



Meeting of the DDA Board of Directors January 18, 2022 - 8:00 a.m.

AGENDA

1. Call to Order – Shawn Riley
2. Introduction of new Board Member – Mike Jaafar
3. Audience Comments (3-minute limit)
4. Approval of Agenda and Consent Agenda
5. Consent Agenda
 - a. December 2022 Financial Statement (Attachment 5.a)
 - b. November 2022 Invoice Report (Attachment 5.b)
 - c. December 21, 2021 Meeting Minutes (Attachment 5.c)
6. Mobility Task Force Presentation – Nancy Darga and Dave Gutman (Attachment 6)
7. Northville Downs Retail Market Report – Aaron Cozart (Attachment 7)
8. Election of DDA Officers (Attachment 8)
9. Committee Information and Updates
 - a. Design Committee – DJ Boyd
 - b. Marketing Committee – Shawn Riley (Attachment 9.b)
 - c. Parking Committee – None
 - d. Organizational Committee – DJ Boyd
 - i. Update for Goals and Objectives
 - e. Economic Development Committee – None
 - f. Sustainability Committee – Dave Gutman
10. Future Meetings / Important Dates
 - a. Sustainability Committee Meeting – January 24, 2022
 - b. Marketing Committee Meeting – February 3, 2022
 - c. Executive Committee Meeting – February 9, 2022
 - d. DDA Board Meeting – February 15, 2022
 - e. Design Committee Meeting – February 19, 2022
 - f. Parking Committee – TBD
 - h. Economic Development Committee – TBD
11. Board and Staff Communications
12. Adjournment – Next Meeting – February 15, 2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF NORTHVILLE

PERIOD ENDING 12/31/2021

% Fiscal Year Completed: 50.41

DECEMBER BENCHMARK 50%

GL NUMBER	DESCRIPTION	2021-22		YTD BALANCE 12/31/2021 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/21 INCR (DECR)	AVAILABLE		% BGDG USED
		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)		
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Revenues								
Dept 000								
PROPERTY TAXES								
370-000-403.000	CURRENT PROPERTY TAXES	769,414.00	767,750.00	670,549.46	2,037.83	97,200.54	87.34	
370-000-403.010	DDA OPERATING LEVY	64,025.00	63,974.00	61,935.61	89.90	2,038.39	96.81	
370-000-403.040	LOCAL COMMUNITY STABILIZATION SHARE	34,000.00	39,868.00	39,868.04	0.00	(0.04)	100.00	
370-000-418.000	PROPERTY TAXES - OTHER	(500.00)	(1,090.00)	1,845.08	1,255.21	(2,935.08)	(169.27)	
PROPERTY TAXES		866,939.00	870,502.00	774,198.19	3,382.94	96,303.81	88.94	
LICENSES, FEES, & PERMITS								
370-000-476.090	NEWSPAPER RACK REGISTRATION FEES	0.00	180.00	0.00	0.00	180.00	0.00	
370-000-476.130	OUTDOOR DINING/RETAIL PERMIT FEES	0.00	332.00	332.00	0.00	0.00	100.00	
LICENSES, FEES, & PERMITS		0.00	512.00	332.00	0.00	180.00	64.84	
GRANTS & OTHER LOCAL SOURCES								
370-000-586.020	SPONSORSHIPS	30,000.00	30,000.00	21,545.10	2,500.00	8,454.90	71.82	
370-000-586.080	DONATIONS/SPONSORSHIPS	3,000.00	3,000.00	975.00	0.00	2,025.00	32.50	
GRANTS & OTHER LOCAL SOURCES		33,000.00	33,000.00	22,520.10	2,500.00	10,479.90	68.24	
MISCELLANEOUS REVENUES								
370-000-659.110	RENTS-SHORT TERM	0.00	1,155.00	1,260.00	265.00	(105.00)	109.09	
370-000-666.000	MISCELLANEOUS REVENUE	200.00	200.00	0.00	0.00	200.00	0.00	
MISCELLANEOUS REVENUES		200.00	1,355.00	1,260.00	265.00	95.00	92.99	
INTEREST								
370-000-664.190	INTEREST - MI CLASS 1 DIST	75.00	35.00	11.77	2.81	23.23	33.63	
370-000-664.200	LONG TERM INVESTMENT EARNINGS	8,000.00	7,000.00	2,825.20	0.00	4,174.80	40.36	
370-000-664.300	UNREALIZED MARKET CHANGE IN INVESTMENTS	0.00	(4,000.00)	(3,920.05)	0.00	(79.95)	98.00	
370-000-664.400	INVESTMENT POOL BANK FEES	0.00	(100.00)	(37.62)	0.00	(62.38)	37.62	
370-000-664.500	INVESTMENT ADVISORY FEES	(600.00)	(750.00)	(307.57)	(60.05)	(442.43)	41.01	
370-000-664.600	BANK LOCKBOX FEES	0.00	(100.00)	(60.50)	(10.58)	(39.50)	60.50	
370-000-664.700	CUSTODIAL FEES	(125.00)	(125.00)	(60.29)	0.00	(64.71)	48.23	
INTEREST		7,350.00	1,960.00	(1,549.06)	(67.82)	3,509.06	(79.03)	
Total Dept 000		907,489.00	907,329.00	796,761.23	6,080.12	110,567.77	87.81	
TOTAL REVENUES		907,489.00	907,329.00	796,761.23	6,080.12	110,567.77	87.81	
Expenditures								
Dept 753 - DPW SERVICES								
370-753-706.000	WAGES - REGULAR FULL TIME	13,740.00	13,740.00	5,681.69	438.58	8,058.31	41.35	
370-753-707.000	WAGES - REGULAR OVERTIME	1,185.00	1,185.00	0.00	0.00	1,185.00	0.00	
370-753-939.000	AUTOMOTIVE SERVICE	500.00	500.00	0.00	0.00	500.00	0.00	
370-753-943.000	EQUIPMENT RENTAL - CITY	10,215.00	10,215.00	2,652.06	203.66	7,562.94	25.96	
370-753-967.000	FRINGE BENEFITS	14,595.00	14,595.00	4,316.24	338.25	10,278.76	29.57	
Total Dept 753 - DPW SERVICES		40,235.00	40,235.00	12,649.99	980.49	27,585.01	31.44	

PERIOD ENDING 12/31/2021
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DECEMBER BENCHMARK 50%

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		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
Dept 861 - DESIGN COMMITTEE								
370-861-706.000	WAGES - REGULAR FULL TIME	17,590.00	17,590.00	8,795.77	1,249.61	8,794.23		50.00
370-861-707.000	WAGES - REGULAR OVERTIME	0.00	90.00	90.00	0.00	0.00		100.00
370-861-710.000	WAGES - PART TIME	55,960.00	55,960.00	32,010.36	1,790.62	23,949.64		57.20
370-861-726.000	SUPPLIES	575.00	575.00	0.00	0.00	575.00		0.00
370-861-740.050	DOWNTOWN MATERIALS	20,400.00	20,400.00	8,443.90	600.00	11,956.10		41.39
370-861-740.150	SOCIAL DISTRICT EXPENDITURES	0.00	1,800.00	535.73	65.88	1,264.27		29.76
370-861-751.000	FUEL & OIL	400.00	800.00	488.99	40.65	311.01		61.12
370-861-801.000	CONTRACTUAL SERVICES	25,930.00	25,930.00	11,075.05	4,284.74	14,854.95		42.71
370-861-801.160	RESTROOM PROGRAM	4,000.00	4,000.00	1,861.50	185.00	2,138.50		46.54
370-861-801.940	BRICK REPAIR & MAINTENANCE	2,000.00	2,000.00	0.00	0.00	2,000.00		0.00
370-861-850.000	LANDSCAPE MAINTENANCE	32,310.00	32,310.00	7,200.39	0.00	25,109.61		22.29
370-861-913.000	VEHICLE INSURANCE	400.00	406.00	406.00	0.00	0.00		100.00
370-861-920.010	ELECTRIC POWER	5,390.00	5,390.00	2,293.15	540.46	3,096.85		42.54
370-861-920.020	NATURAL GAS	8,250.00	8,250.00	535.69	27.64	7,714.31		6.49
370-861-920.030	WATER & SEWER SERVICE	8,860.00	8,860.00	2,051.21	0.00	6,808.79		23.15
370-861-950.460	OPER TFR TO PUBLIC IMPROVEMENT	0.00	3,060.00	0.00	0.00	3,060.00		0.00
370-861-967.000	FRINGE BENEFITS	11,525.00	11,525.00	6,544.73	706.47	4,980.27		56.79
370-861-976.010	STREET FURNISHINGS	10,700.00	10,700.00	(180.00)	0.00	10,880.00		(1.68)
Total Dept 861 - DESIGN COMMITTEE		204,290.00	209,646.00	82,152.47	9,491.07	127,493.53		39.19
Dept 862 - MARKETING								
370-862-706.000	WAGES - REGULAR FULL TIME	17,590.00	17,590.00	8,795.78	1,249.61	8,794.22		50.00
370-862-710.000	WAGES - PART TIME	14,595.00	14,595.00	7,393.32	1,260.60	7,201.68		50.66
370-862-726.000	SUPPLIES	100.00	100.00	0.00	0.00	100.00		0.00
370-862-784.000	DOWNTOWN PROGRAMMING & PROMO	50,000.00	50,000.00	32,722.00	4,131.50	17,278.00		65.44
370-862-785.000	BUSINESS RETENTION PROGRAM	750.00	750.00	0.00	0.00	750.00		0.00
370-862-801.000	CONTRACTUAL SERVICES	60,000.00	60,000.00	23,758.00	2,165.00	36,242.00		39.60
370-862-801.340	WEB SITE MAINTENANCE	900.00	900.00	659.94	41.99	240.06		73.33
370-862-967.000	FRINGE BENEFITS	8,125.00	8,125.00	4,106.47	636.09	4,018.53		50.54
Total Dept 862 - MARKETING		152,060.00	152,060.00	77,435.51	9,484.79	74,624.49		50.92
Dept 863 - PARKING								
370-863-706.000	WAGES - REGULAR FULL TIME	8,795.00	8,795.00	4,397.98	624.81	4,397.02		50.01
370-863-710.000	WAGES - PART TIME	1,460.00	1,460.00	739.38	126.06	720.62		50.64
370-863-726.000	SUPPLIES	50.00	50.00	0.00	0.00	50.00		0.00
370-863-950.210	OPER TFR TO GENERAL FUND	50,000.00	50,000.00	25,000.00	0.00	25,000.00		50.00
370-863-950.260	OPER TFR TO PARKING FUND	120,900.00	120,900.00	47,950.00	0.00	72,950.00		39.66
370-863-967.000	FRINGE BENEFITS	3,610.00	3,610.00	1,824.99	279.13	1,785.01		50.55
Total Dept 863 - PARKING		184,815.00	184,815.00	79,912.35	1,030.00	104,902.65		43.24
Dept 864 - ORGANIZATIONAL								
370-864-706.000	WAGES - REGULAR FULL TIME	21,990.00	21,990.00	10,994.89	1,562.05	10,995.11		50.00
370-864-710.000	WAGES - PART TIME	28,100.00	28,100.00	10,966.66	2,180.30	17,133.34		39.03
370-864-726.000	SUPPLIES	850.00	2,350.00	1,715.48	(426.55)	634.52		73.00
370-864-730.000	POSTAGE	100.00	100.00	0.00	0.00	100.00		0.00
370-864-731.000	PUBLICATIONS	65.00	65.00	(3.00)	0.00	68.00		(4.62)
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	4,435.00	5,435.00	4,167.57	207.40	1,267.43		76.68

