

**DOWNTOWN DEVELOPMENT AUTHORITY  
Regular Meeting of February 17, 2015  
Meeting Room – 8:00 A.M.**

The regular meeting of the DDA Board was called to order at 8:08 a.m.

**ROLL CALL**

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

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

**Also Present:** *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, DDA Planning Coordinator/Kate Knight, Resident/Fred Sheill*

**AUDIENCE COMMENTS**

None

**APPROVAL OF AGENDA**

Consent agenda as follows:

- Minutes of DDA Meeting January 20, 2015
- PR Summary January 2015
- Financial Statement of January 2015
- Invoice Report January 2015

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

**ELECTION OF DDA BOARD TREASURER**

Ward stated that at the January 2015 DDA Board Meeting, the DDA Board Treasurer position was not included in the slate of officers that was voted on. The existing treasurer Carolann Ayers was nominated.

**Motion by Riley, seconded by Heaton,** to approve Ayers as the DDA Board Treasurer. **Motion carried unanimously.**

**CHANGE ORDER TO WAYFINDING CONTRACT**

Ward presented the requested change order to the existing wayfinding contract. In November 2013, the DDA signed a contract with Bizzell Design, Inc. to provide professional services for each phase of the program from analysis of need, to pre-production. The agreement stipulated that Phase 4: Construction and Installation Oversight, would be negotiated with the Consultant at the conclusion of the pre-

production phase. The initial contract obligations have been met, and the DDA is now ready to award the Phase 4 work.

The DDA has issued a Request for Proposal for the fabrication and installation of the Downtown directional signs (type “B”) and the bid opening is scheduled for March 3, 2015. The DDA continues to work with Bizzell Design to develop the family of signage for the final stages of the program, which includes regulatory signs, entranceway signage, directory signage and the larger type “A” signs, which fall under Wayne and Oakland County jurisdiction. The balance of the initial contract fee will be paid once these design elements are delivered.

DDA staff recommends that the DDA award Phase 4: Construction and Oversight, to Bizzell Design, as the program reaches conclusion of the pre-production phase. The scope of work for Phase 4 includes:

- Review and approval of all fabrication shop drawings;
- Oversight and construction;
- Installation per sign location plan;
- Inspection services as needed during course of the construction;
- Assist with punch list preparation and final project close out.

The DDA has \$125,000 budgeted for the Wayfinding Project. The initial contract with Bizzell Design for the first three phases of the contract was \$25,720. The proposal received by Bizzell Design for the Phase 4 work is \$7,800 plus reimbursable expenses.

**Motion by Johnson, seconded by Heaton**, to approve the DDA staff recommended Change Order to Bizzell Design’s initial contract in the amount of \$7,800, plus reimbursable expenses, for Phase 4: Construction and Installation Oversight of the Downtown Northville Wayfinding Plan. **Motion carried unanimously**

## **COMMITTEE UPDATES**

### **Design Committee**

The Exhibit Design bid opening was on February 9, 2015. There was a single response, from Universal Sign, Inc., from Grand Rapids, MI. Before awarding the contract, DDA staff will meet with the vendor on February 18, 2015 to visit the installation site and review the technical specifications with the design consultant.

The Request for Proposal for the Fabrication and Installation of Wayfinding Signage has been posted. The public opening will be Tuesday, March 3, 2015 at 2:00 p.m. The first RFP is comprised of type “B” signs and parking signage. The type “B” signs will be located primarily on Main and Center Streets and direct visitors to destinations in the City, i.e. Mill Race Village, Art House, City Hall.

DDA staff has a proposal from Wayfinding consultant Bizzell Design for a large decal mural on the side of 102 E. Main Street, at the southeast corner of Center and Main. The mural graphic was originally developed in the schematic phase of the Wayfinding program, as an art piece that represents Northville’s local culture and history. The estimate was roughly \$8,000.

The Village Workshop is investigating a similar mural application for their adaptive reuse project in Cadytown. A local vendor has estimated a similar treatment for \$3,275.

Ward presented a proposed update to the alleyway on N. Center Street, adjacent to 134 N. Center. The goal is to keep this alleyway open to the public as an avenue from the parking lot to Center Street. The plan is to repair the sinkholes, the dropped bricks, and make the alleyway more easily passable by pedestrians. The DDA Executive Board voted to take this to the City attorney to establish a formal arrangement and then bring it back before the DDA Board to establish the level of participation the Board would have.

