m.	95%	24	75%	-	75%	-	50%	43	85%	21	88		31
6 p.m.	95%	24	95%	-	80%	-	25%	22	90%	23	68		51
7 p.m.	95%	24	1%	-	80%	-	10%	9	97%	24	57		62
8 p.m.	80%	20	1%	-	80%	-	70%	60	98%	25	105		14
9 p.m.	50%	13	1%	-	60%	-	30%	26	99%	25	63		56
10 p.m.	30%	8	95%	-	55%	-	10%	9	100%	25	41		78
11 p.m.	10%	3	75%	-	50%	-	0%	-	100%	25	28		92
Midnight	0%	-	25%	-	25%	-	0%	-	100%	25	25		94

Zoning Assessment

Supply	119
Demand	136
Surplus	
Deficit	(17)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 12**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	0		0		0		160		0			215	
6 a.m.	1%	-	0%	-	25%	-	3%	5	100%	-	5		210
7 a.m.	5%	-	0%	-	50%	-	30%	48	90%	-	48		167
8 a.m.	15%	-	0%	-	60%	-	75%	120	85%	-	120		95
9 a.m.	35%	-	0%	-	75%	-	95%	152	80%	-	152		63
10 a.m.	65%	-	15%	-	85%	-	100%	160	75%	-	160		55
11 a.m.	85%	-	40%	-	90%	-	100%	160	70%	-	160		55
Noon	95%	-	75%	-	100%	-	90%	144	65%	-	144		71
1 p.m.	100%	-	75%	-	90%	-	90%	144	70%	-	144		71
2 p.m.	95%	-	65%	-	50%	-	100%	160	70%	-	160		55
3 p.m.	90%	-	40%	-	45%	-	100%	160	70%	-	160		55
4 p.m.	90%	-	50%	-	45%	-	90%	144	75%	-	144		71
5 p.m.	95%	-	75%	-	75%	-	50%	80	85%	-	80		135
6 p.m.	95%	-	95%	-	80%	-	25%	40	90%	-	40		175
7 p.m.	95%	-	1%	-	80%	-	10%	16	97%	-	16		199
8 p.m.	80%	-	1%	-	80%	-	70%	112	98%	-	112		103
9 p.m.	50%	-	1%	-	60%	-	30%	48	99%	-	48		167
10 p.m.	30%	-	95%	-	55%	-	10%	16	100%	-	16		199
11 p.m.	10%	-	75%	-	50%	-	0%	-	100%	-	-		215
Midnight	0%	-	25%	-	25%	-	0%	-	100%	-	-		215

Zoning Assessment

Supply	215
Demand	158
Surplus	57
Deficit	

Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 13

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	14	0		0		13	22			167		
6 a.m.	1%	0	0%	-	25%	-	3%	0	100%	22	23	144
7 a.m.	5%	1	0%	-	50%	-	30%	4	90%	20	24	143
8 a.m.	15%	2	0%	-	60%	-	75%	10	85%	19	31	136
9 a.m.	35%	5	0%	-	75%	-	95%	12	80%	18	35	132
10 a.m.	65%	9	15%	-	85%	-	100%	13	75%	17	39	128
11 a.m.	85%	12	40%	-	90%	-	100%	13	70%	15	40	127
Noon	95%	13	75%	-	100%	-	90%	12	65%	14	39	128
1 p.m.	100%	14	75%	-	90%	-	90%	12	70%	15	41	126
2 p.m.	95%	13	65%	-	50%	-	100%	13	70%	15	42	125
3 p.m.	90%	13	40%	-	45%	-	100%	13	70%	15	41	126
4 p.m.	90%	13	50%	-	45%	-	90%	12	75%	17	41	126
5 p.m.	95%	13	75%	-	75%	-	50%	7	85%	19	39	129
6 p.m.	95%	13	95%	-	80%	-	25%	3	90%	20	36	131
7 p.m.	95%	13	1%	-	80%	-	10%	1	97%	21	36	131
8 p.m.	80%	11	1%	-	80%	-	70%	9	98%	22	42	125
9 p.m.	50%	7	1%	-	60%	-	30%	4	99%	22	33	134
10 p.m.	30%	4	95%	-	55%	-	10%	1	100%	22	28	140
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	22	23	144
Midnight	0%	-	25%	-	25%	-	0%	-	100%	22	22	145