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		ORIGINAL BUDGET	2021-22 AMENDED BUDGET			BALANCE NORM (ABNORM)	BALANCE NORM (ABNORM)	
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
370-864-802.010	LEGAL SERVICES - GENERAL	3,500.00	5,500.00	3,733.50	552.00	1,766.50		67.88
370-864-805.000	AUDITING SERVICES	5,105.00	5,105.00	5,104.00	0.00	1.00		99.98
370-864-900.000	PRINTING & PUBLISHING	1,315.00	1,315.00	161.89	0.00	1,153.11		12.31
370-864-910.000	LIABILITY & PROPERTY INS POOL	6,280.00	6,338.00	5,218.82	0.00	1,119.18		82.34
370-864-920.000	UTILITIES	1,420.00	1,420.00	647.82	107.97	772.18		45.62
370-864-958.000	MEMBERSHIP & DUES	1,395.00	1,395.00	1,395.00	0.00	0.00		100.00
370-864-960.000	EDUCATION & TRAINING	850.00	850.00	49.99	0.00	800.01		5.88
370-864-967.000	FRINGE BENEFITS	9,305.00	9,305.00	5,354.31	858.78	3,950.69		57.54
370-864-967.020	OVERHEAD - ADMIN & RECORDS	12,960.00	12,960.00	6,480.00	0.00	6,480.00		50.00
Total Dept 864 - ORGANIZATIONAL		97,670.00	102,228.00	55,986.93	5,041.95	46,241.07		54.77
Dept 865 - ECONOMIC DEVELOPMENT								
370-865-706.000	WAGES - REGULAR FULL TIME	21,990.00	21,990.00	10,994.38	1,561.92	10,995.62		50.00
370-865-710.000	WAGES - PART TIME	2,920.00	2,920.00	1,478.64	252.12	1,441.36		50.64
370-865-726.000	SUPPLIES	150.00	150.00	0.00	0.00	150.00		0.00
370-865-785.000	BUSINESS RETENTION PROGRAM	500.00	500.00	0.00	0.00	500.00		0.00
370-865-967.000	FRINGE BENEFITS	8,970.00	8,970.00	4,533.80	692.93	4,436.20		50.54
Total Dept 865 - ECONOMIC DEVELOPMENT		34,530.00	34,530.00	17,006.82	2,506.97	17,523.18		49.25
Dept 945 - DEBT SERVICE								
370-945-950.490	OPER TFR TO DEBT SERVICE FUND	174,685.00	174,685.00	9,842.50	0.00	164,842.50		5.63
Total Dept 945 - DEBT SERVICE		174,685.00	174,685.00	9,842.50	0.00	164,842.50		5.63
Dept 999 - RESERVE ACCOUNTS								
370-999-999.000	UNALLOCATED RESERVE	19,204.00	9,130.00	0.00	0.00	9,130.00		0.00
Total Dept 999 - RESERVE ACCOUNTS		19,204.00	9,130.00	0.00	0.00	9,130.00		0.00
TOTAL EXPENDITURES		907,489.00	907,329.00	334,986.57	28,535.27	572,342.43		36.92
Fund 370 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		907,489.00	907,329.00	796,761.23	6,080.12	110,567.77		87.81
TOTAL EXPENDITURES		907,489.00	907,329.00	334,986.57	28,535.27	572,342.43		36.92
NET OF REVENUES & EXPENDITURES		0.00	0.00	461,774.66	(22,455.15)	(461,774.66)		100.00

INVOICE GL DISTRIBUTION REPORT FOR CITY OF NORTHVILLE
POST DATES 12/01/2021 - 12/31/2021
BOTH JOURNALIZED AND UNJOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY							
Dept 861 DESIGN COMMITTEE							
370-861-740.050	DOWNTOWN MATERIALS	JOSEPH RUTHERFORD	SNOWMAN DECOR	12062021	12/15/21	600.00	117203
370-861-740.150	SOCIAL DISTRICT EXPENDITURE	DETROIT CHEMICAL & PAPER	WIPES FOR SOCIAL DISTRICT	453586	12/15/21	65.88	117174
370-861-801.000	CONTRACTUAL SERVICES	CLEAR RATE COMMUNICATIONS	PHONE AND INTERNET	120921	12/01/21	299.00	500461
370-861-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUTIONS	REPAIR/TROUBLESHOOT ELECTRICAL	1466	12/15/21	420.00	117193
370-861-801.000	CONTRACTUAL SERVICES	TIMOTHY BURKE	PAINTING BENCHES	111821	12/15/21	1,400.00	117195
370-861-801.000	CONTRACTUAL SERVICES	DUFF UNIVERSAL LIFE SERVICES	QUICK HELP - NOVEMBER TRASH REMOVAL	9381	12/15/21	450.00	117201
370-861-801.000	CONTRACTUAL SERVICES	COMCAST CORPORATION	TOWN SQUARE WIFI	12172021	12/29/21	314.63	117217
370-861-801.000	CONTRACTUAL SERVICES	GREEN ELECTRICAL SOLUTIONS	REPAIR LIGHTS AND GFCIS DOWNTOWN	1462	12/29/21	1,401.11	117255
370-861-801.160	RESTROOM PROGRAM	JOHN'S SANITATION	PORTA POTTY RENTAL NOVEMBER	13869	12/15/21	185.00	117157
370-861-920.010	ELECTRIC CARS - 120 N WINSTON	DTE ENERGY	ELECTRIC CHARGES 11/2 - 12/2/21	11/2/21 - 12/2/21	12/15/21	445.94	117146
370-861-920.010	8671921 - 127 E MAIN - CC	DTE ENERGY	ELECTRIC CHARGES 11/13/21 - 12/15/21	11/13/21 - 12/15/21	12/29/21	94.52	117224
370-861-920.020	NATURAL GAS	CONSUMERS ENERGY	GAS USAGE 11/02 - 12/02/21	120221	12/15/21	27.64	500463
Total For Dept 861 DESIGN COMMITTEE						5,703.72	
Dept 862 MARKETING							
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC AARONSON MANAGEMENT, INC	HOLIDAY TO REMEMBER SIGNAGE	1-34011	12/15/21	76.50	117152
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC JAG ENTERTAINMENT	HOLIDAY TO REMEMBER - MUSIC	2345	12/15/21	1,400.00	117170
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC NORTHVILLE ART HOUSE INC	GNOME AROUND NORTHVILLE	0244	12/15/21	80.00	117198
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC REDLINE YOUTH PERFORMANCE	HOLIDAY TO REMEMBER - ENTERTAINMENT	1247	12/15/21	300.00	117204
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC CAROUSEL ACRES	HOLIDAY TO REMEMBER ENTERTAINMENT DISPLAY	9516	12/15/21	725.00	117205
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC CAROUSEL ACRES	HOLIDAY TO REMEMBER ENTERTAINMENT DISPLAY	121221	12/15/21	625.00	117205
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC CAROUSEL ACRES	HOLIDAY TO REMEMBER ENTERTAINMENT DISPLAY	120521	12/15/21	725.00	117205
370-862-784.000	DOWNTOWN PROGRAMMING & PROMOTION	PRC LOUIS P MAGLIONE	HOLIDAY TO REMEMBER - ENTERTAINMENT	20211217	12/29/21	200.00	117260
370-862-801.000	CONTRACTUAL SERVICES	JEANNE A. MICALLEF	JANUARY MARKETING/PR	NORTHVILLE 1-2021	12/15/21	2,100.00	117128
370-862-801.000	CONTRACTUAL SERVICES	AARONSON MANAGEMENT, INC	HOLIDAY TO REMEMBER - A FRAME SIGNS	1-34082	12/29/21	65.00	117228
370-862-801.340	WEB SITE MAINTENANCE	LORI WARD	REIMBURSE FOR DEC MAILCHIMP NEWSLETTER	MC13881458	12/15/21	41.99	117162
Total For Dept 862 MARKETING						6,338.49	
Dept 864 ORGANIZATIONAL							
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	CARLISLE-WORTMAN ASSOCIATES	NOV 2021 ELECTRONIC MTGS	2163434	12/29/21	119.00	117232
370-864-801.190	TECHNOLOGY SUPPORT & SERVICES	COMCAST CORPORATION	DDA OFFICE WIFI	12162021	12/29/21	88.40	117216
370-864-802.010	LEGAL SERVICES - GENERAL	ADKISON, NEED & ALLEN	LEGAL FEES - REAL ESTATE NOV 21 (5)	126642	12/29/21	552.00	117243
370-864-920.000	UTILITIES	CLEAR RATE COMMUNICATIONS	PHONE AND INTERNET	120921	12/01/21	32.97	500461
Total For Dept 864 ORGANIZATIONAL						792.37	
Total For Fund 370 DOWNTOWN DEVELOPMENT AUTHORITY						12,834.58	

**DOWNTOWN DEVELOPMENT AUTHORITY
Meeting of the DDA Board of Directors
December 21, 2021
Zoom Meeting**

The December meeting of the DDA Board was called to order at 8:03 a.m.

ROLL CALL

Present: *Mayor Brian Turnbull, Margene Buckhave, Aaron Cozart, Jim Long, Ryan McKindles, Greg Presley, Greg Richards (Canton, Wayne Co.), Shawn Riley, Mary Starring*

Absent: *DJ Boyd*

Also Present: *Lori Ward/DDA Executive Director, Jeri Johnson/DDA Marketing & Communications Director, Jessica Howlin/DDA Marketing Assistant, Patrick Sullivan/City Manager, Dave Gutman/Resident, John Robey/Resident, Fred Sheill/Resident, Marilyn Price/City Council, Barbara Morowski-Browne/City Council, AnnaMaryLee Vollick, Resident*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Motion by Turnbull, seconded by McKindles, to approve the agenda and consent agenda. **Motion carried unanimously.**

INFORMATIONAL MEETING PA 57

Ward reviewed the DDA Annual Report. Information highlighted included the current TIF plan, created in 1978 and last amended in 2015, will expire in 2040 if the DDA takes no further action. The DDA amassed a total revenue of \$1,046,897 for the fiscal year. The revenue sources include \$734,000 in TIF revenue, \$61,000 from the 2-mil property tax levy, \$3,000 in interest and \$214,560 in donations and the CARES Act Grant for Covid expenses. The report breaks down amounts the DDA received from each taxing jurisdiction. Expenditures totaled \$985,000 last year. Outstanding streetscape improvement balances are \$684,000 that will retire in 2025. Presley asked if any of the \$362,000 in Design balances are debts. Ward clarified that the debt service of \$174,335 is the only current outstanding debt, and is listed under a separate line item.

DDA GOALS AND OBJECTIVES 2022-23

Ward said the goals and objectives are organized by each standing committee. The goals and objectives will be presented to City Council at a special meeting on January 10, 2022. Presley inquired about the large list of goals on the Economic Development Committee. Ward clarified that the EDC has had a more active role in 2021 with the recent increase in developments occurring throughout Downtown Northville. Buckhave inquired whether any goals listed for the EDC could be moved to the Marketing Committee. Ward said the Marketing Committee has focused more on events and generating involvement in the community. **Motion by McKindles, seconded by Starring** to approve 2022-23 goals and objectives. **Motion carried unanimously.**

MURAL INSTALLATION

Ward said that during the November DDA Board Meeting, Greg Presley had suggested additional research be done to identify artwork to use on the mural that could reflect the history of the Downs. Presley updated the Board that after gathering the research, which included reporters from the Ville, one of the owners of the Downs did not want the publicity of a search for photos and artwork. The group was not able to generate additional ideas for historical artwork to use on the mural installation. Ward said that given this information, the Design Committee voted at their December meeting to proceed with the previous recommendation of "Race Day in Northville" and move forward with the mural project.

City Manager Pat Sullivan inquired on the approval status of the Historic District Commission. Ward said the final design is in process and the DDA will take the final design to the Historic District Committee at the January or February meeting. Members of the board inquired about process of mural installation and lifespan of the mural. Ward said the mural lifespan is about 5-7 years. The mural is installed via heat process and would be removed with the same procedure. Over time, the mural will begin to fade. **Motion by Richards, seconded by Starring** to approve the mural design contingent on the Historic District Commission approving the design. **Motion carried unanimously.**

CONVERSION OF DOWNTOWN STREETLIGHTS

Ward said the Energy Reduction Coalition ("ERC") program would allow the DDA to replace the remaining decorative street lights that were not updated during the streetscape project. There are approximately 100 lights that need to be converted, located mostly on E. Main and Cady Street. The initial lights purchased through Phillips are no longer available for purchase. The ERC also discovered that the remaining lights to be converted are not metered and are billed as fixed poles by DTE. DTE does not have a billing code for induction and going from 100W down to 85W would not produce enough financial savings to justify ERC's investment. ERC is able to install a test fixture outfitted with an LED light so that the DDA could compare the two light sources. The lighting fixture has also improved and is designed in a similar fashion to the induction lights with a single bulb. ERC has agreed to install the test fixture for a fee of \$1,000. If

the DDA decides to move forward with the conversion, the \$1,000 fee would be waived and ERC would present a proposal for the conversion. If the DDA decided to meter the system and convert to an induction light, the DDA would be charged the \$1,000.

