

# ~ City of Northville ~

## Downtown Development Authority

### Fiscal Year 2021 - 22 Goals and Objectives

Goal	Objective	Action Steps		
<i>Organization Committee:</i> Develop shared vision for Downtown Northville.	Conduct annual strategic planning session with DDA, City Council, HDC, Planning Commission and others to discuss and coordinate issues of common interest.	Working with Organization Committee, prepare agenda and host joint meeting.		
		Produce summary for participants.		
<i>Organization Committee:</i> Provide adequate funding for DDA operations and projects.	Review options available to the DDA to strengthen the DDA's financial position and ability to facilitate projects that enhance the downtown.	Review and evaluate cost allocation arrangement with the City.		
		Explore refinancing of DDA bonds to provide revenue for DDA projects.		
		Explore grants, sponsorships and other means of financing the DDA's projects and programs.		
		Strive to internally fund capital improvement projects.		
<i>Design Committee:</i> Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction and maintenance of Downtown amenities.	Install additional bike racks and hoops downtown.		
		Repair and maintain Town Square amenities including Pavilion and Fire Pits.		
		Implement, where appropriate, mural program.		
		Implement design standards for Historic Markers.		
	Implement sustainable practices, where feasible, throughout the downtown.	Working with DPW, investigate opportunities to increase cardboard recycling for downtown businesses.		
		Monitor health of downtown trees and treat and/or replace as necessary.		
		Replace High Pressure Sodium streetlights and parking lot lights in the downtown with high efficiency Induction lighting.		
		Actively participate in the City's new Sustainability Team.		
		<i>Parking Committee:</i> Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.	Monitor parking occupancy in parking decks, lots, and on- street in order to provide an adequate supply of parking.	Work with Police Department to explore new technologies to expand parking counts and parking enforcement.
				Review impact of planned potential new development or redevelopment projects on parking.
Participate in an update of the 2006 Parking Study.				
Explore use of additional surveillance cameras in parking lots and decks and upgrade of the surveillance program.				

<p>Parking Committee: Ensure adequate, safe, aesthetically pleasing parking to support the Downtown.</p>	<p>Maintain and repair parking lots and decks within the DDA boundaries as needed.</p>	<p>Implement 20-year Maintenance Plan for parking decks and surface lots.</p>
		<p>Identify funding sources for both parking deck and surface parking lot repairs and maintenance.</p>
		<p>Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and</p>
	<p>Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.</p>	
<p>Marketing Committee: Attract more people to Downtown.</p>	<p>Promote the Downtown as a destination for shopping, services, and entertainment.</p>	<p>Evaluate performance of EV charging stations and determine whether to identify a new sponsor or charge for use.</p>
		<p>Work with Marketing Consultant and Marketing Committee to develop annual advertising, public relations, and social media plan for Downtown.</p>
		<p>Update DDA website.</p>
	<p>Work with other Northville organizations to cross promote events and happenings in the community.</p>	
<p>Oversee the rental of Town Square and encourage additional use of all special event venues.</p>		
<p>Implement new Branding Campaign.</p>	<p>Utilize new brand as the DDA updates print material, electronic communication and design elements.</p>	
<p>Economic Development Committee - Encourage quality (re)developments that are consistent with the City's Master Plan.</p>	<p>Attract potential developers and investors to the Downtown Area.</p>	<p>Review potential tools and incentives that could be utilized to encourage economic development Downtown.</p>
		<p>Encourage commercial uses at ground floor.</p>
	<p>Attract potential new businesses and (re)developments to the Downtown area.</p>	<p>Continue to actively market available properties.</p>
	<p>Monitor new development and its impacts and benefits to the downtown.</p>	<p>Participate in the review of the economic impact of new projects on the DDA/City.</p>
<p>Review Policies and documents governing downtown development.</p>		<p>Participate in a city wide task force to explore the Redevelopment Ready Program for Northville.</p>
		<p>Participate in the update of the City's Master Plan.</p>