Zoning Assessment

Supply	167
Demand	49
Surplus	118
Deficit	

Summary of Northville Parking Study Scenarios

Block	Scenario 1 Excludes MAGS, Funeral Home, Theater & Church			Scenario 2 All Land Uses			Scenario 3 Excludes Funeral Home, Theater, Church, Eagles & American Legion			Scenario 4 Scenario 3 and applying a discount rate to the demand of 10%, 20%, and 30%		
	Supply	Demand	Deficiency	Supply	Demand	Deficiency	Supply	Demand	Deficiency	10%	20%	30%
1 & 2	471	757	(286)	471	654	(183)	471	654	(183)	589	523	458
3	188	331	(143)	188	331	(143)	188	331	(143)	298	265	232
4	27	8	19	27	225	(198)	27	8	19	7	6	6
5	182	195	(13)	182	195	(13)	182	195	(13)	176	156	137
6	217	478	(261)	217	619	(402)	217	452	(235)	407	362	316
7 & 9	351	490	(139)	351	806	(455)	351	489	(138)	440	391	342
8	189	33	156	189	33	156	189	33	156	30	26	23
10	95	102	(7)	95	102	(7)	95	102	(7)	92	82	71
11	119	136	(17)	119	136	(17)	119	136	(17)	122	109	95
12	215	158	57	215	158	57	215	158	57	142	126	111
13	167	49	118	167	49	118	167	49	118	44	39	34
Overall	2,221	2,737	(516)	2,221	3,308	(1,087)	2,221	2,607	(386)	2,346	2,086	1,825
Core	1,227	2,056	(829)	1,227	2,410	(904)	1,227	1,926	(699)	1,733	1,541	1,348

Parking Distribution by Type

Block	Private	Public		Total			% By Type	
	Lots	Lots	On-Street	Lots	On-Street	Both	Private	Public
1 & 2	-	425	46	425	46	471	0%	100%
3	42	113	33	155	33	188	22%	78%
4	24	-	3	24	3	27	89%	11%
5	180	-	2	180	2	182	99%	1%
6	41	153	23	194	23	217	19%	81%
7 & 9	44	241	66	285	66	351	13%	87%
8	8	162	19	170	19	189	4%	96%
10	70	-	25	70	25	95	74%	26%
11	65	43	11	108	11	119	55%	45%
12	152	63	-	215	-	215	71%	29%
13	158	-	9	158	9	167	95%	5%
Overall	784	1,200	237	1,984	237	2,221	35%	65%
Core	127	932	168	1,059	168	1,227	10%	90%

Part of Parking Occupancy Survey

Occupancy Trends

Parking Lot #2 (155 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		38%	39%	36%	32%	39%	29%	25%	14%	42%	33%
10 a.m.	56%	77%	58%	59%	55%	54%	48%	49%	34%	55%	55%
12 p.m.	74%	86%	82%	75%	63%	70%	51%	66%	52%	61%	68%
2 p.m.	70%	74%	68%	71%	68%	71%	51%	61%	53%	53%	64%

Parking Lot #3 (173 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		53%	44%	51%	42%	45%	28%	33%	22%	21%	38%
10 a.m.	78%	83%	57%	61%	49%	58%	43%	69%	42%	43%	58%
12 p.m.	95%	100%	79%	77%	69%	72%	65%	78%	70%	60%	77%
2 p.m.	98%	99%	76%	76%	58%	73%	55%	64%	67%	64%	73%

Cady Deck (150 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		21%	25%	30%	30%	29%	32%	39%	27%	27%	29%
10 a.m.	56%	45%	74%	55%	50%	52%	55%	66%	50%	66%	57%
12 p.m.	97%	77%	82%	65%	63%	57%	77%	90%	76%	75%	76%
2 p.m.	78%	91%	67%	71%	30%	65%	63%	76%	78%	77%	70%

East Cady Parking Lot (88 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		3%	2%	3%	1%	3%	5%	6%	3%	1%	3%
10 a.m.	13%	8%	14%	17%	9%	16%	24%	32%	19%	14%	17%
12 p.m.	45%	19%	26%	28%	16%	30%	34%	43%	32%	25%	30%
2 p.m.	43%	29%	26%	24%	15%	31%	35%	43%	36%	32%	31%

Parking Lot #4 (226 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		33%	31%	31%	27%	26%	32%	31%	28%	11%	28%
10 a.m.	42%	38%	41%	40%	34%	32%	43%	40%	34%	26%	37%
12 p.m.	45%	38%	39%	39%	35%	40%	46%	41%	38%	38%	40%
2 p.m.	46%	41%	39%	36%	31%	41%	39%	39%	37%	38%	39%

