



**PA 57 Informational Meeting  
of the Northville DDA  
Via Zoom  
December 15, 2020 – 8:00 a.m.**

The meeting will be held via video conference in compliance with the Open Meetings Act. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting. A personal zoom invitation will be sent to each DDA Board member in advance of the DDA Board meeting and again the morning of the meeting. The public link for the DDA meeting on December 15, 2020 at 8:00 am is <https://us02web.zoom.us/j/82986070140>, to join by phone: 1 312 626 6799, Webinar ID: 829 8607 0140.

**AGENDA**

1. Call to Order – Shawn Riley
2. Audience Comments (3 minute maximum)
3. Financial Overview
  - a. DDA Annual Report (Attachment 3.a)
4. DDA Goals and Objectives 2020-21 Status (Attachment 4)
  - a. Design Committee – DJ Boyd (Attachment 4.a)
  - b. Marketing Committee – Shawn Riley (Attachment 4.b)
  - c. Parking Committee – John Casey (Attachment 4.c)
  - d. Organizational Committee – Carolann Ayers (Attachment 4.d)
  - e. Economic Development Committee – Aaron Cozart (Attachment 4.e)
5. Board and Staff Communications
6. Adjournment – Next Informational Meeting June 15, 2021

## Annual Report on Status of Tax Increment Financing Plan

<b>Send completed form to:</b> <a href="mailto:Treas-StateSharePropTaxes@michigan.gov">Treas-StateSharePropTaxes@michigan.gov</a>	<b>City of Northville</b>	TIF Plan Name	For Fiscal Years ending in
Issued pursuant to 2018 PA 57, MCL 125.4911 Filing is required within 180 days of end of authority's fiscal year ending in 2020.	<b>Downtown Development Authority</b>		<b>2020</b>
	Year AUTHORITY (not TIF plan) was created:	1978	
	Year TIF plan was created or last amended to extend its duration:	2015	
	Current TIF plan scheduled expiration date:	2040	
	Did TIF plan expire in FY20?	No	
	Year of first tax increment revenue capture:	1979	
	Does the authority capture taxes from local or intermediate school districts, or capture the state education tax? Yes or no?	No	
	If yes, authorization for capturing school tax:		
	Year school tax capture is scheduled to expire:	n/a	

**Revenue:**

Tax Increment Revenue	\$	729,072
Property taxes - from DDA levy	\$	59,529
Interest	\$	17,316
State reimbursement for PPT loss (Forms 5176 and 4650)	\$	34,144
Other income (grants, fees, donations, etc.)	\$	45,580
Total	\$	885,641

**Tax Increment Revenues Received**

From counties	\$	208,811
From municipalities (city, twp, village)	\$	424,932
From libraries (if levied separately)	\$	29,570
From community colleges	\$	60,108
From regional authorities (type name in next cell)	HCMA	\$ 5,651
From regional authorities (type name in next cell)		\$ -
From regional authorities (type name in next cell)		\$ -
From local school districts-operating		\$ -
From local school districts-debt		\$ -
From intermediate school districts		\$ -
From State Education Tax (SET)		\$ -
From state share of IFT and other specific taxes (school taxes)		\$ -
<b>Total</b>	<b>\$</b>	<b>729,072</b>

**Expenditures**

Design	\$	212,089
Marketing	\$	130,602
Parking	\$	12,407
Organizational	\$	83,180
Public Works	\$	25,464
Economic Development	\$	30,472
Debt Service - pass thru commitment	\$	173,830
	\$	-

		\$	-
		\$	-
		\$	-
Transfers to other municipal fund (list fund name)		\$	-
Transfers to other municipal fund (list fund name)	Transfers to Parking Fund	\$	341,353
	Transfers to General Fund	\$	50,000
	<b>Total</b>	\$	1,059,397
<b>Outstanding non-bonded Indebtedness</b>	Principal	\$	785,000
	Interest	\$	74,089
<b>Outstanding bonded Indebtedness</b>	Principal	\$	-
	Interest	\$	-
	<b>Total</b>	\$	859,089
<b>Bond Reserve Fund Balance</b>		\$	-

**CAPTURED VALUES**

<b>PROPERTY CATEGORY</b>	<b>Current Taxable Value</b>	<b>Initial (base year) Assessed Value</b>	<b>Captured Value</b>
Ad valorem PRE Real	\$ 949,631	\$ 477,495	\$ 472,136
Ad valorem non-PRE Real	\$ 29,711,256	\$ 5,583,653	\$ 24,127,603
Ad valorem industrial personal	\$ -	\$ -	\$ -
Ad valorem commercial personal	\$ 2,838,280	\$ 742,140	\$ 2,096,140
Ad valorem utility personal	\$ -	\$ -	\$ -
Ad valorem other personal	\$ -	\$ -	\$ -
IFT New Facility real property, 0% SET exemption	\$ -	\$ -	\$ -
IFT New Facility real property, 50% SET exemption	\$ -	\$ -	\$ -
IFT New Facility real property, 100% SET exemption	\$ -	\$ -	\$ -
IFT New Facility personal property on industrial class land	\$ -	\$ -	\$ -
IFT New Facility personal property on commercial class land	\$ -	\$ -	\$ -
IFT New Facility personal property, all other	\$ -	\$ -	\$ -
Commercial Facility Tax New Facility	\$ -	\$ -	\$ -
IFT Replacement Facility (frozen values)	\$ -	\$ -	\$ -
Commercial Facility Tax Restored Facility (frozen values)	\$ -	\$ -	\$ -
Commercial Rehabilitation Act	\$ -	\$ -	\$ -
Neighborhood Enterprise Zone Act	\$ -	\$ -	\$ -
Obsolete Property Rehabilitation Act	\$ -	\$ -	\$ -
Eligible Tax Reverted Property (Land Bank Sale)	\$ -	\$ -	\$ -
<b>Exempt (from all property tax) Real Property</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Captured Value</b>		<b>\$ 6,803,288</b>	<b>\$ 26,695,879</b>