Motion by Starring, seconded by McKindles, to authorize the \$1,000 expenditure of the installation of an LED test fixture that would allow the DDA to compare the color and appearance of the LED fixture to the existing induction lights. **Motion carried unanimously.**

PROFESSIONAL CONSULTING SERVICES

Motion by McKindles, seconded by Turnbull, to recuse Greg Presley from this discussion due to his financial interest as a consultant on the Downs development project. **Motion carried unanimously.**

Ward said the Friedman Real Estate Group compiled a retail market study for Hunter Pasteur. The study stated that the DDA could support 17,000 square feet of commercial space. More than 5,000 square feet of this measurement is the lobby and leasing office of the Hunter Pasteur apartment building. In comparison, the DDA had a market study done in 2017 by LandUse USA, which stated that the DDA could support between 35,000 – 50,000 square feet of retail space plus a boutique hotel.

Ward said at the last EDC meeting the Committee discussed how to determine the amount of commercial square footage that could be supported by the North Downs mixed-use project. DDA staff was requested to contact Bob Gibbs, a landscape planner and urban designer in Michigan who has worked in Northville and knows the Northville community well to begin a discussion. DDA staff met with Gibbs on December 10th and discussed how to determine optimal commercial square footage for the Downs project and how to set up a database containing square footage of space, broken down by land use in the downtown. It was also discussed how to determine the impact of long-term street closures on the health of the downtown.

Gibbs put together a proposal for the DDA. His service and fee schedule included several options, ranging in price from \$5,000 up to \$20,000. Gibbs would utilize a software program called CoStar to compile a quarterly report for the DDA to summarize building use. Gibbs staff pays roughly \$20,000 per year for this service and then issues quarterly reports to clients for \$1,200. Gibbs pulled a complimentary CoStar report on Downtown Northville which shows 380,000 square feet of retail space. Downtown Northville also has 220,000 square feet of office space and 111 apartment units.

Turnbull said there will be an increased need for this data as more developments begin in the downtown, and the DDA definitely needs to obtain and track this data. Ward said vacancy rates in downtown have always been low, but there is a need to determine not only usage but the type of the retail mix. Sullivan added that several vacancies have been converted into a different use. When they are being constructed, they should not be counted toward vacancy rates. Ward suggested the DDA find 1-2 volunteers to compile and sort data into a spreadsheet for the EDC. Cozart said that it would be helpful for the DDA to have an unbiased report on this data.

Long commented that developers typically make decisions based on what they think will work and what the market will likely support. Long does not think the cost of using a consultant for data is warranted. McKindles said while he agrees with Long that many developers do use intuition on market trends, having data on commercial space will assist the DDA on making decisions with the new developments coming up. Starring asked if there are other programs that are more cost effective to compile the data needed. Ward said she will reach out to LandUse USA after the meeting to determine if there are other program options. Sullivan suggested a local real estate company may have access to CoStar that the DDA could partner with to reduce the fees in compiling the data.

Richards inquired whether there is a report that guides what to do with data once it is compiled; such as how to know when the market is saturated with a particular service or industry. Buckhave said that the DDA needs to have a good handle on downtown inventory however she does not want to spend a lot of money on obtaining the information. Buckhave added that many building owners have the information needed and the DDA should start by soliciting businesses directly for building usage and lease rates. Sullivan said that the city has information on total square footage in buildings however it is not separated by usage type. Ward said that contracting Gibbs for data will assist in deciding what type of commercial use can be supported along the Cady Street corridor. Gibbs Planning Group would also help with inventory of commercial spaces that is not project specific and support the DDA to find the impact of road closures when the EDC begins surveying and gathering feedback in the spring.

Starring suggested the DDA utilize a high school or college student to collect and organize data. McKindles added that the DDA could use Gibbs to collect the data, and utilize other sources for verification and organization of the data. Riley suggested that the board consider that the investment in this tool will assist the DDA office not just for current projects but many future developments. Richards added that the DDA designate a task to continually update the list after the initial data is obtained. Ward said the data can be updated in correlation with the DDA walking map updates.

Motion by McKindles, seconded by Richards, to recommend to City Council to approve the hiring of Gibbs Consulting to review existing Retail Market Analysis on the Cady Street business corridor and develop a third-party independent analysis for an amount not to exceed \$10,000. Riley, Turnbull, McKindles, Richards, Starring, Buckhave, and Cozart voted in support. Long voted in opposition. Presley recused. Motion carried.

COMMITTEE INFORMATION AND UPDATES

- a. *Design Committee:*
None

b. Marketing Committee:

Riley highlighted a successful Holiday to Remember. Johnson added that the event continued to grow over the three weekends in December. The DDA will regroup and evaluate if the event will continue to be several dates or just one weekend in the future.

c. Parking Committee:

None

d. Organizational Committee:

Ward said January is the election of new officers. There are currently openings for Vice Chair and Treasurer, recently vacated by John Casey and Carolann Ayers.

e. Economic Development Committee:

None

f. Sustainability Committee:

Gutman said that the sustainability team is available in any way needed to help with data collection on building land use in the downtown. In January, the Sustainability Committee will present the mobility network study to the DDA, which outlines traffic patterns and walkability throughout downtown.

BOARD AND STAFF COMMUNICATIONS

Presley asked if meetings will be in person next month. Turnbull clarified that right now, all meetings will be moving back to in person in accordance with State of Michigan regulations. Ward extended thanks to staff for the past year. Turnbull thanked the board for their time and talent during this past year. Starring said the recycled snowmen have been delivered into downtown and are on display at each of the entrances.

Motion by Turnbull, seconded by Richards to adjourn the DDA Board meeting.
Motion carried unanimously.

Meeting adjourned at 9:53 am

Respectfully submitted,
Jessica Howlin, Marketing Assistant
Northville DDA

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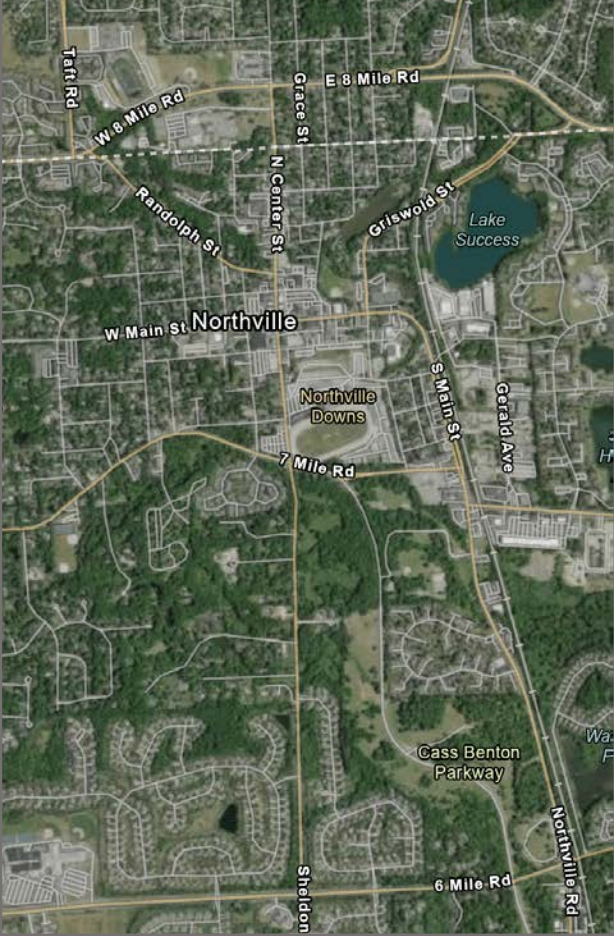
January 18, 2022



Mobility Network Study



The City of Northville is experiencing exponential new growth due to the redevelopment of the Northville Downs Harness Racetrack and the Foundry Flask properties. These proposed projects offer the City a rare opportunity to daylight the river buried under the track, create new open spaces, and construct a Riverwalk along the middle branch of the Rouge River and the Johnson Creek with connections to regional trails.



Meeting the challenges the City of Northville faces with pending new developments, social district, closing streets, the desire to build an extensive Riverwalk, and changing traffic patterns will require thoughtful consideration of how to balance a desire for a walkable town and flowing traffic.

In 2020, the Northville City Council established the **River Restoration Task Force** and the **Sustainability Team**. Since then, the teams have been closely following proposed developments in the City to ensure that they achieve the community’s goals for economic development, clean water, recreational opportunities, walkability, and regional connectivity. The “Walkability” sub-team from the Sustainability Team and the sub-team from the River Task Force recently came together as a **Mobility Network Team** to review our work on routing, connectivity, and traffic. With a sense of urgency, the group was formed in the spirit of collaboration to meet our mutual goal of creating a “Livable” community.

The Sustainability Team had previously completed an extensive assessment of walkability factors of Northville’s current street system. The River Restoration Task Force has been studying how to integrate the Riverwalk within the network of existing and proposed streets.



- ❑ To outline the challenges related to safe walkable streets, effective traffic flow, and the creation of connections between city assets, business districts, and parks.
- ❑ To analyze the City mobility/connectivity in totality, while prioritizing areas requiring immediate attention.
- ❑ To request the City hire a consultant(s) to address solutions for specific critical action areas.

Sustainability Team

Dave Gutman/CH

Thom Barry/PC

John Carter/FF

Susan Haifleigh/FM

Kathy Spillane/FM

AnnaMaryLee Vollick/FF

Lori Ward/DDA

River Task Force

Nancy Darga/CH

Michelle Aniol/BZA

John Carter/FF

Dave Gutman

John Roby

Kathy Spillane/FM

AnnaMaryLee Vollick/FF

Other Participants

Ryan McKindles/DDA/BRA

Mike Domine/DPW

Key to other teams/responsibilities:

CH = Chairperson of Team

PC = Planning Commission

FM = Farmer's Market Task Force

FF = Ford Field Task Force

DDA = Downtown Development Authority

DPW = Department of Public Works

BZA = Board of Zoning Appeals

BRA = Brownfield Redevelopment Authority

- ❑ The Mobility Network Team respectfully recommends the City Council take action to secure a Mobility Integration consultant to review proposed solutions for the “Action Sites” that have been identified in this study.
- ❑ The consultants will need experience developing design solutions that provide integration of safe pathways for walking, cycling, and vehicular movement, while also providing access to parking.
- ❑ The qualified consultants must have experience working with County and State Road agencies, public utilities, and railroads.