MAGS Deck (100 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		4%	11%	14%	9%	9%	14%	14%	8%	14%	11%
10 a.m.	39%	24%	36%	37%	27%	14%	28%	33%	22%	36%	30%
12 p.m.	55%	49%	49%	51%	36%	35%	38%	55%	33%	51%	45%
2 p.m.	64%	57%	46%	45%	28%	48%	44%	49%	37%	38%	46%





City of Northville Downtown Strategic Plan Business Owner's Survey

The City conducted a survey of downtown Northville business owners in order to obtain their opinions on parking and other strategic issues. The surveys were distributed by mail on Tuesday, April 11, and were collected between Wednesday, April 12 and Friday, April 28. Overall, 191 surveys were distributed, and 92 responses were received. The response rate was 48.17%. In addition to a large data sample, many written comments were also received.

- Exhibit 'A' is a copy of the "Downtown Strategic Plan Business Owner's Survey."
- Exhibit 'B' is the data compiled from this survey.
- Exhibit 'C' includes the written comments received.

On City Letterhead

April 11, 2006

Dear Business Owner,

For the past several months, the City of Northville has been preparing a Downtown Strategic Plan. In this effort, we are asking for your help by answering some questions about your business, as well as the parking habits of you and your employees. Please help us to improve parking in our community by answering the questions on the attached survey. **Your cooperation in filling out this survey is critical to our study!** The completed survey may be dropped in the mail today, postage paid. We need to have all surveys **completed and mailed by April 18th**.

The Downtown Strategic Plan encompasses many other aspects besides parking. There has been a tremendous amount of work, discussion, and exploration on improvement and redevelopment strategies for the downtown, all of which have generated several initiatives. Besides improving parking, we would like your opinion on other priorities which include the following.

- 1) Build a new Town Square (at the location of the Bandshell).
- 2) Integrate the Farmers Market into downtown.
- 3) Encourage and facilitate sidewalk cafes and outdoor seating.
- 4) Implement streetscape and parking lot improvements.
- 5) Improve connection to Ford Field and the Mill Race District.

Thank you in advance for your participation in the survey. If you want to learn more about the progress of the Northville Downtown Strategic Plan, please go to the City's website to view project materials at www.ci.northville.mi.us and select the "Community" tab.

If you have additional comments, please send them to:

Ms. Nickie Bateson
Assistant City Manager
215 West Main Street
Northville, MI 48167-1540
nbateson@ci.northville.mi.us
(248) 449-9909

Thank you.

DOWNTOWN STEERING COMMITTEE

Doug Bingham
David Cole
Mark Ernst
Tom Gudritz
Jody Humphries
Lisa Malpede

Larry Parks
Greg Presley
Marc Russell
Joan Wadsworth
Kevin Wine



1. What type of business do you own?

- Retail
- Restaurant
- Office

2. What are your business hours? (Check all that apply)
Morning Lunch Afternoon Evening

- | | | | | |
|-----------|--------------------------|--------------------------|--------------------------|--------------------------|
| Monday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tuesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wednesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Thursday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Friday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Saturday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sunday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

3. On what block is your business located?
(See diagram to right)

- | | |
|----------------------------------|--------------------------------------|
| Block 1 <input type="checkbox"/> | Block 7 & 9 <input type="checkbox"/> |
| Block 2 <input type="checkbox"/> | Block 8 <input type="checkbox"/> |
| Block 3 <input type="checkbox"/> | Block 10 <input type="checkbox"/> |
| Block 4 <input type="checkbox"/> | Block 11 <input type="checkbox"/> |
| Block 5 <input type="checkbox"/> | Block 12 <input type="checkbox"/> |
| Block 6 <input type="checkbox"/> | Block 13 <input type="checkbox"/> |

4. How many employees work in your business?

- Day Shift _____ (8 - 6 PM)
Evening Shift _____ (6 - 11 PM)

5. How many employees use their car to get to work?

- Day shift _____ (8 - 6 PM)
Evening shift _____ (6 - 11 PM)

6. Where do your employees typically park?

- | Employee | Block # | (See diagram to right)
(Check all that apply) | | |
|----------|---------|--|---------------------------------|-------------------------------|
| #1 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #2 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #3 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #4 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #5 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |

