

Northville DDA Design Committee Meeting

Monday, November 8, 2021 – 8:30 am

Via Zoom



Zoom Meeting: <https://us02web.zoom.us/j/83558572264>

Meeting ID: [83558572264](#)

Join by Mobile: [1-312-626-6799](tel:1-312-626-6799)

Meeting Agenda

1. Winter Market – Suzie Cozart (Attachment 1)
2. Murals – Chuck Murdock (Attachment 2)
3. EV Charging Stations – Lori Ward (Attachment 3)
4. Induction Lighting Conversion Update
5. Social District – Road Closure Plans
6. Next Meeting – December 13, 2021
7. Adjourned

Main & Center

a Holiday to Remember

Downtown Northville

Fridays
6:00 - 9:00 pm
Live Music
Strolling on
Main & Center

Sundays
3:00 - 5:00 pm
**Reindeer &
Special Holiday
Characters**
Strolling on
Main & Center

Saturdays
6:00 - 9:00 pm
**Horse &
Wagon Rides**
Town Square

First Three Weekends In December

brought to you by:



Downtown Northville December Events



December 3-5, 10-12, 17-19 – ***A Holiday to Remember***
Northville DDA, www.downtownnorthville.com

December 1-18 – ***Small Works***
Northville Art House, www.northvillearthouse.org

December 1-19 – ***A Christmas Carol***
Tipping Point Theatre, www.tippingpointtheatre.com

December 3 – ***Christmas in the Village***
Mill Race Village, www.millracenorthville.org

December 3-8 – ***Virtual Holiday Home Tour***
Northville Community Foundation, www.northvillecommunityfoundation.org

December 3 – ***Merry Little Christmas Party***
New Hope Grief, www.newhopecenter.net

December 4 – ***Children's Christmas Workshop***
Mill Race Village, www.millracenorthville.org

December 4 – ***Pancakes and Pajamas***
Northville Parks and Recreation, www.northvilleparksandrec.org

December 10-12 – ***Tinsel & Treasures Handcrafters Market***
Northville Community Center, www.hcshows.com

December 4-5, 11-12 – ***Holiday Fun at the Farm***
Maybury Farm, www.mayburyfarm.org

December 18 – ***Kids Holiday Shopping Day & Art Workshop***
Northville Art House, www.northvillearthouse.org

downtownnorthville.com



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To: Northville DDA Board of Directors

From: Lori M. Ward, DDA Executive Director

Subject: Mural Project

Date: October 19, 2021

Background:

As part of the DDA's Wayfinding project, project designer, Buzz Bizzell suggested the use of murals in Downtown Northville and included some suggested graphics should the DDA



want to move forward. The DDA Board and the Design Committee both embraced the idea. The past few years most of the DDA's design projects have been put on hold due to Covid. Recently the Design Committee has started meeting again and addressing the backlog of projects that have built up. The mural project has been on the DDA's Goals and Objectives for the past 4-5 years. The Design Committee, over the years has explored various design concepts for the downtown and convened a mural placement

subcommittee to explore various locations where murals could be installed. Through all of this, the Design Committee kept returning to the graphic that Bizzell developed called Race Day in Northville that depicted a harness racing scene. The proposed location for the mural was the west elevation of the building located at 102 E. Main Street.



Analysis:

The Design Committee met with a representative of the building's owners, Stacey Tardich, to discuss the project. Tardich was familiar with the projects as



DDA staff has discussed the concept with her over the years (Attachment A). An Easement was drafted by Plunkett and Cooney that would allow the DDA to place the mural on the west elevation of the building. (Attachment B)

The mural would be installed by printing the graphic out on a thin material and using heat to mold it to the bricks on the building. This method is a more desirable method of installation over painting the mural on the building's façade.

This method of installation was used to install the Stinson airplane mural on the side of the Village Workshop and was previously approved by the Historic District Commission.

At the Design Committee's October meeting the group discussed the proposed dimensions of the mural (Attachment C) and decided on a mural roughly 15' x 25', the exact dimensions would be worked out with the final graphics with Bizzell.

Budget:

Bizzell has provided a proposal to the Design Committee (Attachment D) to complete the graphic drawings for reproduction, producing 2 - 24" x 72" original artwork prints, fabrication and installation in the amount of \$11,670. The project is not currently budgeted and would require a budget amendment to provide funding for the project.

Recommendation:

DDA staff recommends that the DDA Board approve the proposal submitted by Buzz Bizzell to complete the graphic package, print and install the mural.



CITY OF NORTHVILLE MURAL CONCEPT OCTOBER 15 2021



BIZZELL DESIGN INC.

**Proposal
#52418**

May 24, 2018



BIZZELLDISIGN
WAYFINDING PROGRAMS
BRAND / IDENTITY
URBAN IDEAS

Lori M. Ward, AICP
Director, Northville Downtown Development Authority
215 West Main Street
Northville, MI 48167

Northville MI, Northville Downtown Public Art - Mural (Raceday in Northville)

Scope of Design Services:

As the initial study of the Northville wayfinding signage process began, we developed the program with a vision that included many elements of style that would shape a consistent graphic language linking together a branding effort that connected visitors to Northville’s hometown culture, unique destinations and events. The mural concept, which was the springboard to the color systems and style guide for the graphic plan has served us well and with the final installation of the mural will become a memorable visual element that will truly reflect the character and unique history of the town.