~ *City of Northville* ~

**Downtown Development Authority**  
Update of Current Fiscal Year 2020 Goals and Objectives

<b>Goal</b>	<b>Objective</b>	<b>Action Steps</b>	<b>Status</b>
<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.	No progress.
		Host meeting and produce summary for participants.	No progress.
<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.	No progress.
		Explore refinancing of DDA bonds to provide revenue for DDA projects.	Initial discussions with City occurred.
<i>Design Committee:</i> Create and maintain vibrant, attractive and environmentally friendly downtown.	Oversee construction and maintenance of Downtown amenities.	Install additional bike racks downtown.	Temporary bike racks added. Still need to add permanent racks.
		Repair and maintain Town Square amenities including Pavilion, Fire Pits, Fountain, decorative lighting.	Fountain tiles and lights were repaired. Overhead festoon lights were replaced. Christmas lighting was replaced.
		Implement, where appropriate, mural program.	No progress.
		Implement design standards for Historic Markers.	No progress.
	Implement sustainable practices, where feasible, throughout the downtown.	Participate in the City's newly formed Sustainability Team.	DDA Director is a member of the Sustainability Team that meets twice a month.
		Replace High Pressure Sodium streetlights and parking lot lights in the downtown with high efficiency Induction lighting.	DDA staff has recommended action, will receive presentation by energy coalition in January 2021.
	Implement guidelines to allow for sponsorship of street furnishings.	Promote sponsorship of street furnishings, including benches, bike racks, and trees.	DDA is in second year of bench sponsorship program.

<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.	Determine method of collecting parking data.	DDA is exploring new equipment in cooperation with Policed Department.
		Review impact of planned potential new development on parking.	Parking Task Force established. Moretorium issued. Report due in December.
		Develop enforcement plan in conjunction with Police Department to enforce time limits.	No progress.
		Explore use of additional surveillance cameras in parking lots and decks.	Upgrade existing system in conjunction with City.
	Maintain and repair parking lots and decks within the DDA boundaries as needed.	Identify funding sources for both parking deck and surface parking lot repairs and	On hold while discussions taking place with Singh.
		Begin the renovation of the MainCentre parking deck as outlined in the Carl Walker Report.	Completed on schedule and under budget.
		Define responsibilities for maintenance and upkeep of the parking system between the DDA, DPW, and consultants.	No progress.
		Develop new program/plan to address management of the lower level residential parking at the MainCentre Parking Deck.	Currently in discussion with Singh.
		Improve buffering of he surface parking lots.	No progress.
	Provide Adequate EV charging opportunities in the Downtown.	Monitor the use of EV charging stations to determine if additional units are necessary.	Ongoing.
Solicit energy partner to sponsor EV program.		No progress.	
<i>Marketing Committee:</i> Attract more people to Downtown.	Promote the Downtown as a destination for shopping, services, and entertainment.	Work with Marketing Consultant and Marketing Mix Committee to develop annual advertising and public relations plan for Downtown.	Ongoing.
		Monitor analytics to evaluate the effectiveness of the various marketing efforts.	Ongoing.
		Update DDA website.	Currentlty in progress.
		Work with other Northville organizations to cross promote events and happenings in the community.	Ongoing.
	Attract more visitors to the Downtown area for events.	Encourage the update of City's Special Event Policy.	Completed. Three set aside weekends identified for use by City. Documents updated.
		Oversee the rental of Town Square and encourage additional use of all special event	Ongoing.

	Attract potential new businesses and (re)developments to the Downtown area.	Encourage retail uses at ground floor.	No progress.
		Continue to actively Market Available Properties.	Ongoing.
<i>Economic Development Committee</i> - Encourage quality (re)developments that are consistent with the City's Master Plan.	Attract potential developers and investors to the Downtown Area.	Work with LandUSA to better understand and communicate the results of the Target Market Analysis.	No progress.
		Review potential tools and incentives that could be utilized to encourage economic development Downtown.	Ongoing.
		Have Executive Summary of Retail and Residential Target Market Analysis prepared.	No progress.
	Monitor new development and its impacts and benefits to the downtown.	Participate in the review of the economic impact of new projects on the DDA/City.	EDC Committee meets regularly to discuss projects and participate in the City's review process .
	Review Policies and documents governing downtown development.	Participate in a city wide task force to explore the Redevelopment Ready Program for Northville.	No progress.
Participate in the update of the City's Master Plan.		Ongoing.	