7. Where do your customers typically park? (If known)

Block # _____

8. Have your customers ever discussed parking with you?

- Yes
No

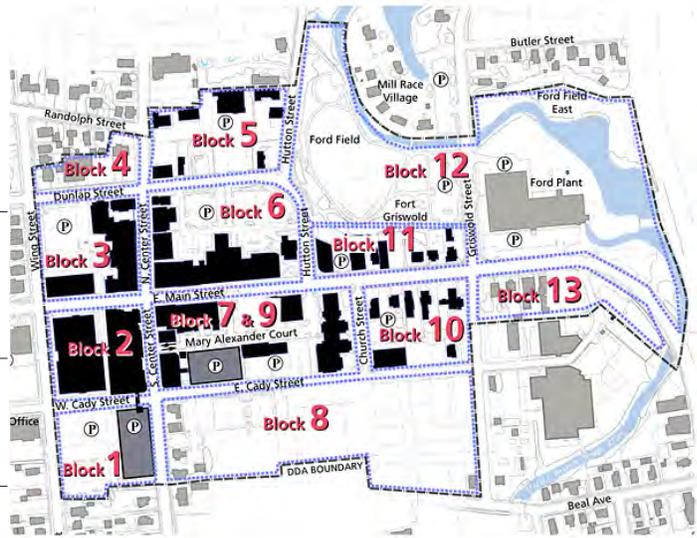
If yes, explain: _____

9. Do you think your customers would be willing to pay for convenient parking?

- Yes
No

10. Do you think your employees would be willing to pay for convenient parking?

- Yes
No



11. Do you own or have access to any private parking adjacent to your business?

- Yes
No

If yes, how many spaces? _____

- | 12. Please give us your opinion on future options for parking downtown. | Very
Important | Somewhat
Important | Not
Important |
|--|--------------------------|--------------------------|--------------------------|
| a. Increase the supply of public parking.
On which block #? _____ (See diagram on first page) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Improve on-street parking availability by shortening parking limits. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Increase parking turnover on street and in lots by improving regulation and enforcement. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Improve on-street parking availability by installing parking meters. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Increase parking turnover in surface lots with paid parking. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

We would like your opinion on the following non-parking issues explored in the Downtown Strategic Plan.

13. I would like to see a more centrally located Farmers Market in the downtown.
 agree disagree no opinion
14. A new and expanded Town Square would improve the center of downtown.
 agree disagree no opinion
15. More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.
 agree disagree no opinion
16. An improved connection to Ford Field and the Mill Race District would be beneficial.
 agree disagree no opinion
17. I would like to see more non-motorized (biking, walking, etc.) connections in and around Northville.
 agree disagree no opinion
18. A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main businesses.
 agree disagree no opinion
19. It is important to design and implement consistent streetscape and public parking lot edge improvements.
 agree disagree no opinion
20. There should be historical markers in the downtown.
 agree disagree no opinion
21. The City should continue to look for additional residential opportunities in the downtown.
 agree disagree no opinion
22. I feel my comments will contribute to the successful redevelopment of downtown Northville.
 agree disagree no opinion
23. I feel I have been well informed about this project.
 agree disagree no opinion
24. I feel I have been given opportunities to make a contribution to this project.
 agree disagree no opinion



Your Name and Address (optional)

Your Name _____ Telephone _____
 Company Name _____ E-mail Address _____
 Address _____

PLEASE RETURN COMPLETED SURVEY BY APRIL 18, 2006

Questions or Comments? Contact: Nickie Bateson, Assistant City Manager 248-449-9909
 nbateson@ci.northville.mi.us 215 West Main St. Northville, MI 48167-1540

**Exhibit B
City of Northville
Business Owner's Survey Data**

Surveys mailed: 191
 Respondents: 92
 Response Rate: 48.17%
 N/R means No Response

**Question 1: What type of business do you own?
 (Compared to total floor area by business type)**

Business Type	# Resp.	Percent	Sq. Ft.	%
Retail	47	51.09%	36.75%	
Restaurant	7	7.61%	12.01%	
Office	37	40.22%	51.24%	
N/R	1	1.09%	0.00%	
Total	92	100.00%	100.00%	

Question 2: What are your business hours?