Mobility Network Summary & Conclusions

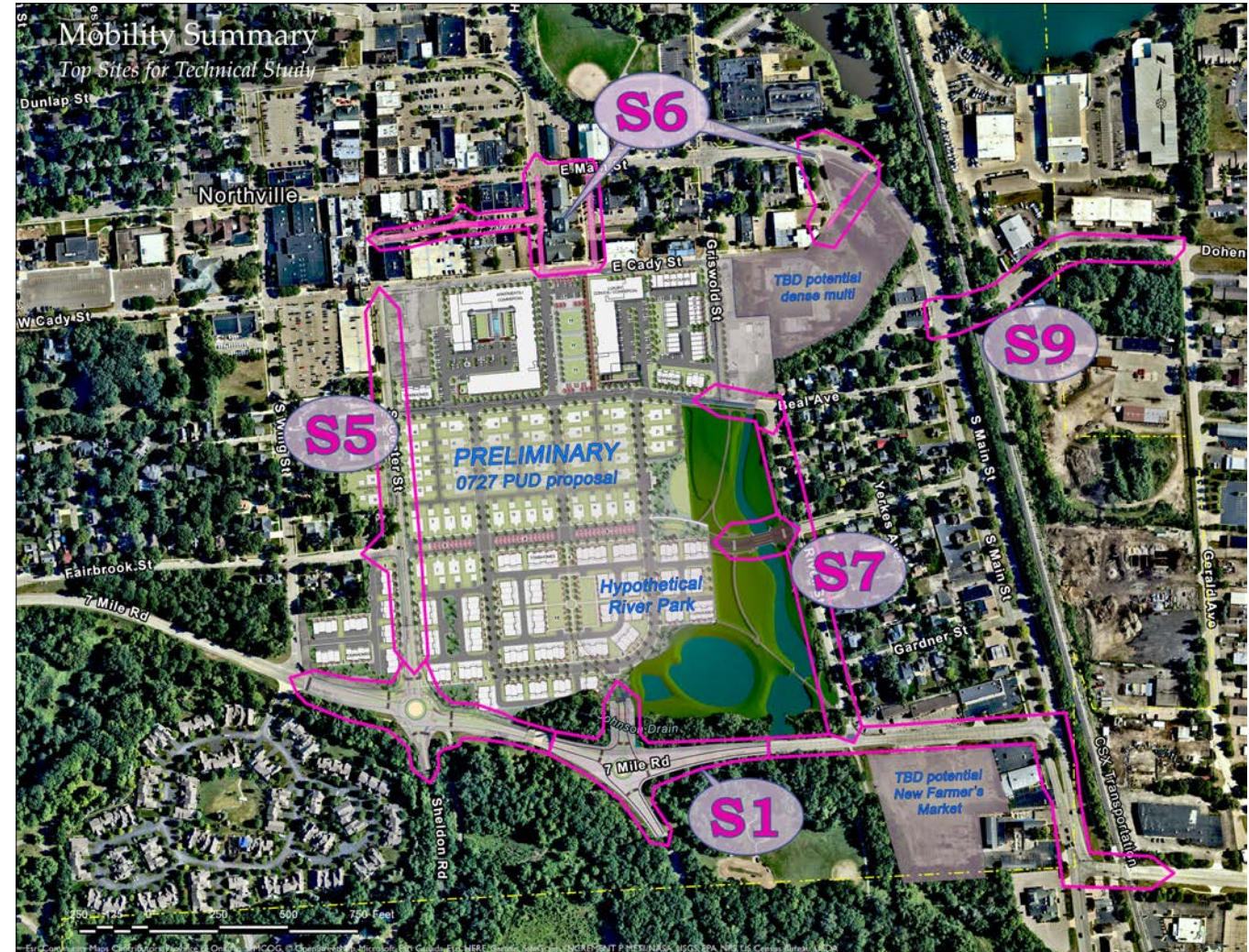
Unlike modern cities with streets laid out in grid patterns and widths that accommodate commercial vehicles, the roads of Northville evolved over time following the rivers, lakes, and streams where early pioneers settled.

- During the 1800's, the Village of Northville became a major manufacturing center growing out of its numerous mills that harnessed the waterpower of its flowing rivers.
- Freeways were built over time to improve shipping, railroad, and trucking routes. Pedestrian and non-motorized routes were not integrated into these roadways or railroad designs.
- Increased traffic flow and pedestrian needs associated with the recently proposed developments at Northville Downs Harness Racetrack and the Foundry Flask site are a major concern for the City.
- Improving our distribution of traffic and 'mobility network' connections is essential to addressing these concerns.
- The Northville Mobility Network Team has studied several sites where developing an integrated solution would improve traffic flow, pedestrian safety and non-vehicular trailway connections.
- From these, the study prioritized the following five "**Action Sites**" for proposed improvement.

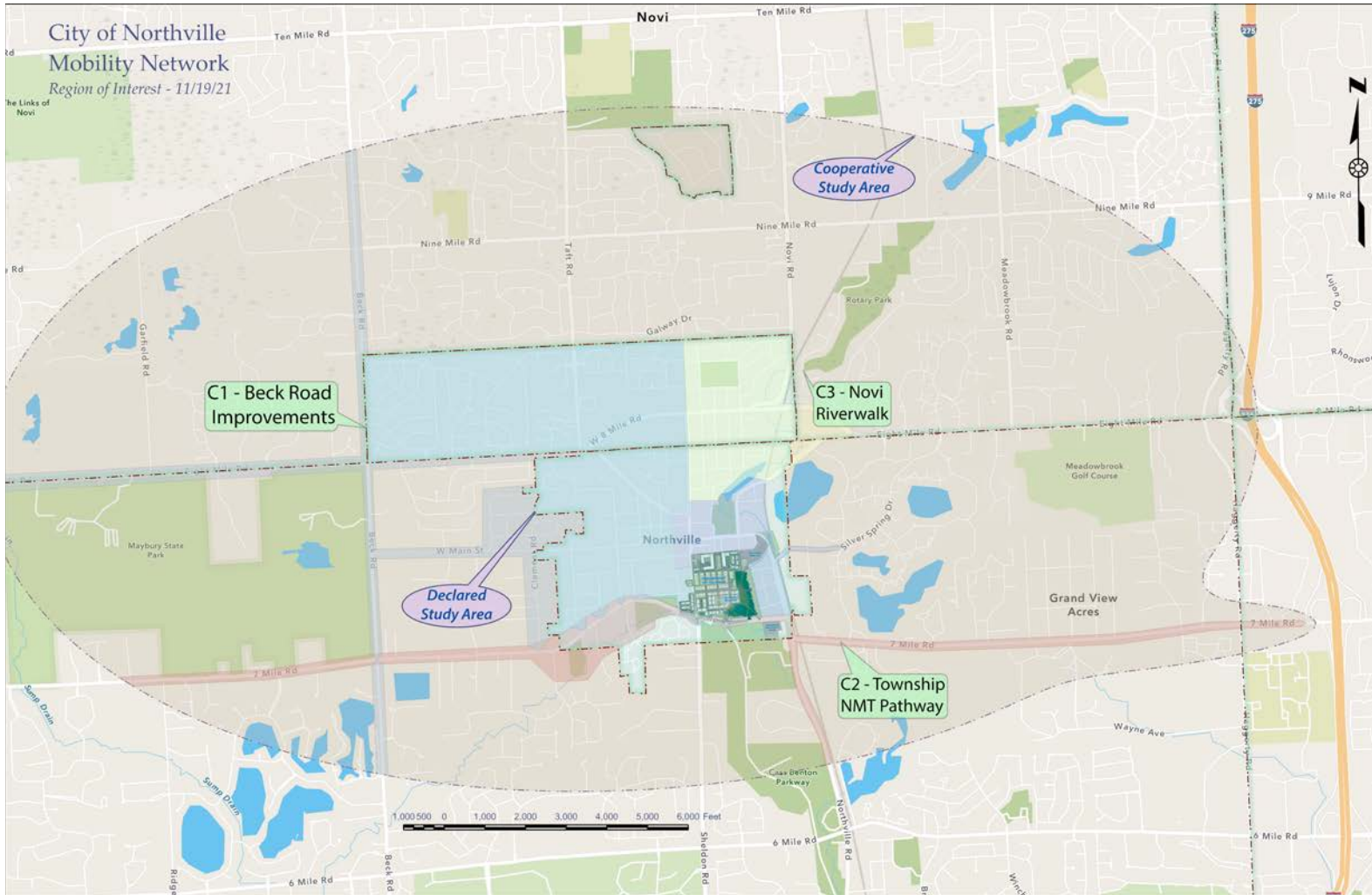


Resulting “Action Sites” of Top Concern

- 1. Seven Mile Corridor (S1):** Improvements are to treat the length of Seven Mile Road from Main Street to Wing Street. Special attention is needed for the intersection of Hines Drive and Seven Mile Road, with a possible southern connection to the New Downs site. The entrance to the city at the intersection of Seven Mile Road and Center Street requires thorough consideration to ensure traffic flow while providing pedestrian and bike path integration.
- 2. South Center Street (S5):** Landscaping, bike lanes, and cross walk improvements are to be recommended to address walkability concerns along the road length, particularly at the Fairbrook Street and New Beal Street intersections.
- 3. Old Core (S6):** The heart of the City Business District has several roads that play an important role in the distribution of traffic. Improving the traffic flow and integration of pedestrian and bike connections is crucial to handling anticipated increased traffic loads from the new developments. Specifics include:
 - a. Cady Street** from Center Street to Main Street, needs to be evaluated for traffic capacity, parking, and pedestrian interface.
 - b. Hutton and Church Streets** from Main Street to Cady Street need to be evaluated for capacity, parking layout and direction of flow in that they are a major connector from the new developments to the business core.
 - c. Mary Alexander Court**, a one-way street, contributes to congestion on Center Street and needs to be re-evaluated for direction of flow.
 - d. Cady Street** alignment needs special attention as it intersects South Main Street for improved safety and traffic flow.
- 4. River Street (S7):** Aligning to the new Downs Project, this street will now play a heightened role as a connector to the site and the exiting regional trails within Hines Park. An evaluation of the type of connection, whether enhanced vehicular or multi-use bridge, is needed. An overall improved street cross section that includes two-way traffic, on-street parking, and walkways is also needed.
- 5. Doheny Safe School Passageway under Railroad (S9):** Accommodation is needed from CSX Railroad and Wayne County who have jurisdiction over the rights-of-way at this intersection. This effort will entail designing a box culvert opening to allow pedestrian and bike traffic under the railroad track separate from the Doheny/S. Main St. vehicular passage. It will also require the design of a non-motorized access route along Doheny Drive to the Silver Springs Elementary School.



Downtown Northville with pending Development Concepts and calling out **Action Sites** determined by this study



The Mobility Network Team concentrated on the areas that would be affected by the proposed developments, plus current and potential long-term street closures.

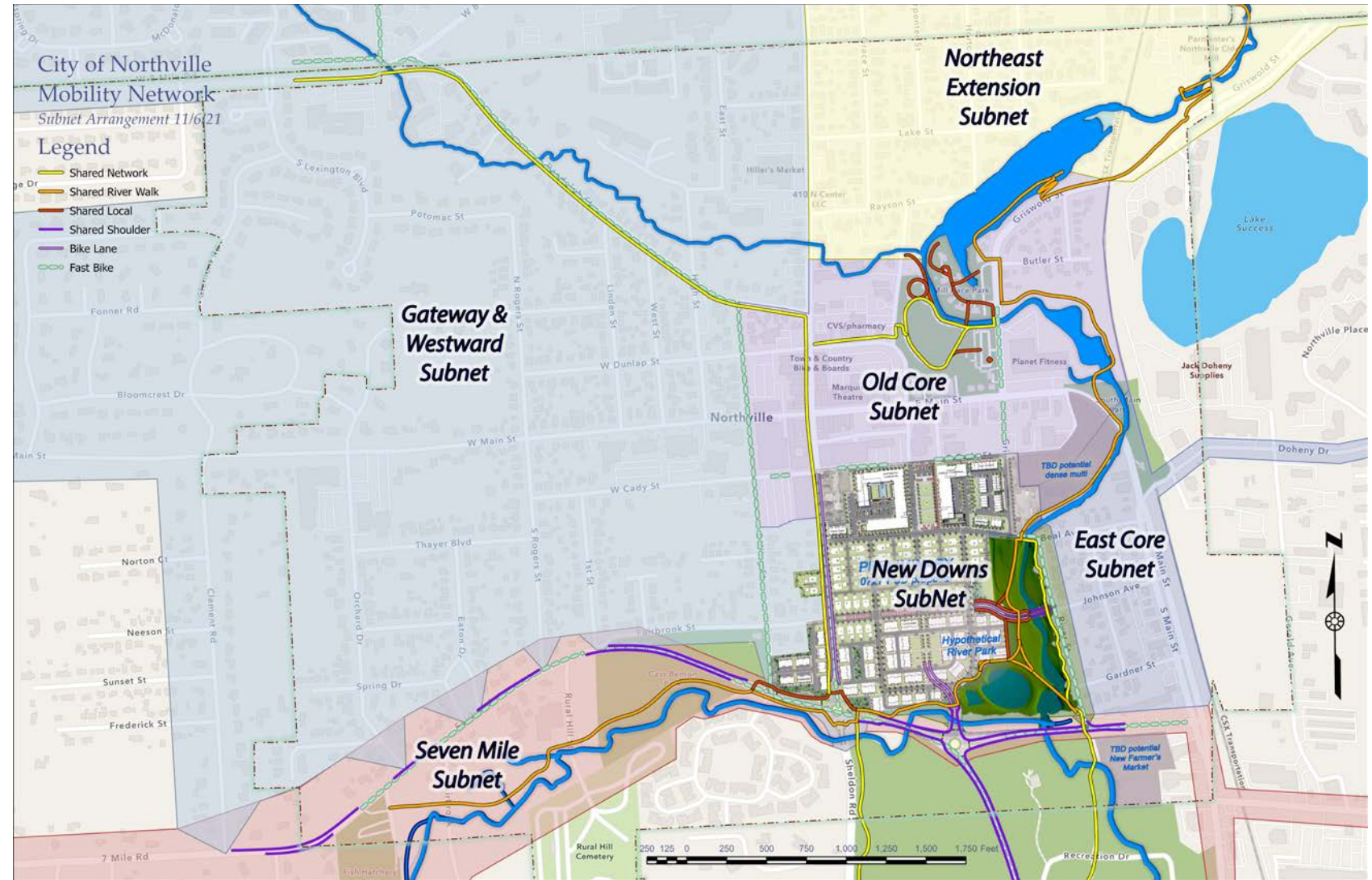
The criteria used to prioritize the road and intersection systems within each subnet was as follows:

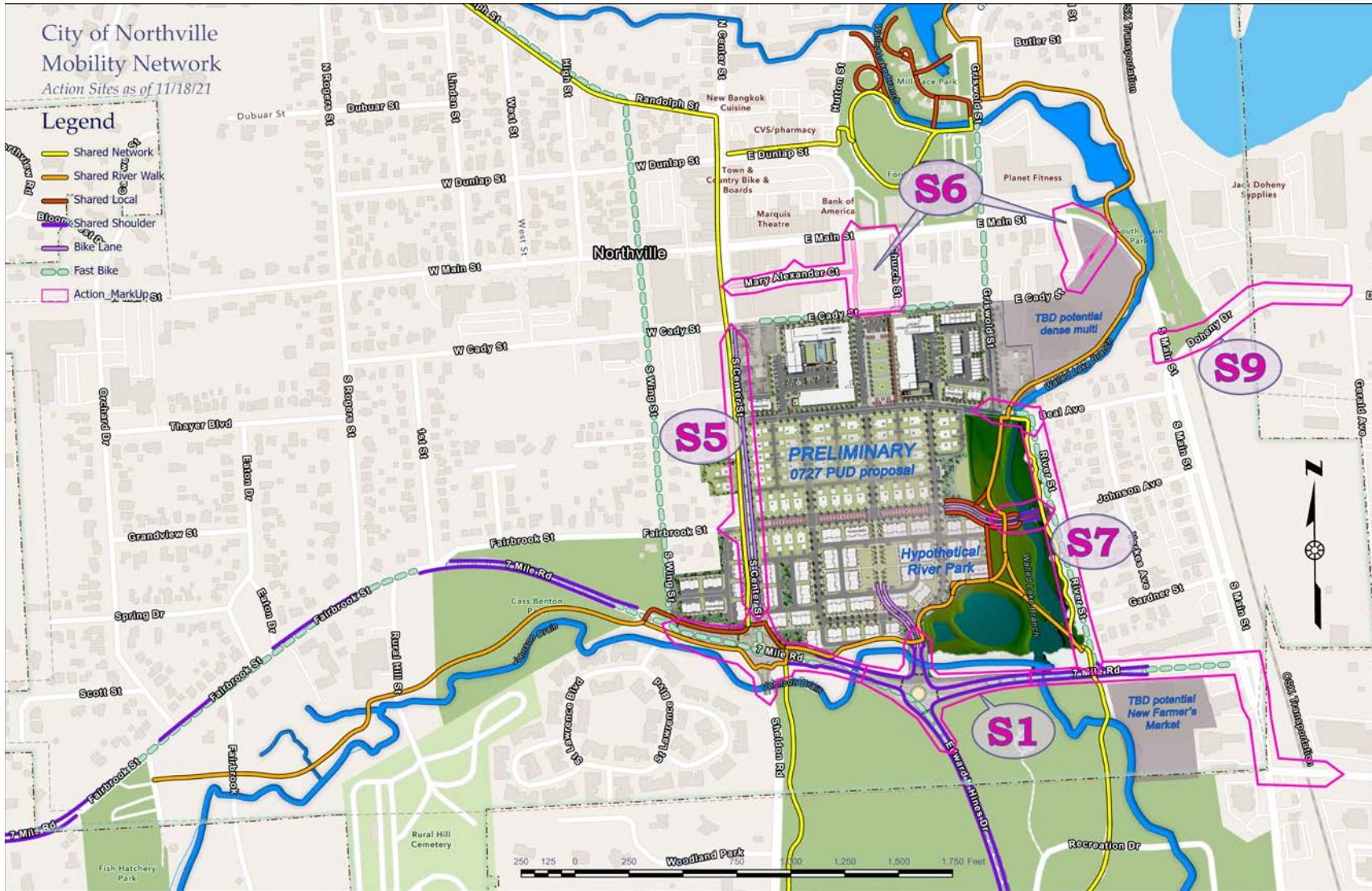
- How well do these roads and intersections function currently?
- How do these roads and intersections relate to proposed major development in the City?
- Is long-lead time design and construction likely needed to achieve the City's "livable" goals?

From this evaluation, a list of high priority "Actions Sites" were identified along with specific challenges and opportunities for intervention.

- Seven Mile Subnet
- Gateway & Westward Subnet
- Old Core Subnet
- East Core Subnet
- New Downs Subnet
- Northeast Extension Subnet*

* No present Action Sites in this SubNet





Action Sites

1. Seven Mile Corridor (S1)
2. South Center Improvements (S5)
3. Old Core Improvements (S6)
4. River St. Neighborhood Parkway (S7)
5. Doheny Safe School Passageway (S9)

Cooperation Site

- C1. Beck Road Corridor Improvement
(see pages 7 and 29)

The Mobility Network Team will cooperate with and report out from the ongoing work of the 'Beck to the Future' Task Force. They execute the actual project.

S1 Seven Mile Corridor		
1.1	A02	Seven Mile RR Grade Crossing Relief
	A04	Main/Seven West Side (NB left turn)
	A05	Seven Mile 500 Block (Main->River)
	A06	RiverSt/Seven Intersection Safety
1.2	A10	Hines-NewDowns/Seven Pose: New all-mode intersection
1.3	A11	Sheldon-Center/Seven Pose: New all-mode intersection and Gateway
S5 South Center Improvements		
	B01	South Center Passageway
	B02	Center/Fairbrook-Downs(SW)
	B03	Center/NewFairbrook-Downs(East)
	B05	Center/NewBeal - Downs (East)

S6 Old Core Improvements		
	C02	Center/Cady (East Side)
	C03	Center/Cady (West Side)
	C20	Wing Bypass CadyLot-to-Main-to-Dunlap-to-Center
	C50	Griswold/E.Main (from north)
	C55	Cady-from-S.Main-to-Center
6.1	C46	Church Cady-to-Main
	C40	Hutton/Main (north and south)
	C41	MaryAlexander Hutton-to-Center
6.2	C42	Hutton St. Cady-to-Main
	C58	Cady/S.Main Intersection

S7 River St. Neighborhood Parkway		
7	E01	River Street Passageway
7	E03	Griswold-River/Beal Bridge Joggle
7.1	E10	River St/Fairbrook Connection Pose: New All-Mode or NMT Connection
S9 Doheny Safe School Passageway		
	D10	Doheny Passageway NMT Content
	D11	Main/Doheny Intersection Safety
	D12	Doheny RR Underpass NMT Provision
External Coordination Tasks		
C1	B30	Beck Road Corridor Improvement

NOTE: Line items are specific intersections and passageways comprising or affecting each Action Site.

Seven Mile Corridor Entrance

Description & Concerns

CURRENT CONDITIONS: Seven Mile Road is a major entryway into the City. The Seven Mile intersection is offset at S. Main Street, causing confusion. In order to connect to Seven Mile, a driver must turn on Main Street and cross an island to continue. There are no pedestrian or bike path accommodations along Seven Mile or Main Street.

LEFT-TURN BACKUP: Much of this northbound flow turns left (west) onto Seven Mile. No signal or special control exists here. As a result, left-turn traffic backs up, leading to lane jockeying and the blocking of Seven Mile northbound turners. This has been a long-standing pinch point with significant collision counts. Additionally, there is no bike or pedestrian crosswalk or signage.

SEVEN MILE BETWEEN S. MAIN AND RIVER ST: Paving is continuous from parking lot to driving lanes on the north & south sides of 7 Mile. With no curb and gutter, dedicated entryway, or greenbelt, there is no stormwater runoff absorption or control. This results in heavy sheet flow and erosion. No sidewalks or shoulders exist for bikes and pedestrians (NMT).

AT RIVER STREET: The River Street approach to Seven Mile rises due to a significant grade change resulting in ponding of storm water. River Street serves as a connector to the Hines Park Bikeway with only a faded, non-signalized crosswalk, making it dangerous for pedestrians and cyclists trying to connect between River St. and Hines Park. (see Action Item S7, River St. Neighborhood Parkway). Vegetation over-growth blocks sightlines from River Street to westbound Seven Mile.

1.1 Seven Mile Corridor, Eastern Entrance Segment

A02	Seven Mile RR Grade Crossing Relief	Separate Mobility Network Task outside engineering scope of work Crossing and barrier width has no margin beyond car lanes. Engage CSX, County, and Twp toward robust NMT pathway by widening or other means.
A04	Main/Seven West Side (NB left turn)	Relieve NB Main-to-Seven LoS Pinch Point: consider left turn lane & signal. Improve Pedestrian and Bike Marks/Signs/Ctrls. Integrate non-motorized pathways with Township in time.
A05	Seven Mile 500 Block (Main->River)	Shape terrain and pavement to control flooding. Ensure at least good shared shoulder; Consider Shared Sidewalk. Comprehend entry/exit to potential Farmer's Market.
A06	RiverSt/Seven Intersection Safety	Fix sightlines (cut back growth); consider River St. sunken approach. Strengthen Seven Mile Crosswalk (consider active signal and/or refuge island). Complete intersection Marks/Signs/Ctrls and wayfinding/pathway signage.



NOTE: "NMT" (non-motorized transport) is used to represent all variations of non-motorized users. Existing conditions shown in photo.

Seven Mile Corridor Entrance (cont.)

Opportunities & Objectives

SEVEN MILE CORRIDOR: Seven Mile Road is a primary connector for non-motorized vehicles and pedestrians entering Hines Park and will serve as the interface with the proposed Northville Riverwalk.

Bike and pedestrian markings and signs to enhance safety are needed.

Current planning efforts are underway to create bikeway connections along Seven Mile from Legacy Park to the east to Hines Park, Fish Hatchery Park, and Maybury State Park to the west.

MAIN/SEVEN NB LEFT TURN: Prior traffic study recommends a northbound left turn lane on Northville Road/S. Main with signal.

To facilitate a safe left-hand turn from Northville Road/S. Main to westbound Seven Mile, consider eliminating the boulevard initiation between the Seven Mile eastward and the Seven Mile westward.

Reduce travel lanes from 4 to 3 with a dedicated center turn lane.

SEVEN MILE (Main to River): A new cross section for Seven Mile Road that separates the driving lanes from the parking lots is recommended along with buffered sidewalks and bike paths.

