

**DOWNTOWN DEVELOPMENT AUTHORITY  
Regular Meeting of September 16, 2014  
Meeting Room – 8:00 AM**

The regular meeting of the DDA Board was called to order at 8:04 a.m.

**ROLL CALL**

**Present:** *Greg Presley, Margene Buckhave, Mary Starring, Lynda Heaton, Mayor Chris Johnson, John Casey, Shawn Riley*

**Absent:** *Jim Long, Excused, Carolann Ayers, Excused*

**Also Present:** *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, DDA Planning Coordinator/Kate Knight, Northville School Board President/Ken Roth, Resident/Paul Sherbeck*

**AUDIENCE COMMENTS**

No comments.

**APPROVAL OF AGENDA**

**Motion by Johnson, seconded by Riley, to approve the Agenda. Motion carried unanimously.**

**CADY STREET OVERLAY**

The Cady Street Overlay Subcommittee, comprised of Carolann Ayers, Shawn Riley, and Lori Ward, met on September 8, 2014 to review the recommendations of the Northville Planning Commission and formulate comments to share with the full DDA Board at the September 16, 2014 meeting. The Subcommittee reviewed the Overlay material and had several areas of concern:

- The Subcommittee felt strongly that the Overlay language should be developed with no special consideration given to specific development projects;
- Permitting residential use on the first floor of the entire district was not appropriate. While the concept may work well with new construction, existing buildings located in the district do not lend themselves well to first floor residential use. The Subcommittee recommends revising the Overlay District to remove both the CadyCenter and MainCenter buildings from this District;

- Questions were raised about the varying heights allowed within the Overlay District. Some parcels allow three stories, or 36', others four stories or 48' and others were permitted a bonus floor of five stories or 65'. The Subcommittee requested that the DDA discuss further the application of these different height requirements on various parcels within the District. In addition, it appears the only area that is allowed the Bonus floor is a single private lot and the adjacent surface public parking lot. A question was raised as to why the bonus floor was 17' instead of 12';
- The Subcommittee reviewed financial information supplied by the City Assessor in regard to residential property values versus commercial property values in the DDA. It was determined that there would be no adverse impact to the DDA's tax capture if the first floor of buildings along Cady Street were developed as residential;
- The Subcommittee was supportive of having the redevelopment areas south of Cady Street provide their own parking as not to negatively impact the existing pool or parking downtown.

The Subcommittee encouraged the DDA to discuss further the permitted height limits within the Overlay District.

**Motion by Starring, seconded by Casey**, to approve the Subcommittee's recommendations with the following changes: elimination of the height issue; to eliminate from the Cady Overlay District, the north side of Cady Street, west of Church Street to Center Street and allow the Cady Overlay District east of Church Street on Cady Street including the New Victorian building. **Motion carried unanimously.**

## **SECURITY CAMERA UPDATE**

Over the summer of 2014, the security system approved at the City Council meeting of April 15, 2014, was installed. After the system was installed several deficiencies were noted. Both of the cameras in Town Square cover the same area and do not zoom in. None of the cameras installed cover the front of the plaza near the fountain. It also became apparent that in order to maximize the usefulness of the equipment that it would be crucial to have remote access to the cameras and the recordings.

A proposal was solicited by Holman, the original installation company. The total amount of the estimate to address the deficiency's noted above is \$4,870.99. The DDA budgeted \$12,000 for their share of the total project. The MMRMA RAP Grant will pay an additional \$830.50 of the proposed estimate. The DDA has sufficient funds remaining in the project budget to cover the cost of the expanded system.

**Motion by Casey, seconded by Riley**, to approve the quote from Holman Surveillance Systems in the amount of \$4,870.99 to expand the Downtown Security System to include the addition of a new Pan Tilt Zoom camera on the south façade of the Walkway, the replacement of a POE Dome Camera with a Pan Tilt Zoom Camera on the north façade of the Cady Deck Elevator Tower, and the setup of remote viewing on two computers in City Hall. **Motion carried unanimously.**

## **TIF LEGISLATION UPDATE**

Lori Ward presented an overview of the proposed TIF Legislation scheduled to be presented to the Commerce Committee in Lansing which will affect all of the tax reform entities in the state of Michigan. Highlights include:

- Limit the capture to pay for infrastructure improvements only;
- Phase in gain- sharing component to TIF revenue to help tax jurisdictions enjoy the success of the program;
- Require transparency in TIF reporting (publication of meeting minutes, audits, budgets, etc.);
- Eliminate the use of TIF capture for operational expenses. This would include events, staffing, anything that is non-infrastructure related.

Ward, along with other regional DDA Directors, and the Michigan Municipal League (MML), Michigan Retailers Association, is actively participating in amendments to the proposed legislation. The expectation is that the proposed legislation will be modified prior to going to the House for a vote.

## **COMMITTEE UPDATES**

### **Design Committee**

The Fall planting contract has been awarded, and materials will be installed the week of September 22, 2014. Seasonal décor installation will also happen in the last two weeks of September. This includes the Skeletons Are Alive installations, banners, orange lights in the trees, a spider exhibit in Town Square and the individual merchant décor packages (corn stalk, mum, hay bale and pumpkin).

The Comerica Community Connection exhibit design contractor is working on design refinements, content and fabrication estimates. DDA staff received approval from the DDA Board, City Council, Planning Commission and the Historic District Commission to proceed with completion of the construction documents and posting a public invite to bid.

A wayfinding prototype sign was installed prior to meetings the week of August 18, 2014. The wayfinding consultant Buzz Bizzell presented to City Council, the DDA Board, Planning Commission and the Historic District Commission. Final locations are established and technical specifications are almost complete.

The DDA is currently hiring seasonal staff to cover the end of the growing season, through October. Through joint staffing with DPW, the DDA now has one employee maintaining Downtown. The DDA is vetting the cost of having one of our current landscape vendors supply a crew for spot maintenance prior to major Downtown programming, such as Victorian Festival and Skeletons Are Alive.

More than 30 pieces of signage designating “no smoking” areas and promoting WiFi access in Town Square and the Comerica Community Connection are being installed over the next week.

The DDA has authorized the installation of new plant material along the narrow strip of land running from Mary Alexander Court south to Cady Street, located between the CadyCentre building and the parking deck. The new plant material will replace current high maintenance overgrowth.

### **Marketing Mix Committee**

The Marketing Mix Committee met on September 11, 2014 and discussed all of the topics which have been covered in today’s Board meeting.

### **Parking Committee**

The Parking Committee is expected to meet within the next month. DDA staff has been contacted by a group of merchants who would like to meet with the Parking Committee to discuss common concerns. The Committee is also expected to discuss the success and impact of the temporary bike rack which was installed in August 2014.

### **Organizational Committee**

The First Quarter Budget amendments will be presented at the October 21, 2014 meeting, along with status of the DDA Goals and Objectives. Carolann Ayers and Ward have met to review the end of Fiscal Year 2014 financials.

## **COMMUNICATION**

### **Board and Staff Communications**

The next DDA Board meeting is October 21, 2014.

**Meeting adjourned at 9:37 a.m.**

Respectfully submitted,

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Christa Williams  
Northville DDA  
DDA Secretary  
Marketing & Communication Coordinator