	Morning	Lunch	Afternoon	Evening
Monday	79.35%	81.52%	82.61%	38.04%
Tuesday	85.87%	86.96%	91.30%	44.57%
Wednesday	88.04%	88.04%	92.39%	45.65%
Thursday	84.78%	86.96%	91.30%	55.43%
Friday	85.87%	86.96%	91.30%	47.83%
Saturday	57.61%	59.78%	58.70%	28.26%
Sunday	22.83%	31.52%	36.96%	13.04%

Question 4: How many employees work in your business?

Day	486.0
Evening	217.0

Question 6: Where do your employees typically park?

Block 1	2	3	4
Respondents	8	4	9
Percent	8.70%	4.35%	9.78%
		2.17%	6.52%

Question 3: On what block is your business located?

Block	# Resp.	Percent
1	0	0.00%
2	2	2.17%
3	21	22.83%
4	2	2.17%
5	5	5.43%
6	26	28.26%
7&9	15	16.30%
8	2	2.17%
10	6	6.52%
11	8	8.70%
12	1	1.09%
13	2	2.17%
N/R	2	2.17%
Total	92	100.00%

Question 5: How many employees use their car to get to work?

Day	475.0
Evening	206.0

Block 5	6	7&9	8	10	11	12	13	N/R	Total
Respondents	10	9	12	6	0	3	0	23	92
Percent	10.87%	9.78%	13.04%	6.52%	0.00%	3.26%	0.00%	25.00%	100.00%

*see footnotes

Question 7: Where do your customers typically park?

Block	1	2	3	4	5	6	7	8	10	11	12	13	N/R	Total
Respondents	0	1	19	0	5	19	9	2	7	4	2	2	22	92
Percent	0.00%	1.09%	20.65%	0.00%	5.43%	20.65%	9.78%	2.17%	7.61%	4.35%	2.17%	2.17%	23.91%	100.00%

*see footnotes

Question 8: Have your customers ever discussed parking with you?

Yes	52	56.52%
No	32	34.78%
N/R	8	8.70%
Total	92	100.00%
Comments	46	50.00%

Question 9: Do you think your customers would be willing to pay for convenient parking?

Yes	13	14.13%
No	69	75.00%
N/R	10	10.87%
Total	92	100.00%

Question 10: Do you think employees would be willing to pay for convenient parking?

Yes	8	8.70%
No	72	78.26%
N/R	12	13.04%
Total	92	100.00%

Question 11: Do you own or have access to any private parking adjacent to your business?

Yes	39	42.39%
No	50	54.35%
N/R	3	3.26%
Total	92	100.00%
Private Spaces	256	

Question 12: Please give us your opinion on future options for parking downtown.

a. Increase the supply of parking.

	Very Important	Somewhat Important	Not Important	N/R	Total
	59.78%	15.22%	11.96%	13.04%	100.00%

On which block #?	1	2	3	4	5	6	7&8	8	10	11	12	13	N/R	Total
Block							7&8	8	10	11	12	13		
Respondents	2	2	14	0	0	27	3	0	4	2	2	1	35	92
	2.17%	2.17%	15.22%	0.00%	0.00%	29.35%	3.26%	0.00%	4.35%	2.17%	2.17%	1.09%	38.04%	100.00%

*see footnotes

b. Improve on-street parking availability by shortening parking limits.

	Very Important	Somewhat Important	Not Important	N/R	Total
	11.96%	18.48%	54.35%	15.22%	100.00%

c. Increase parking turnover on street and in lots by improving regulation and enforcement.

	Very Important	Somewhat Important	Not Important	N/R	Total
	13.04%	18.48%	51.09%	17.39%	100.00%

d. Improve on-street parking availability by installing parking meters.

	Very Important	Somewhat Important	Not Important	N/R	Total
	9.78%	21.74%	54.35%	14.13%	100.00%

e. Increase parking turnover in surface lots with paid parking.

	Very Important	Somewhat Important	Not Important	N/R	Total
	5.43%	17.39%	61.96%	15.22%	100.00%