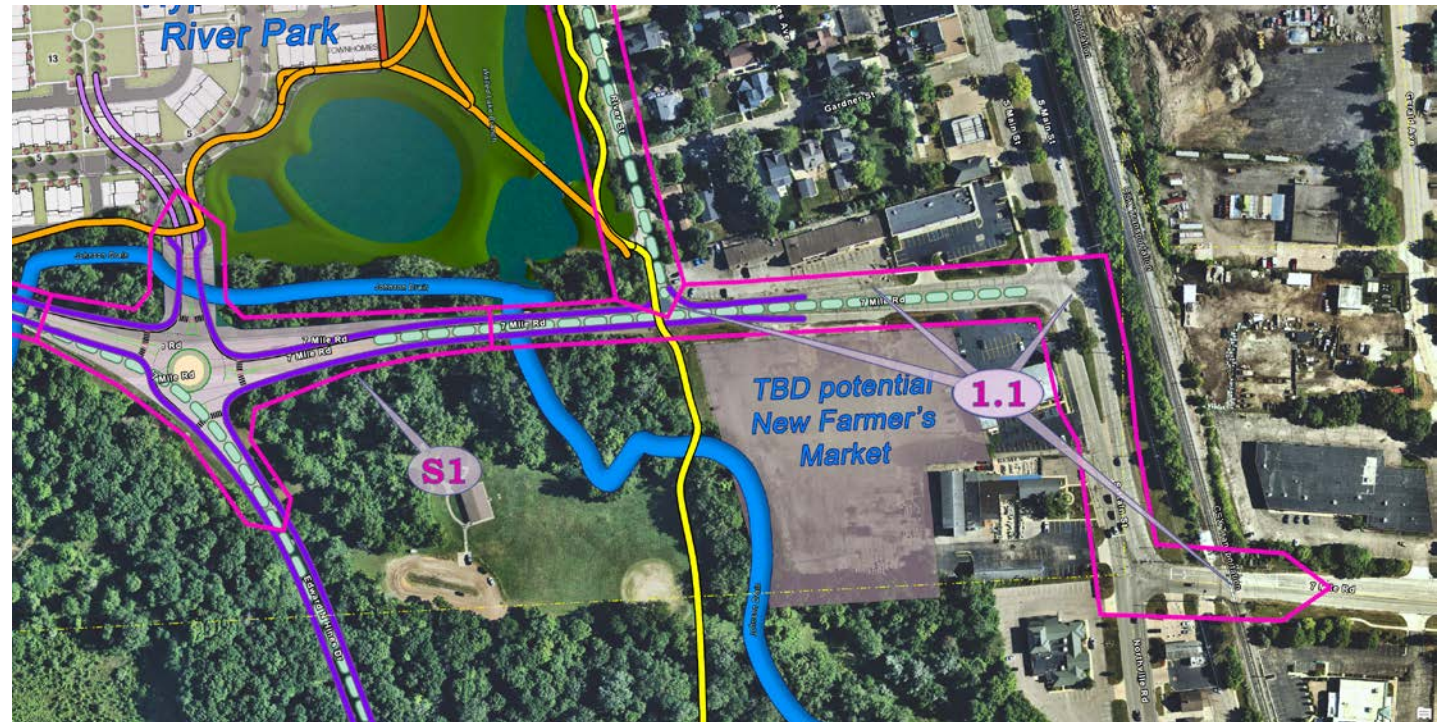
Wide paved shoulders would also serve the bike community.

CROSS WALK AT RIVER ST: Both volume and speed of vehicular traffic argue for a stronger crosswalk at River Street as it crosses Seven Mile. HAWK signalization and/or a refuge island would provide additional needed safety.

STORMWATER FLOODING: Provision for stormwater management should be a parallel task that especially addresses frequent ponding of water on River Street approaching Seven Mile.

1.1 Seven Mile Corridor, Eastern Entrance Segment

A02	Seven Mile RR Grade Crossing Relief	Separate Mobility Network Task outside engineering scope of work Crossing and barrier width has no margin beyond car lanes. Engage CSX, County, and Twp toward robust NMT pathway by widening or other means.
A04	Main/Seven West Side (NB left turn)	Relieve NB Main-to-Seven LoS Pinch Point: consider left turn lane & signal. Improve Pedestrian and Bike Marks/Signs/Ctrls. Integrate non-motorized pathways with Township in time.
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A06	RiverSt/Seven Intersection Safety	Fix sightlines (cut back growth); consider River St. sunken approach. Strengthen Seven Mile Crosswalk (consider active signal and/or refuge island). Complete intersection Marks/Signs/Ctrls and wayfinding/pathway signage.



Seven Mile Corridor Entrance (cont.)

Seven Mile Railroad Grade Crossing

Description & Concerns:

The Seven Mile crossing over the railroad roadbed is limited to the width of driving lanes with no provision for pedestrians or cyclists.

The barricade arms of the crossing gate in its current layout do not allow for the inclusion of a pedestrian crossing.

This completely blocks connection of the sidewalk along Seven Mile to the sidewalk along S. Main Street and Northville Road (present and anticipated).

Opportunities & Objectives:

Increase span of crossing gate barricade to provide room for at least one Shared-Width NMT passage. Adjust motor guardrails accordingly.

If only one side is possible, anticipate provision for NMT crossing to appropriate travel side when clear of grade crossing constraint.

1.1 Seven Mile Corridor, Eastern Entrance Segment

A02

Seven Mile RR Grade Crossing Relief

Separate Mobility Network Task outside engineering scope of work
Crossing and barrier width has no margin beyond car lanes.
Engage CSX, County, and Twp toward robust NMT pathway by widening or other means.



NOTE: Photos of existing conditions

Hines – Downs /Seven Intersection

Description & Concerns

CURRENT CONDITIONS: Seven Mile intersects Hines Drive in a “Y” formation that presents left turn hazards from both Seven Mile onto Hines Drive and vice versa. As a truck route, the geometrics of this intersection are inadequate for commercial vehicles turning radii.

HINES AND SEVEN INTERCHANGE: Eastbound traffic on Seven Mile from Center Street has through-traffic right-of-way at the intersection with Hines Drive, while turning left in front of vehicles northwest-bound on Hines. Northwest traffic on Hines Dr. must stop at the intersection. Confusion and false start-or-stop are routine adding to backup of northwesterly traffic on Hines.

CROSSOVER/MERGE SECTION: West of the intersection, there is a lane crossover/merge of unimpeded Seven Mile traffic with uneven fits-and-starts of Hines Dr. traffic, all jockeying to align with chosen direction lane at Center Street.

NO PROVISION FOR NMT: Aside from reasonably wide shoulders on Hines Parkway, there are no provisions for NMT at the Seven Mile intersection – no crosswalks or bike lanes. It is unsafe for pedestrians and cyclists to cross westbound Seven Mile. Eastbound Seven Mile at the intersection is nearly as fast. Walking to Hines Park is unsecure because the drivers are distracted, and southbound cars are at speed limit or higher mph. Further, northbound bicycles on this popular bike route cross or merge with full-speed vehicle streams a total of three times before making it to Center Street.

SOUTH DOWNS DEVELOPMENT AND SEVEN MILE: The southern boundary of the Down’s property runs over 1,500 feet from River St. to Center St. paralleling Johnson Creek with no access point. Hines Dr. merges into Seven Mile about midway in this span. Both roads are major entryways into the city and the point of their merger during peak times results in backups. Additional loads on these roads from the new developments will compound the problem. Additional access route directly into the new Downs neighborhood appears beneficial.

FUTURE TRAFFIC SPIKE: Without a north-south connection from the Seven Mile/Hines Dr intersection through the Downs property, traffic generated by the proposed new development can only enter or exit at Fairbrook and Center or northward toward Cady, where LOS is already a concern.

1.2 Seven Mile Corridor, Hines Parkway Intersection

A10	Hines-NewDowns/Seven Pose: New all-mode intersection	Relieve LoS FAIL with new balanced-direction, multi-modal intersection. Incorporate essential dispersion pathway for New Downs (relieve other LoS FAILS). Investigate, assess, and explain potential for roundabout vs. cruciform type. Ensure Shared Shoulders; Crosswalks; Marks/Signs/Ctrls per intersection type.
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NOTE: Photo of existing conditions

Hines – Downs /Seven Intersection (cont.)

Opportunities & Objectives

TRAFFIC OBJECTIVE: Much like the human body circulation system, this study recognizes that the “Motor Network” must flow vehicles evenly – that is, unimpeded at a regular, steady pace in a safe manner that interfaces with pedestrians and bikes. This requires ample and nearly immediate grid-like connections across all Subnets of our traffic network; and to the regional systems beyond.

NEW CONNECTIONS REQUIRED: The proposed development at the Downs and Foundry Flask sites will introduce new traffic and routing patterns. The dispersement of these traffic volumes evenly through the city core is of great concern.

To address the concern that traffic will be funneled to Center and Cady Streets, a complete analysis is needed of potential road connections to the existing road network.

Making minor alterations to Center and Cady Street will not provide adequate dispersion of traffic. Potential access to the Downs development from the south along Seven Mile or the east along River Street must be carefully considered.

TAKE CARE OF NMT: All proposed roadway connections need to ensure full NMT capability in the new design. The configuration might be roundabout or conventional cruciform, each having their own best practices for NMT safety and convenience. Expert analysis and specification of alternatives (along with guidance) is essential to this task.

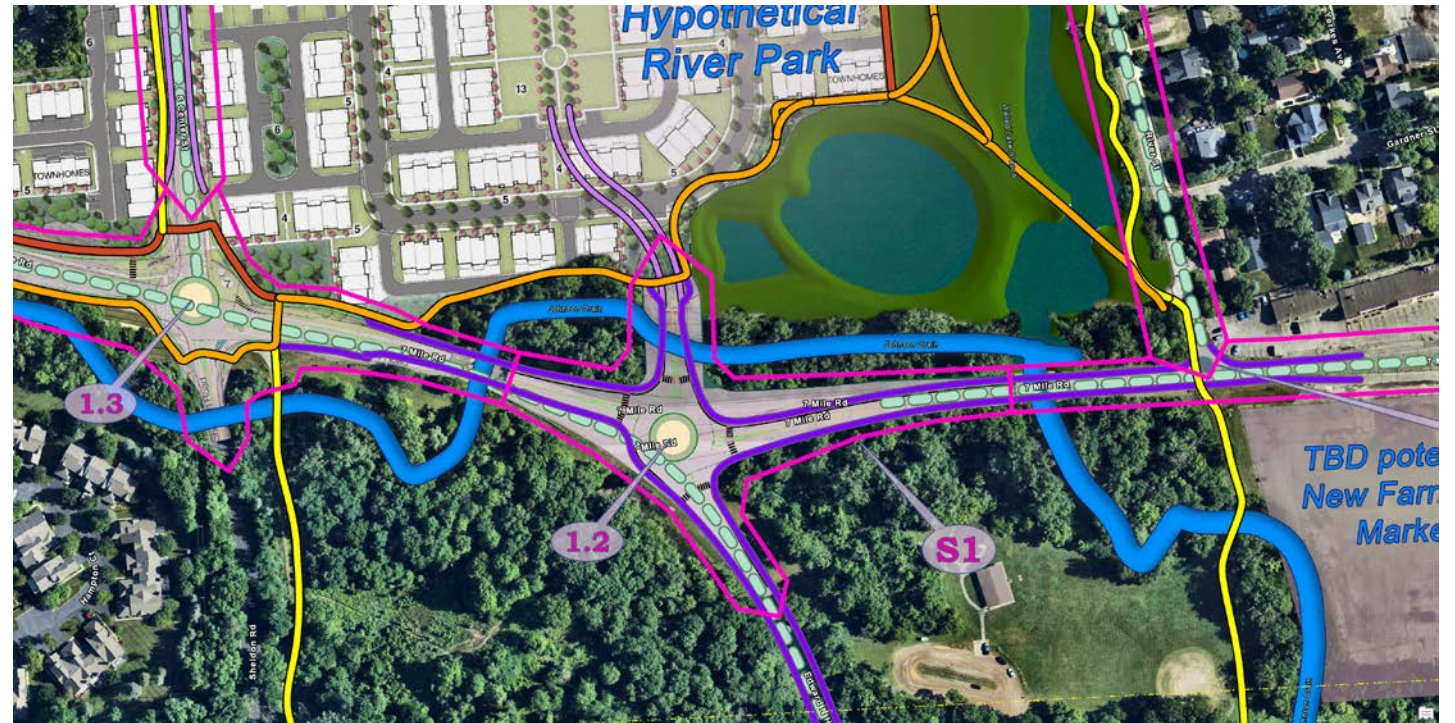
FALLBACK: If a motor connection is rejected, an alternative fully safe and capable NMT connection scheme, including upgrade of present Seven Mile NMT pathway shortfalls, should be sought.

1.2 Seven Mile Corridor, Hines Parkway Intersection

A10

Hines-NewDowns/Seven
Pose: New all-mode intersection

Relieve LoS FAIL with new balanced-direction, multi-modal intersection.
Incorporate essential dispersion pathway for New Downs (relieve other LoS FAILS).
Investigate, assess, and explain potential for roundabout vs. cruciform type.
Ensure Shared Shoulders; Crosswalks; Marks/Signs/Ctrls per intersection type.



Sheldon-Center/Seven Intersection

Description & Concerns

CURRENT STATUS: Hines Drive and Seven Mile carry regionally significant east-west traffic flows, Seven having the added designation as a Truck Route. Sheldon carries regionally significant north-south flows and becomes Center Street serving much of the core city. These two flows cross and mix at Sheldon/Center & Seven Mile (NOTE: We label Seven Mile as the continuous “highway” run from S. Main to Clement, as does Google Maps).

