

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of December 19, 2017
Meeting Room A

The regular meeting of the DDA Board was called to order at 8:05 a.m.

ROLL CALL

Present: *Mayor Ken Roth, Chairman Shawn Riley, Natalie Kneifel, Robert Miller, Mary Starring, Aaron Cozart, Margene Buckhave, Jim Long, Greg Presley, John Casey*

Absent: *Carolann Ayers*

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Amelia Ritter/DDA Marketing and Communications Coordinator, Marilyn Price/City Council Member, Fred Sheill/resident*

AUDIENCE COMMENTS

This is Kneifel's last meeting, as she is moving to the township. On behalf of the DDA Board, Riley wished Natalie and her family best wishes and stated that he hopes to see her around town often.

APPROVAL OF AGENDA AND CONSENT AGENDA

- a. November 2017 Financial Statement
- b. November 2017 Invoice Report
- c. November 21, 2017 Meeting Minutes

Motion by Presley seconded by Long to approve the Consent Agenda. **Motion carried unanimously.**

APPROVAL OF DDA GOALS AND OBJECTIVES

Ward presented the new DDA Goals and Objectives for 2018-19. Items marked in green indicate that they affect the DDA budget. Items marked in blue indicate that they require cooperation or coordination with another organization. Ward distributed the draft Goals and Objectives to the Committee chairs asking for input on the 2018-19 Goals prior to the DDA Board meeting. Presley asked to add the development of a Sub-Area Plan for Northville Downs to the Economic Development Committee. There already exists a sub-area plan for the Northville Downs. Sullivan noted that the sub area plan was done last year and they are now working on an overlay ordinance for the Economic Development

Committee to review that lifts a restriction first floor residential for some Downtown Northville buildings, including Northville Downs. We are currently in a review period from neighboring communities for the amendments to our master plan. From there it will be taken to City Council, adopted, and the overlay zoning district will be amended.

Presley also inquired about looking into the Foundry Flask area. The main issue with development at the Foundry Flask and at Northville Downs is allowable density. One problem is having enough parking spaces for the units. The limited number of parking spaces that a developer is able to provide on-site then limits the number of dwelling units that can be provided. This is resulting in fewer and larger units. A property with higher density will lead to more people coming into the downtown area, and in turn more diversity in the neighborhood, which is the ultimate goal. Sullivan is going to look further into this matter to see if it will require an ordinance change or a complete change to the master plan.

Long asked why other communities need to approve our Master Plan amendments. Sullivan said that it is a state law. If changes are being made on a border, for example an industrial plant going across from a residential area, both communities can have a say in the plan before it is adopted. In this case, the recommended changes to the Master Plan are not adjacent to Northville Township or the City of Novi.

Sullivan and Ward noted that first floor residential will not affect any existing downtown buildings. Nothing will be retrofitted to accommodate residential space, but new units will be built in and around town.

There was talk of formatting the Goals and Objectives differently, possibly being more concise. Roth argued that they should be left how they are, so details are there for operational issues that still need to be resolved.

These Goals and Objectives will be presented to the City Council at a special meeting on January 11m 2018.

Motion by Presley seconded by Casey to approve the DDA Goals and Objectives. Motion carried unanimously.

COMMITTEE INFORMATION AND UPDATES

a. *Design Committee*

Miller stated that there is a meeting this afternoon to discuss the Secondary Streetscape Design Standards. The plan is to review the proposal that Ward previously prepared, get comments, and have it ready to be presented in January to the Planning Commission and DDA Board.

City Council approved a contract with RAM Construction for \$9,625 for the DDA to replace all of the cast-iron nose pieces on the stairs in the Cady Street Parking Deck. With DDA Board approval of this contract, RAM can get started immediately on the project.

Motion by Presley seconded by Long to approve the RAM Construction Contract for the Cady Street Parking Deck. **Motion carried unanimously.**

The EV charging stations are installed behind 120 W. Main, an inspection has taken place, and Detroit Edison will be out later in December to connect them. Once they are connected the signs will go up and there will be a press release and a ribbon cutting. Tesla does not want recognition, but we will recognize Up2Go, as they will be paying for the electricity for the first couple of years of service.

b. Marketing Mix Committee

Riley recapped the last Marketing Mix meeting where events leaving the downtown area and moving to the Township were discussed. The committee talked about what they can do to change the perception and make Downtown Northville a more desirable place to host events. Meetings are being set up with Riley, Ward, Roth, and Sullivan to get together with other groups in town to address issues and challenges of hosting events in town. The goal is to figure out what makes an event attractive and competitive for Downtown Northville. Not every event will be good for every merchant, but if they can at least get exposure and bring people to the area then it is positive for Downtown Northville.

Ward reviewed ads that have been placed in Seen and HOUR magazines, as well as mentioning the DDA appearance on Fox 2 Detroit on December 12th. Ward also discussed the success of Santa being in Town Square.

c. Parking Committee

There was no new information regarding the Parking Committee to discuss.

d. Organizational Committee

Aside from the DDA Goals and Objectives for 2018-2019 (see above) there was no new information regarding the Organizational Committee to discuss.

e. Economic Development Committee

Cozart went over the committee meeting from the previous day. Cozart stated that it was a successful meeting with a couple of guest speakers. The Committee talked about a Five Year Capital Improvement Plan with Jim Gallogly, working with developers, and a possible expansion of the DDA boundaries.

Presley encouraged the Committee to explore the possibility of straightening out Cady Street to allow more than one way to get to the center of town. The new development could continue the river-walk (terminate at the north end of the bridge) and take pressure off of Beal Street by straightening out Cady Street and adding another East-West option to enter Main Street. This would be beneficial to the City because it would cut down on traffic at peak times. Presley acknowledged that cost would be a major factor in the project. Sullivan and Ward have a meeting with Singh in January where this could be

discussed. This is the first action step. Then the next step in this process would be talking to Wayne County, engineers, planners, and designers to estimate the design and potential impact. It needs to be determined if the straightening of Cady Street would be in the best interest of the city.

f. *Executive Committee*

A meeting of the chairs of the DDA, Planning Commission, Historic District Commission, the Mayor, City Manager and DDA staff was held last week to discuss a potential agenda for a January joint meeting. A number of items were discussed that were identified in the 2017 Strategic Plan. It was discovered that many of the items of common interest were already being addressed in some fashion. The group recommended that no joint meeting was needed at this time.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Santa in Town Square – Through December 23, 2017
- b. Marketing Mix Meeting – January 4, 2018
- c. First Friday Experience – January 5, 2018
- d. Design Committee - TBD
- e. Executive Committee Meeting – January 10, 2018
- f. Economic Development Meeting – January 15, 2018
- g. DDA Board Meeting – January 16, 2018

BOARD AND STAFF COMMUNICATIONS

Ritter went over the place-making grant from the Greater Metropolitan Association of Realtors. Applications are accepted on a rolling basis, but projects granted need to be completed within the calendar year. It is in the DDA's best interest to apply for this in early 2018. Riley will apply for the grant as a member of the GMAR. We have designs and plans in place for the mural that will be submitted with the application. The plan is still to do a horse racing themed mural, as it has significance historically in Northville and will be pointing toward Northville Downs.

The next DDA Board meeting is January 16, 2017

Meeting adjourned at 9:13 am

Respectfully submitted,



Amelia Ritter, Marketing and Communications Coordinator
Northville DDA