Question

13. I would like to see a more centrally located Farmers Market in the downtown.

Agree	Disagree	No Opinion	N/R	Total
54.3%	27.2%	15.2%	3.3%	100.0%

14. A new and expanded Town Square would improve the center of downtown.

Agree	Disagree	No Opinion	N/R	Total
53.3%	21.7%	21.7%	3.3%	100.0%

15. More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.

Agree	Disagree	No Opinion	N/R	Total
81.5%	6.5%	8.7%	3.3%	100.0%

16. An improved connection to Ford Field and the Mill Race District would be beneficial.

Agree	Disagree	No Opinion	N/R	Total
56.5%	14.1%	29.3%	0.0%	100.0%

17. I would like to see more non-motorized (biking, walking, etc.) connections in and around Northville.

Agree	Disagree	No Opinion	N/R	Total
55.4%	22.8%	20.7%	1.1%	100.0%

18. A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main businesses.

Agree	Disagree	No Opinion	N/R	Total
64.1%	6.5%	26.1%	3.3%	100.0%

19. It is important to design and implement consistent streetscape and public parking lot edge improvements.

Agree	Disagree	No Opinion	N/R	Total
69.6%	9.8%	17.4%	3.3%	100.0%

20. There should be historical markers in the downtown.

Agree	Disagree	No Opinion	N/R	Total
43.5%	16.3%	39.1%	1.1%	100.0%

21. The City should continue to look for additional residential opportunities in the downtown.

Agree	Disagree	No Opinion	N/R	Total
47.8%	17.4%	31.5%	3.3%	100.0%

22. I feel my comments will contribute to the successful redevelopment of downtown Northville.

Agree	Disagree	No Opinion	N/R	Total
58.7%	14.1%	21.7%	5.4%	100.0%

23. I feel I have been well informed about this project.

Agree	Disagree	No Opinion	N/R	Total
45.7%	17.4%	29.3%	7.6%	100.0%

24. I feel I have been given opportunities to make a contribution to this project.

Agree	Disagree	No Opinion	N/R	Total
53.3%	10.9%	28.3%	7.6%	100.0%

Question 6:

On the survey, this questions reads, "Where do your employees typically park?", followed by spaces for employees (1-5) and choices for "lot," "street" and "deck." Very few people responded to this question correctly. Some people misread "1-5" as block numbers, others have more than 5 employees, and many didn't take the time to fill in "lot," "street," and "deck." In order to make use of this data, we have changed the question to, "On which block do most of your employees park most of the time?" This question is less specific, and can be accurately estimated based on the responses provided. In fact, this seems to be the way that most people interpreted the question. When multiple blocks were listed, an estimation method was used. For example, when two respondents replied "6 & 7," respondent one was given a "6" and respondent two was given a "7." Otherwise the data would be weighted incorrectly.

Questions 7 and 12:

When multiple blocks were listed, an estimation method was used. For example, when two respondents replied "6 & 7," respondent one was given a "6" and respondent two was given a "7." Otherwise the data would be weighted incorrectly.

Exhibit C
City of Northville
Business Owner's Survey Comments

Question 8: Have your customers ever discussed parking with you?

Question 8 is the only question where comments were requested. 50% of survey respondents provided a comment. Responses have been sorted first by the block number (or multiple block numbers) where customers park, and then by business type. This information is in parentheses next to each comment.

Block 2

#88: S. Center Street parking was shortened to 30 minutes instead of 2 hours. (2, Office)

Block 3

- #36: Only when they can't find a spot – not often. (3, Retail)
- #70: Can't understand issue regarding lack of parking. (3, Retail)
- #25: They are TIRED of getting tickets and of having to move their cars every 3 hours. (3, Retail)
- #63: Lack of parking. Most customer's drop off students or only park 30 min. @ a time. (3, Retail)
- #79: They say it's a pain and they receive tickets which makes them mad. (3, Retail)
- #59: They are concerned about getting a ticket so they rush to leave. (3, Office)
- #43: Too full on M.A.G.S. Day only. (3, Office)
- #64: Difficult to find a space. (3, Office)
- #85: Just that it is sometimes difficult. (3, Office)

Block 4

#84: Lack of. (4,3, Office)

Block 5

#45: When restaurant [illegible] are parking or when something is going on downtown. (5, Retail)

Block 6

- #31: Only on special events and then not often. (6, Retail)
- #74: Many say "no problem", a few say "problem". (6, Retail)
- #51: Short on parking. There is a big shortage in Public Parking. (6, Retail)
- #3: Lack of parking at Christmas time. (6, Retail)
- #66: Not enough tickets given from lot. (6, Retail)
- #69: All the time. Will not shop Northville because time restrictions on lots. (6, Retail)
- #82: Upset about tickets for parking over 3 hr. limit!!! (6, Retail)
- #57: Complained about lack of parking when my biz was in block 6. (3, Office)
- #58: Locals and merchants involved with strategic planning. (6, Restaurant)
- #96: Very concerned about where to park for easy access to store. (6, Restaurant)