PRESENT CONCERNS (TRAFFIC): The convergence and redirection of these flows is a multi-directional, multi-peak, significant duration traffic-service concern. The 2018 Downs PUD Study predicts LOS (Level of Service) FAILS with new development for the following: Eastbound Seven to southbound Sheldon; northbound Sheldon to eastbound Seven; southbound Center to westbound Seven; and as an overall score. Prior lived experience of traffic here is unsatisfactory. Notably, these LOS grades were not as poor as the final prediction. Crash data is another indicator of safety problems.

PRESENT CONCERNS (NMT): While there are serviceable connecting sidewalks (though not of ‘shared-use’ width), only faded remnants of crosswalk markings remain with no warnings to motorists to yield or stop for crosswalks. The southbound Center bike lane disappears into high-speed jockeying among right-turn and thru cars, while avoiding stacked-up left turners. Many right-turners hold their speed as they surge over the crosswalk. There is no safe space for southbound left-turning bikes heading to Hines on this roadway.

OTHER CROSSWALK ISSUES: The other crosswalk directions are equally threatened by timing-challenged, high-speed turn traffic as it crosses oncoming flows, often hard to anticipate due to lack of turn lanes north and south. These issues compound and intensify with the planned shared-pathway Riverwalk being routed right through this intersection.

SUMMARY: With the goal of “Walkability” as the backbone of our interface with Hines Park & Parkway, Sheldon Path, and expected connections to parks further east and west, this intersection is a keystone-impediment, contributing to a broad, outdated, and highway-centric NMT shortfall all along the Seven Mile Corridor.

1.3 Seven Mile Corridor, Sheldon-Center Intersection

A11	Sheldon-Center/Seven Pose: New all-mode intersection and Gateway	Relieve LoS MULTI-FAIL with new direction & turn capable multi-modal intersection. Participate in downtown and regional dispersion (relieve other LoS FAILS). Investigate, assess, and explain potential for roundabout vs. cruciform type. Ensure sound Shared Sidewalks; Crosswalks; Marks/Signs/Ctrls per intersection type.
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NOTE: Photo of existing conditions

Sheldon-Center/Seven Intersection (cont.)

Opportunities & Objectives

OBJECTIVE 1: As with Action Item S1.2, we seek a comprehensive all-mode solution to this long-standing deficiency. It is certain to worsen with impending development, both for vehicles and the full spectrum of NMT, if not comprehensively addressed.

OBJECTIVE 2: We seek a safe, flow-capable intersection for all users all day, every day. We also must ensure full NMT capability and protections.

CONFIGURATION CHOICES: The configuration might be roundabout or conventional cruciform, each having their own best practices for NMT safety, comfort, and convenience. We note that prior analysis (by OHM) has pointed to a “two-lane top” for volume if a roundabout, a further challenge to NMT. Expert analysis and specification of best-practice alternatives is essential to this task.

CITY GATEWAY: Beyond capable function, please note that this intersection is intended as a southern Gateway to the City of Northville. Coordination with voices of architecture and aesthetics will be required.

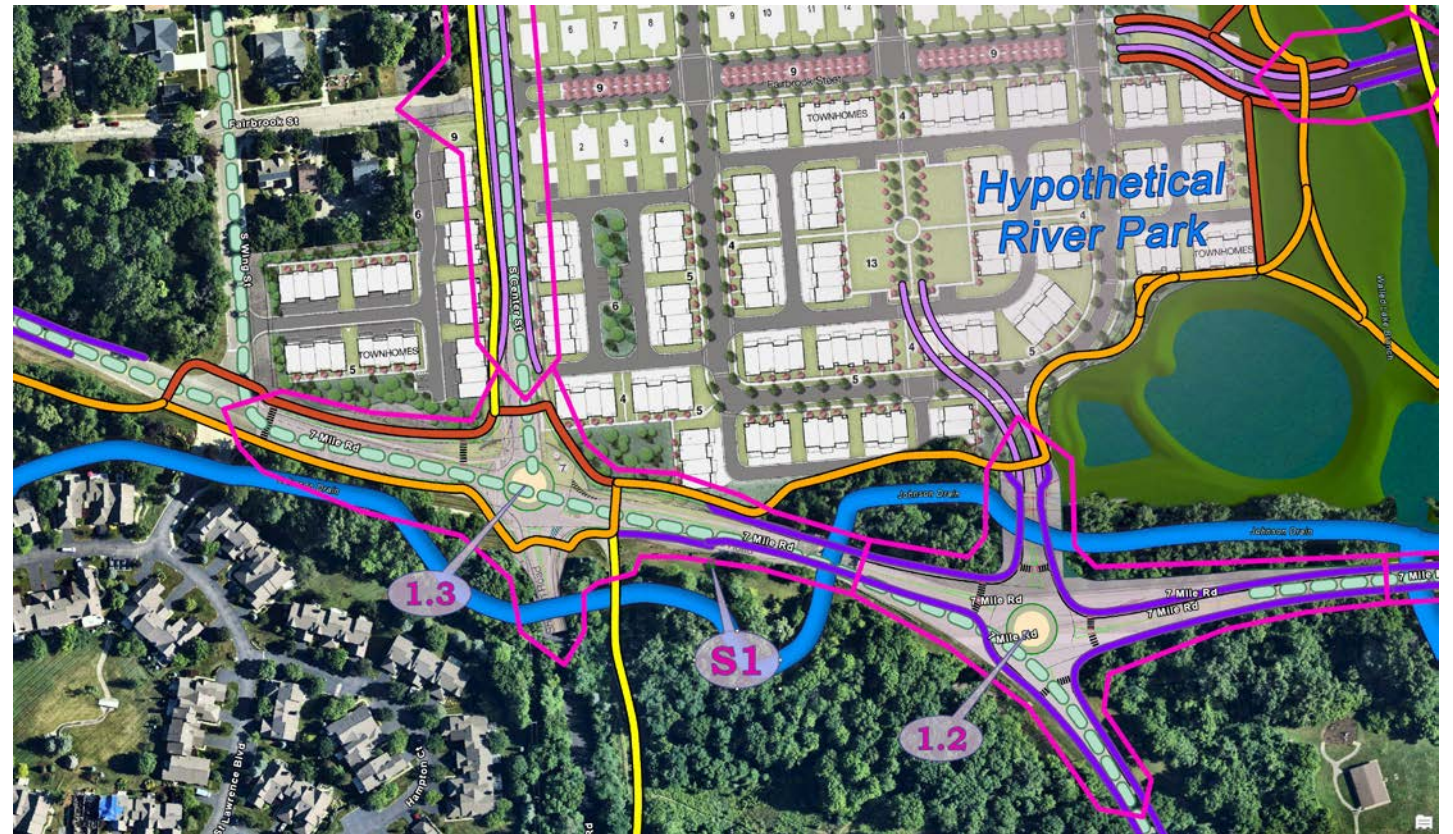
1.3 Seven Mile Corridor, Sheldon-Center Intersection

A11

Sheldon-Center/Seven

Pose: New all-mode intersection and Gateway

Relieve LoS MULTI-FAIL with new direction & turn capable multi-modal intersection. Participate in downtown and regional dispersion (relieve other LoS FAILS). Investigate, assess, and explain potential for roundabout vs. cruciform type. Ensure sound Shared Sidewalks; Crosswalks; Marks/Signs/Ctrls per intersection type.



South Center Improvements

Description & Concerns

CURRENT CONDITION:

South Center Street from Seven Mile to Cady is the major 'thoroughfare' into town from the south and east. Prior to Covid and the street closures at Center and Main Streets (see S6 Old Core), daily traffic counts were in the mid-thousands. This included delays into Seven Mile in the AM and going north toward Main in the PM. The worst delays (actual LOS Fails), were drivers trying to join or cross center from Fairbrook, Cady, and Mary Alexander (by analogy to Cady). South Center provides the only bike lanes in town .

IMPACT OF NEW DEVELOPMENTS WITH STREET CLOSURES:

The intersections of Cady and Mary Alexander with Center Street are primarily addressed in Action Item S6 (Old Core). The Downs development will add an extended Beal Street connection and vastly impact Fairbrook with new development on both sides of Center. The misalignment of Cady Street at the intersection of Center Street will present additional challenges as traffic increases along Center.

CENTER STREET GATEWAY:

Center Street serves as the gateway and south entrance into the City. Sidewalk treatments, lighting, and landscaping will have major impact for city vibrance as well as 'Walkability'. The preservation of the existing bike lanes is desirable to the community at large.

S5 South Center Improvements

B01	South Center Passageway	Consider Speed Reduction, Lane count/width; Parallel Parking; BikeLane; Curb Buffer. Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights. Consider some stretch of boulevard or turnaround. Ensure ample Street Trees.
B02	Center/Fairbrook-Downs(SW)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
B03	Center/NewFairbrook-Downs(East)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
B05	Center/NewBeal - Downs (East Only)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.



NOTE: Photo of existing conditions

South Center Improvements (cont.)

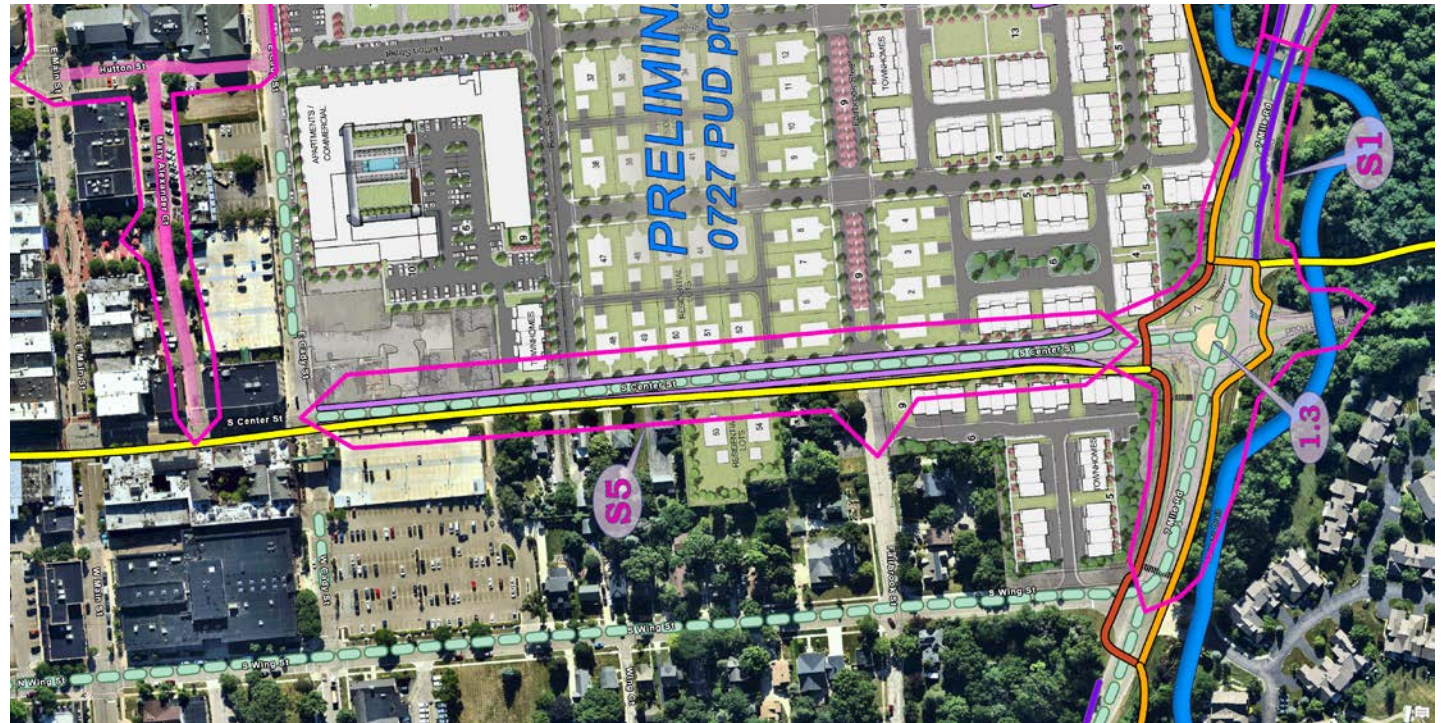
Opportunities & Objectives

WALKABILITY AND TRAFFIC IMPROVEMENTS:

1. Evaluate the inclusion of wider sidewalks, buffers, parallel parking, street trees, lighting, directional signage...and perhaps even a section of boulevard or other way to easily turn around.
2. Design strong crosswalk alternatives for safety. Consider signals and/or refuge islands if speeds and volumes warrant it.
3. Review and establish a safe speed limit below 'thoroughfare' speed and discourage increased volume along Center. Center Street's previous use as a regional cut-through should not occur at the expense of residents' and visitors' neighborhood livability.
4. Include a network of cross-traffic connections to disperse traffic patterns along Center and deter congestion.
5. The allocation of roadway space is under consideration. The developer urgently needs direction if he is to collaborate and if his development plans are affected.
6. Bike markings and signage should be considered depending on the chosen layout. If speeds and volumes are low enough, bike lanes might be given over to better NMT uses.