We classify this artwork in the same category as a sculpture, a fountain or historic monument. The initial concept is different from the next steps required where we create an actual artist rendering. This 24” x 72” original art will be a valuable work of art on its own. We can produce archival prints for use by the town as framed artwork, gifts and awards. This artwork can also become items for sale in Northville’s retail shops and galleries. We have had success in the same way for Davidson.

The artistic team combines the talents of HL (Buzz Bizzell) and John White. Bizzell is known as one of the leading artist in the creation and adaptation of unique civic artworks, murals signs and monuments. John White is one of the country’s top historic illustrators. Recreating historic events and places in countless books.

Cost of Art, Design & Production Services

A- Art Direction and final composition of the mural concept.....	\$2500.00
B- 24” x 72” original artwork (includes two archival prints).....	\$3000.00
C- Digitizing the scaled image for full scale printing.....	\$500.00
D- Printing the grand scale image on alumagraphics media.....	\$3290.00
E -Installation at the building Central & Main.....	\$2380.00
Total Investment.....	\$11,670.00

Total fees include full color image & digital patterns full ownership copyright by the Town of Northville

Respectfully Submitted:

HL (Buzz) Bizzell, IDSA, SEGD
President-Creative Director
Bizzell Design, Inc.

Accepted: _____ Date

Lori M. Ward, AICP
Director, Northville Downtown Development Authority

~ Council Communications ~

To: Northville City Council

From: Lori M. Ward, DDA Executive Director

Subject: EV Charging Stations

Date: November 8, 2021

Background:

In 2017, the DDA entered into a partnership with Up2Go to provide 2 EV charging stations in the parking area behind 120 W. Main Street. Up2Go agreed to pay for the purchase and installation of the 2 dual units and all of the electrical costs for 18 months. At the end of the 18 months, the DDA took over the electrical costs that average \$5,000 year. The units have had trouble and currently have to be reset several times a week. The DDA has been exploring the possibility of upgrading the 2 units and adding a payment feature.

In addition to upgrading the existing EV charging stations and adding a pay feature, DDA staff would like to expand the EV program in Northville. The City's Sustainability Committee strongly supports the expansion of the EV program and is confident that the EV industry will continue to expand and that it is in the community's best interest to be prepared for this growth. In a recent *MotorTrend* News article, GM revealed plans to phase out gas, diesel engines by the year 2035 and to build an all-electric fleet. Electric vehicle ownership is continuing to grow in Michigan.

Analysis:

The City's engineers, F & V, assisted the DDA in the process of selecting a vendor that could assist with the replacement and maintenance of the EV units. F & V reached out to several vendors that appeared to have the qualifications that the DDA/City desired. After discussing the DDA/City project F & V recommended vendor, Red E Charging, LLC out of Detroit. In addition to F & V's recommendation the DDA Board asked DDA staff to reach out for proposals from at least 2 additional vendors. DTE provides a list of preferred vendors on their website (Attachment A). The list contained 7 vendors and staff identified an 8th vendor through discussions with Wayne County Economic Development Department. The DDA spoke to representative of 5 of the vendors and expressed that the DDA was looking for a program where the vendor provided the equipment, equipment installation, maintenance, and offered a revenue sharing program. Two vendors met these criteria: Red E Charging and Rivian. Rivian is a new company that Wayne County has just begun discussions with as a partner for the county and their communities. They are just beginning to put together a program, and David Scheiber, Wayne County EDC thinks they are still 1 ½ - 2 years from having a program to offer. Rivian is currently focused on their EV car production. Rivian does not offer any revenue sharing with the host community. DDA staff prepared a matrix of the potential vendors for review by the Board (Attachment B). The remaining vendor that meets the DDA criteria is Red E Charging, also recommended by F & V.

DDA staff solicited a proposal from Red E Charging (Attachment C). Red E Charging would acquire, install and maintain the charging units. Pay stations would be installed and the DDA would receive 3.4% of the revenue produced by the units. In addition to replacing the two charging stations behind 120 W. Main Street, Red E Charging



recommended that the DDA/City install four (4) wall mounted charging stations in the lower level of the Cady Street Parking Deck and two (2) dual ports pedestal chargers along the west wall of the Main Center Parking Deck (See maps provided) for a total of 10 EV stations. All locations will be fitted with retractable cables. Red E Charging offers 3 options for the length of the contract, 5-year, 7-year or 10-year. After much discussion, the DDA Board selected the 5-year term. The Board feels that the shorter the contract, the more flexibility the DDA/City has as technology changes. With the shorter contract, however, the revenue sharing decreases, reflecting the shorter time the vendor has to recoup their investment in the equipment and installation (Attachment D).