Block 7&9

- #71: No problem parking in (Marquis) Lot (6,7,9, Retail)
- #87: They DO NOT have enough time to see show, shop & eat. They get angry because they like to come to Northville but they end up getting tickets. (6,7,9, Retail)
- #48: Not enough parking (6,7,9, Retail)
- #15: Limiting time and issuing tickets sends a negative message (6,7,9, Retail)
- #83: Difficulty finding a spot. (7,9, Retail)
- #92: Employees parking too close to businesses. They should park farther away & let customers park closer. (7,9, Retail)
- #90 Need more parking. Change Way Street. (7,9, Restaurant)
- #21: Lack of parking. (7,9, Office)

Block 10

- #27: They recognize it as an issue. (10, Retail)
- #11: At times lot is full. (10, Office)
- #80: Would like more "city" parking in area. (10, Office)
- #62: Quite regularly, when employees leave mid-day for lunch break; they cannot find a spot upon return & have to park far away. (10, Office)
- #72: From about 9 AM to about 5 PM many (most of them actually) complain that they could not find parking at all or they had to drive around several times. Also, our outside vendors/delivery man has an extremely difficult time delivering because there is no loading/unloading zone. (10, Restaurant)

Block 11

- #34: Very difficult. (10,11, Office)
- #56: Need additional. (11, Office)
- #77: Lack of convenience and spaces (11,6,12, Office)

Block 12

- #83: Business employees should NOT park in prime locations leaving spots for clients to park near business. (12, Retail)
- #81: Need More. (12, Retail)
- #24: People complained when Griswold was under construction and during the winter. (12, Office)

Block Not Given

- #10: Lack of parking on weekends. (Retail)
- #29: Hard for them to park (seniors). (Retail)
- #89: Not finding any. (Retail)
- #13: All of the time. All blocks. (Restaurant)
- #7: Hard to find a spot. And 2 hours is not enough time! We need more public parking without limits and tickets. Do we really think people eat and shop in only two hours? If I was a visitor and I got a ticket while eating and shopping, I would never come back. Also, meeting with my clients often takes more than two hours! Do you want people to spend a limited amount of time in Northville? (Office)
- #9: Warn them of the chalk cop. (Office)
- #95: Hard to find a spot. (Retail)

Question 9: Do you think your customers would be willing to pay for convenient parking?

- #23: Maybe but we have enough parking -- meters might be good.
- #25: Yes, but only in certain areas. Some areas must be free for short visits making it a friendly area to shop.
- #32: They'll pay for street meters. They won't pay for a parking lot.
- #48: Yes, if there was a parking structure
- #60: They come for the free parking. They tell us they like free parking. They complain about tickets – that three hours is not sufficient time to shop. Our appointments sometimes last more than 3 hours.
- #79: Shouldn't have to.

Question 10: Do you think your employees would be willing to pay for convenient parking?

- #12: Make employees and owners park in lots south of downtown.
- #25: Only if it was by permit – NOT if it was a daily fee.
- #26: Only if had a parking permit. NOT paying daily.
- #59: I cannot ask employees to park blocks away in winter since sidewalks are not maintained well by city.
- #78: The store owner would probably have to foot the bill.
- #79: Shouldn't have to.
- #85: \$10/month?

Question 11: Do you own or have access to any private parking adjacent to your business?

- #60: Remember the business owners pay taxes and trying to make parking inconvenient and expensive is a detriment to business. We must be allowed to park near our businesses, free from hassle. It is too expensive to spend our time walking to some distant parking area two or three times a day for business calls! There is no advantage to a store owner to paid parking—only negative effects –alienating customers and clients. We are competing with malls with free parking –who in their right mind would knowingly institute a competitive disadvantage in this economy?

Question 12: Please give us your opinion on future options for parking downtown.

- #15: B through E are all too negative. They will deter business.
- #17: B through D, Definitely not!
- #23: Make a multi level deck on 6? Also, anything less than 3 hours of parking is not enough.
- #24: In response to part B, learn to manage employee parking but not at the expense of customers. In response to E, Northville will always have to fight harder to get people into downtown. Why shoot yourself in the foot.
- #33: Remove 3 hour parking.
- #46: In response to part B, I happen to know a very nice location for city parking.
- #58: Increase most in town parking.
- #67: Replace MAGS with a lot – 2 levels.
- #69: C through E, NO!, NO!. NO!
- #70: C through E, Absolutely not, NO, NO. You're missing key questions & issues. 1. Parking problems are seasonal. Block 3 was empty all winter. It's ridiculous to ask that