## Design Committee Updates 2020 – 21



### Reopening Downtown/The Twist/Heat in the Street

The DDA has been working closely with the business owners to provide a safe way to expand outdoor dining and retail opportunities reduced by the pandemic. The most recent effort is the Heat in the Street which will provide stands for local restaurants to sell seasonal menu items from and dining pods which will allow visitors to pick up a meal from a stand or restaurant and dine el fresco in the downtown.

### Entranceway Signs

The City Council has approved the final plans for the City's Entranceway Signs and branding project. The DDA has turned over all of the information to the DPW who will work the designer, Buzz Bizzell and the City's engineers to produce bid specifications and documents and bid the project out. The next phase of the project, Fabrication and Installation will be managed by the DPW.

The DDA has begun the implementation of the graphic package developed by Bizzel Design and have also begun work with the DDA's website developers to change the graphics and update the website.

### Bench Sponsorship Project

The DDA has revived a sponsorship program for downtown benches and authorized the purchase. The first ten benches were sponsored and were installed over the past year. A second order for 10 more benches has been placed and 3 have already been sponsored. The Covid virus slowed down the production. The DDA is working with the vendor to get the project back on track. The cost of the bench sponsorship is \$2,000.

### Fire Pits

The fire pits located in Town Square have proven difficult to use for a variety of reasons including their weight, difficulty to install, no remote start or shut off. New fire pits that address the current problems are being reviewed to replace the existing fire pits. In the meantime, the DPW has fabricated a light weight metal frame for the fire pits to sit on, which has made the installation of the pits much easier.

As part of the Heat in the Street Program, DDA staff has required the users of the vending stands to turn on and off the fire pits on Friday, Saturday and Sunday. It will be great to getting the fire pits used and the fire pits will add to the downtown festive vibe.

### Bike Racks and Hoops

DDA staff will work with Parks and recreation to identify preferred location for a spring bike rack installation.

## New High Efficiency Lights

The DDA will invite representatives of ERC to make a presentation to the DDA at its January meeting to discuss the conversion of HPS lights to induction lighting. There are approximately 80 lights that still need to be retrofitted. ERC installs the lighting and pays for the conversion and receives a portion of the revenue saved by the reduced electrical bills.

## Marketing Committee Updates 2020 - 21



### Brand Development

The Marketing Committee, working with the Design Committee will oversee the implementation of the new brand and graphic package for the DDA and the update of the DDA's website. The DDA has begun the implementation with new business cards, note cards, stationary and other print material.

### Winter Activities

Working with other organizations, the DDA will assist with the development and implementation of activities throughout the winter to provide a vibrant and festive place to visit.

### Walking Map

Update the DDA's walking maps, directory signage and website to reflect current business mix. The walking map will be a printable feature of the DDA's Website.

## Parking Committee Updates 2020 - 21



### Parking Occupancy Counts

Work with Police Department to implement new technologies to provide expanded parking occupancy counts and enforce time limited parking.

### Parking Deck and Lot Repairs

Begin the implementation of the 20-year maintenance plans for both the City's parking decks and parking lots. Identify potential funding sources to pay for the parking repairs.

### Parking Lot Lighting

Conversion of HPS parking lot lighting to more energy efficient Induction or LED lighting through a contract with ERC.

### Parking Requirements

Encourage the review of the current parking requirements outlined in the Zoning Ordinance particularly as it pertains to the overnight parking permits and the sale of parking credits.

### Parking Study

Review with City Council the possibility of updating the City's 2006 Parking Study.

### Electric Car Charging Stations

Continue to review the usage of the EV stations for possible expansion of the program to other areas. Evaluate the use/removal of the two Main Street future locations and potential charging for use of the EV stations.

### Funding for Parking Repairs and Expansion

In cooperation with the City, develop a funding strategy for repair and maintenance of existing parking lots and decks and the expansion, if required, of the parking system.

## Organization Committee Updates 2020 - 21



### Goals and Objectives

In coordination with other DDA Committees, draft the DDA annual Goals and Objectives for presentation and discussion at DDA Board meeting.

### DDA Budget

In coordination with other DDA Committees, draft the DDA annual operation budget for presentation and discussion at DDA Board meeting.

### Quarterly Budget Amendments

Working with the City's Finance Department to prepare and present quarterly budget amendments to the DDA Board.

### Annual Joint Planning Committee Meeting

Spearhead the planning of annual meeting of the DDA, Planning Commission, City Council, Historic District Commission, and Board of Zoning Appeals to discuss project of common interest.

Economic Development Committee  
Updates  
2020 - 21



**Review and Update of Master Plan**

Participate in the Planning Commission's review and update of the City's Master Plan and sub-area plans including the Race Track, Cady Street, and South Center areas.

**Review and Comment on new Development Projects**

Review proposed new development and comment on economic impact on the project on the downtown area.

**Review Tools and Incentive**

Review potential tools and incentives that could be utilized to promote economic development in Northville.