Both the DDA Board and the DDA's Parking Committee discussed what to do with the existing prepped locations on Main Street that were installed for future EV stations during the streetscape enhancements in 2012. The Committee felt that the two parking spaces on West Main Street were too valuable to have utilized for EV charging only and are prime short-term parking for downtown businesses and should remain. The Committee recommended that the two W. Main sites be removed and new sidewalk installed. Currently they are capped and a trip hazard in the sidewalk area.

The contract was reviewed by City Attorney Bob Marzano and Craig Mansar at MMRMA. Comments received by the two were accepted by Red E Charging, LLC and incorporated into the contract language.

Budget:

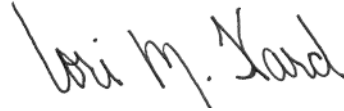
The vendor, Red E Charging will purchase, install, and maintain the EV charging stations and there will be no out of pocket expenses for the DDA. In addition, the DDA will receive 3.4% of the revenue generated by use of the EV Charging stations.

Recommendation:

DDA staff recommends that the Northville City Council enter into a contract with Red E Charging, LLC for a contract term of 5 years with an annual cost sharing of 3.4% of the revenue generated going back to the DDA.

Recommended Motion:

DDA staff recommends that the Northville City Council enter into a contract with Red E Charging, LLC for a contract term of 5 years with an annual cost sharing of 3.4% of the revenue generated going back to the DDA (Attachment D) and authorize the DDA Director to sign the contract on behalf of the DDA.

Handwritten signature of Lori M. Ward in black ink.

Patrick Sullivan, City Manager

Lori Ward, DDA Director



Northville Red E EV Charging Proposal



WHY EV CHARGING

With automakers investing billions of dollars into Electric Vehicles, it is clear that the future of the car will be electric



PROMOTE SUSTAINABILITY

Electric Vehicles are **zero emissions which are better for the environment** and promote a sustainable lifestyle. EVs are also silent creating a large reduction in noise pollution.



GENERATE REVENUE

Drive **additional revenue** through EV charger use and increased traffic to your destination



BUILD BRAND AWARENESS

Increase **brand awareness** about your location by promoting EV initiatives ad presence on apps and various driver platforms.



DRIVE TRAFFIC

EV Chargers drive **additional traffic to your distinct stores, restaurants and entertainment**

WHY RED E CHARGING

➤ **LAUNCHED IN 2020**, Red E Charging is an Electric Vehicle Charging Network providing the **easiest to use** chargers, at the **most high-value locations**, with the **most competitive pricing**



15+ Years Experience

- Vehicle design
- Public + private sector advisory
- Fleet conversions
- Charging infrastructure
- A HAGE Automotive Company



Strategic Partnerships

- Enel X Strategic Partner
- Best-in-class technology
- Preferred technology vendor for multiple utility providers



80+ Site Hosts

- Majority municipal downtown parking
- Located throughout eight states
- On track to be Michigan's largest public charging network in 2021

SITE HOST PROGRAM

NO COST

We pay for all hardware, installation, insurance, utility bills, and connectivity

STRATEGIC CONSULTATION

We leverage our extensive experience and work with our hosts to find the best site to maximize usage and impact while minimizing disruption

COMPREHENSIVE SERVICE

We handle all aspects of the paperwork needed to get a site online including permitting, new address applications, inspections, and commissioning

NO MAINTENANCE

Our team operates and maintains all equipment ensuring 97%+ up time

GROW REVENUE

We provide monthly usage reports and deposit a share of the revenue earned directly to the site host each month



TECHNOLOGY OVERVIEW

Best-in-class technology future-proofed and designed for user friendliness



LEVEL 2 CHARGERS

Application: Destination sites

Charging Speed: 19.2 kW

Time to Full Charge: ~2-4 hours

Installation: Wall Mount, Pedestal

Typical use case: “Destination” EV charging offered to locals and downtown visitors to charge while shopping, dining out, enjoying parks, etc. EV guests typically spend 1-2 hours at destination

Project Overview



Existing EV Lot

Replace 2 existing charger stands with 1 center mounted dual port pedestal with retractable cables. Chargers will be upgraded to 80A 19.2kW from existing 32A 7.6kW. Intended for downtown visitors and short term employee charging.

W Cady St Lot

Install 2 dual port 80A, 19.2kW pedestal chargers with retractable cables. Intended for downtown visitors and longer stay employees.

E Cady St Parking Deck

Install 4 wall mounted, 80A, 19.2kW chargers on the north wall of the first floor of the parking deck. Intended for longer stay parking and employees. Reduced rate to incentivize longer stay regular users.

NEXT STEPS

Next steps detailed below for Red E Charging to bring EV charging to Northville

Contract Review

- Term length (5 years)
- Revenue share \$0.01/kWh (3.4%)
- Location and technology review

Project Kick-Off

- Prep hardware
- Pull permits
- Break ground



CONTACT

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THANK YOU

RED E Charging | *The EV Charging network that's always ready*