employees walk through snow & ice past empty lots. 2. Everyone says they want business to stay open later – expand hours— under current parking conditions, this means we’re asking our employees – typically female – typically only one employee – to walk by themselves to a remote parking lot in the dark – except for a few months of the year. This is not a safe situation particularly when only a few businesses stay open late & closing times vary from business to business. Does the city intend to provide police escorts or increase police patrols between businesses and remote parking lots? 3. Any new parking should accommodate existing businesses, in addition to helping the new businesses coming to the MAGS building. 4. Restrictive policies – including ticketing is ANTI- Business, if a customer comes downtown to a hair salon and wants to shop and or have lunch, they’re likely to get a ticket if they park in block 3, which is the closest parking to Salon North of Margo’s Spa. We cannot discourage people from coming downtown due to parking policies. 5. RE: parking meters. Only if 1st 30-45 minutes is free to help keep street parking moving – customer must have quick, easy access to store fronts without a charge. 6. Mixed use parking in every lot should be considered. This survey does not allow businesses to address the issues most critical to them. This project has become so small in scope in vision that it can only accomplish small things.

#73: More centralized parking for downtown business

#75: A few spaces could be added on main on Genittis side by shortening the space length.

#80: I think it would be worthwhile to revisit the proposed lot adjacent to Starbucks, Corriveau’s and Franklin Center.

#87: 1. There are not enough of the right kinds of stores in the downtown area to attract shoppers. 2. The existing stores don’t carry the appropriate merchandise to attract buyers. There are things for the spaghetti-thin people but nothing for the “porkies”! 3. The stores have inconsistent and the random hours of business. They also are not available and open during the times that people like to shop. 4. The City definitely needs to increase the amount of free parking available. For instance, if someone wants to buy a loaf of bread and have to pay for parking, they will choose to go to the mall – its easier! Perhaps increasing the height of the existing parking deck will help. 5. The time limit and enforcement of short parking times is a great detriment to keeping shoppers, browsers, diners, and coffee drinkers in the downtown area. 6. The Friday night summer concerts and “Tunes and Tuesday” programs in the gazebo are a real attraction for people to come downtown. 7. During the Victorian Festival, the tent set up downtown with good entertainment, was a great addition for the downtown area, particularly on Friday night. 8. The booth rentals for the outdoor street fairs/sale are too high to attract many vendors. More vendors would attract more shoppers to the downtown area, both for the event and for the merchants.

#93: There has been too much emphasis on parking, neglecting other important issues.

Question 13: I would like to see a more centrally located Farmers Market in the downtown.

#15: Ford Field

#27: Closer but not central. Accessibly adjacent.

#31: It would be good, but parking would be a problem.

#60: Would be too disruptive to people trying to shop. Purchasers at farmers market would not shop in stores. They are there mainly for the market. Extremely bad idea.

#79: Yes, if there is space and parking.

Question 15: More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.

#4: Take out parallel parking and enlarge sidelines on center and main.

#24: Sidewalk cafes are nice, but sidewalk cafes by themselves will not draw more customers to downtown.

#27: Currently not sufficient room to be as effective as could be.

#79: If ample space. Sidewalks by restaurants should be cleaned regularly! They are gross!

#90: But do to laws restriction is very hard to get there.

Question 18: A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main business.

#15: Not needed. Gazebo area is sufficient

#27: Required for merchants. Central TS is not needed or beneficial.

Question 19: It is important to design and implement consistent streetscape and public parking lot edge improvements.

#24: Yes, but not at the expense of developing and instituting a business retention and attraction program.

#27: Nice touch but not overly significant.

#82: Fix the lots first! Block 6. Also, I was told by the City of Plymouth that their parking structure charged \$.25 to park until it was paid.

#93: On the nose!

Question 20: There should be historical markers in the downtown.

#15: Waste of money.

#27: Not a critical need but a nice touch.

#87: Sounds interesting – need to see them first.

Question 21: The city should continue to look for additional residential opportunities in the downtown.

#17: If overnight parking is also provided

Question 22: I feel my comments will contribute to the successful redevelopment of downtown Northville.

#60: They might if not ignored.

#93: I don't think it matters. Everyone has their own agenda.

Question 23: I feel I have been given opportunities to make a contribution to this project.

#24: I did in the beginning, but somewhere in the middle things changed.