### **Marketing Mix Committee**

In January 2014 the Marketing Committee and Business Mix Committee combined resources. The initial plan was to have the group meet quarterly. After the first meeting of the combined group, the Committee decided to meet monthly. During the course of the past year, the focus of the meetings has tended toward the Marketing efforts of the DDA, with more limited discussion regarding Business Mix. A subcommittee (Casey, Starring, Riley, and DDA Staff) was formed in January 2015 to determine the direction this combined committee should take. In the February 5, 2015 meeting, the revised format was presented to the committee.

The Committee discussed the 2014-2015 DDA Goals and Objectives for the Marketing Mix Committee. As a result of that discussion the Committee would like to address the following:

- Revisit the Business Assistance Program recommend it be reinstated in the 2015-2016 budget;
- Create a survey for the Business Owners to determine what are the current 'hot topic' issues facing the Downtown businesses;
- Schedule a Business Owner meeting for late March, early April to discuss the survey results and open communication with the owners;
- Assemble a request for a Market Study to be conducted for the Downtown with a subcommittee of the Marketing Mix Committee assisting;
- Post the video resources the DDA has completed, on a Downtown Northville YouTube channel;
- Schedule a meeting with the Northville Downs to discuss enhancing the Kentucky Derby event the Downs' hosts;
- Investigate additional opportunities with billboard advertising, and continue with this promotional resource.

The Committee will continue their discussion of Goals and Objectives at the March 5<sup>th</sup> Meeting.

### **Parking Committee**

At the December 11, 2014 Parking Committee meeting, the Committee discussed a request from downtown merchants regarding several issues of common interest for those merchants located at the west end of the Marquis Parking Lot. The affected merchants met in late summer to discuss parking and developed a list of recommendations and issues to discuss. These issues include:

- Merchants proposed making all spaces near the Walkthrough three-hour parking. The Committee recommended reinstalling the signage for three-hour parking. The DDA Board discussed the recommendation, and proposed signage for no parking prior to 10:05 a.m., and sent their recommendation back to the Parking Committee for further discussion.
- Merchants proposed to make the portion of the lot near the Walkthrough one-way, (enter on the East, and exit on the West). After investigation, it has been determined this would create more of a traffic detriment.
- A request was made to properly sign and stripe the commercial loading zone behind 134 N. Center. New signage has been installed for the Zone, with the time restriction of 20 minutes.
- The merchants have requested a larger portion of the Marquis Lot permit only one-way traffic. To accomplish one-way traffic flow, angle spacing is required which would result in the loss of six to seven parking spaces.
- The merchants have requested that the DDA readdress the financial contribution to the DPW budget for snow removal and maintenance of the Marquis Parking Lot.

Knight presented information regarding electric charging stations. An opportunity for a sponsorship of charging stations through an organization called Adopt-A-Watt was presented. Previously two spots were identified for the charging stations, both on Main Street, at the northwest corner of Center Street. In December 2014, the Parking Committee decided that it was not in the Downtown's best interest to lose two parking spaces on Main Street, for electric cars only. After much investigation by DDA staff, and Board, discussion it was decided to table the electric charging stations until data is available to support a greater demand.

Ward presented the need to update the Parking Agreement with Singh/MainCentre. Singh/MainCentre currently has the lower level of the parking deck for their tenants. Several questions have arisen regarding this lot. Based on answers and information gathered by the City attorney, consultants, and DDA staff, a recommendation will be presented at the March DDA Board meeting.

### **Organizational Committee**

Ward reminded the Board that the DDA Board meeting will be on March 10, 2015, rather than the originally scheduled March 17, 2015 date. This will allow for approval of the Wayfinding Signage and Exhibit Design Signage for inclusion on the agenda of the March 9, 2015 City Council meeting. There will also be a presentation of the proposed 2015-2016 Budget. Per the DDA bylaws, a motion and vote are required to change a DDA Board meeting date.

**Motion by Johnson, seconded by Riley** to reschedule the March DDA Board meeting, for March 10, 2015. **Motion carried unanimously.**

There will be a presentation of the Amended and Restated Development and TIF Plan Update at the City Council meeting on February 17, 2015.

The DDA has a new high school intern, Mira Sanghri, beginning February 23, 2015.

## **COMMUNICATION**

### **Board and Staff Communications**

The next DDA Board meeting is March 10, 2015.

**Meeting adjourned at 9:31 a.m.**

Respectfully submitted,

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Christa Williams  
Northville DDA  
DDA Secretary  
Marketing & Communication Coordinator