S5 South Center Improvements

B01	South Center Passageway	Consider Speed Reduction, Lane count/width; Parallel Parking; BikeLane; Curb Buffer. Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights. Consider some stretch of boulevard or turnaround. Ensure ample Street Trees.
B02	Center/Fairbrook-Downs(SW)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
B03	Center/NewFairbrook-Downs(East)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
B05	Center/NewBeal - Downs (East Only)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.



Old Core Improvements

Description and Concerns

The Old Core area, has evolved over time and hosts both historic charm and modern challenges relating to street alignments, traffic flow, disability access, and walkability. The streets surrounding the Presbyterian Church in the center of the business district are ground zero for traffic distribution choke points. The current street closures add to the traffic flow on Hutton, Church, and Cady as motorists try to detour around the closures.

Center/ Cady St Intersection: The intersection does not align resulting in confusion for turning traffic and unsafe cross walks.

Mary Alexander/Hutton to Center: A one way street exiting traffic onto Center St. contributes to congestion. The direction of flow needs to be evaluated.

Hutton/Cady to Main: The width and alignment of the street does not accommodate the current use of the street as a drop off zone for the Church's pre-school, two-way traffic, and parking. Consider making this a one-way street.

Church Street/Main to Cady: The alignment has an offset that has one-way traffic facing T-intersection traffic. Angled parking with oversized vehicles often encroaches into driving lane.

Cady and S. Main Intersection: Cady street, with its fishhook curve, bisects the car wash property before it intersects with S. Main. Cross traffic from the car wash and limited sight lines from the curve make this a dangerous intersection. Consider re-positioning the Cady/S. Main intersection.



NOTE: Existing conditions shown. The table of detailed elements of this site appears on overleaf...

Old Core Improvements (cont.)

Table of Detail Elements

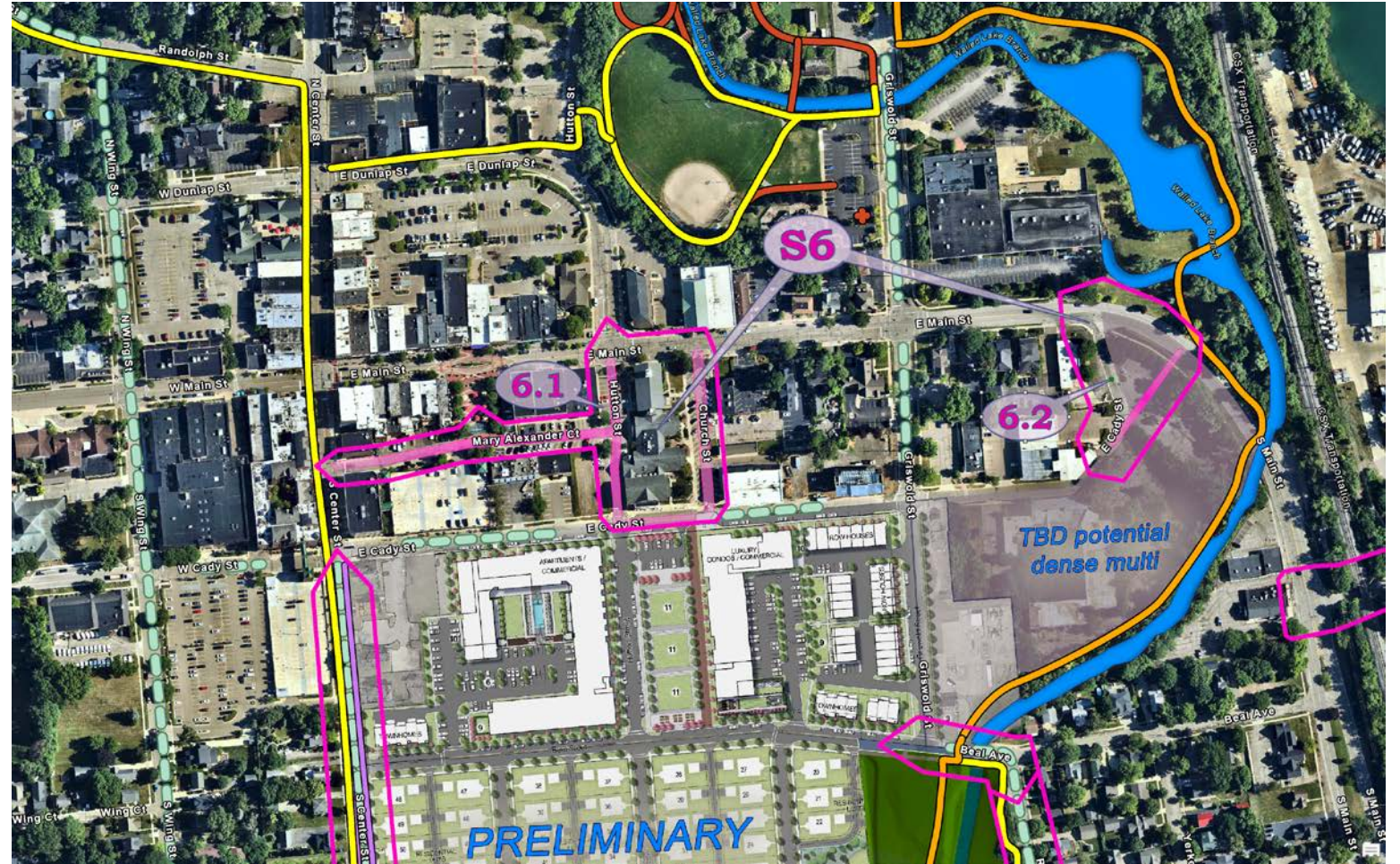
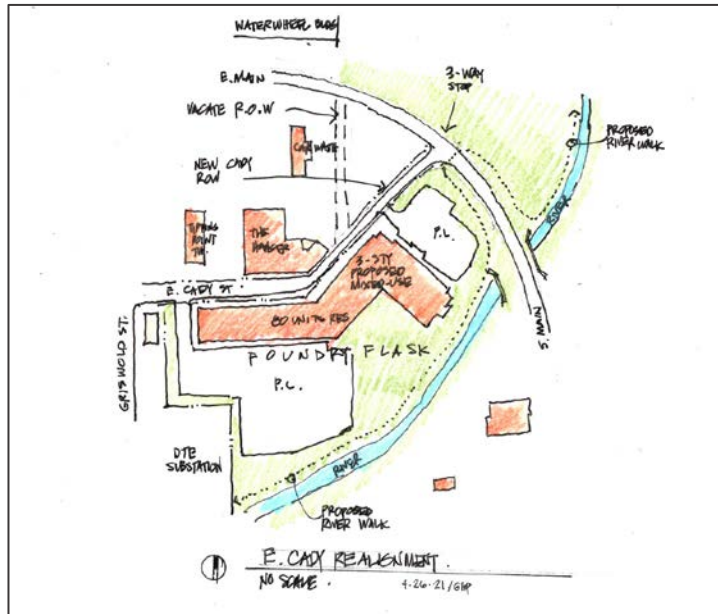
S6 Old Core Improvements			
	C02	Center/Cady (East Side)	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Evaluate 4-Way Stop. Strengthen Crosswalks (misalignment impedes driver attention). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
	C03	Center/Cady (West Side)	Address prior Traffic LoS FAIL due to wait time and awkward Parking Lot pathway at top. Evaluate 4-Way Stop. Strengthen Crosswalks (misalignment impedes driver attention). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.
	C20	Wing Bypass CadyLot-to-Main-to-Dunlap-to-Center	Consider partial or full Center St. re-opening, providing street parking & truck access. Coordinate with Old Core traffic directions and flows (see C40-42, 46, 50, 55, 58 below). Ensure strong crosswalks/signs, reduce aggressive ROLLS (here and in general).
	C50	Griswold/E.Main (from north)	Relieve LoS FAIL from north, integrating flows and timings through Old Core. Adjust and emphasize ALL crosswalks with Marks/Signs/Ctrls (consider truck hashing NB).
	C55	Cady-from-S.Main-to-Center	Consider DeKink at east segment. Integrate flows/directions, sidewalks, strong crosswalks. Consider dedicated Bike Lane or other marking. Ensure ample street trees. Complete Marks/Signs/Ctrls per chosen configuration, coordinating with Downs on South.
6.1	C46	Church Cady-to-Main	Evaluate One-Lane One-Way with busy parking both sides for capacity and safety. Consider encouraging more flow toward Griswold. Consider/adjust 'Walkable' connectivity, especially potential New Downs Promenade.
	C40	Hutton/Main (north and south)	Relieve LoS FAIL from north, integrating flows and timings through Old Core. Consider One-Lane One-Way from South to relieve stubby 2-side parking. Adjust and emphasize Main St. sidewalk/crosswalk with Marks/Signs/Ctrls.
	C41	MaryAlexander Hutton-to-Center	Integrate flow & direction with Hutton, Church, Cady, and Main. Enhance ambience and 'Walkable' connectivity (esp. Town Square->New Downs).
	C42	Hutton St. Cady-to-Main	SAFELY participate in Dispersion, preserving Church drop-off. Consider One-Lane One-Way in concert with surroundings. Enhance ambience and 'Walkable' connectivity (esp. Town Square->New Downs).
6.2	C58	Cady/S.Main Intersection	Consider DeKink of Cady. Comprehend strong curve and busy multi-driveways. Consider reduced travel lanes, dedicated turn lane, crosswalk refuge, active signal. Expect Shared Riverwalk with well-used, all-mobility SAFE crossing.

Old Core Improvements (cont.)

Opportunities & Objectives

CENTER AND MAIN STREET CLOSURES: Current street closures place increased demand on Church Street, Griswold and western Wing bypasses. The Wing bypass is comprised of neighborhood streets not intended for heavy traffic flow or commercial vehicles. Routine delivery truck access/egress is everyday trouble at several pinch points.

IN PROGRESS: The success of the street closures warrants a comprehensive evaluation on continued closure impacts with recommendations for modification of parking etc. on streets being used for detour routes.



Cady Street/Center to S. Main: With the proposed Downs and Foundry Flask developments, Cady will become a major thoroughfare. The alignment of the overall street needs to be evaluated. A study to straighten out Cady at S. Main is warranted.

River St. Neighborhood Parkway

Description & Concerns

CURRENT CONDITIONS: River Street is a 50-foot-wide ROW that is contiguous to both the Bealtown neighborhood and the Northville Downs Racetrack. Traffic flows two-way; however, the paved driving surface is only a lane-and-half wide. It is not curbed and guttered (the rest of the Bealtown neighborhood has them). Drainage sheets flow across the surface and grading is uneven, so water ponds at the intersection of Seven Mile.

River Street also serves as an access route for both pedestrians and cyclists traveling to Hines Park. The proposed Downs and Foundry Flask developments will make this route even more popular.

There is no on-street parking on River St. Residents frequently use the grassy side of the road to park their personal vehicles.

FUTURE IMPROVEMENTS NEEDED: With the development of the Downs site and the creation of the adjacent River Park, River Street will experience increased activity and require improvements.

JOGGLE SECTION: Traffic must navigate a 'Double T' joggle from Griswold across the Beal Street Bridge to River Street. Depending on traffic flow, it may be a pinch point that should be evaluated.



NOTE: Photo of existing conditions



Looking south from just below Beal Street, with Downs to the right of River St.

River St. Neighborhood Parkway (cont.)

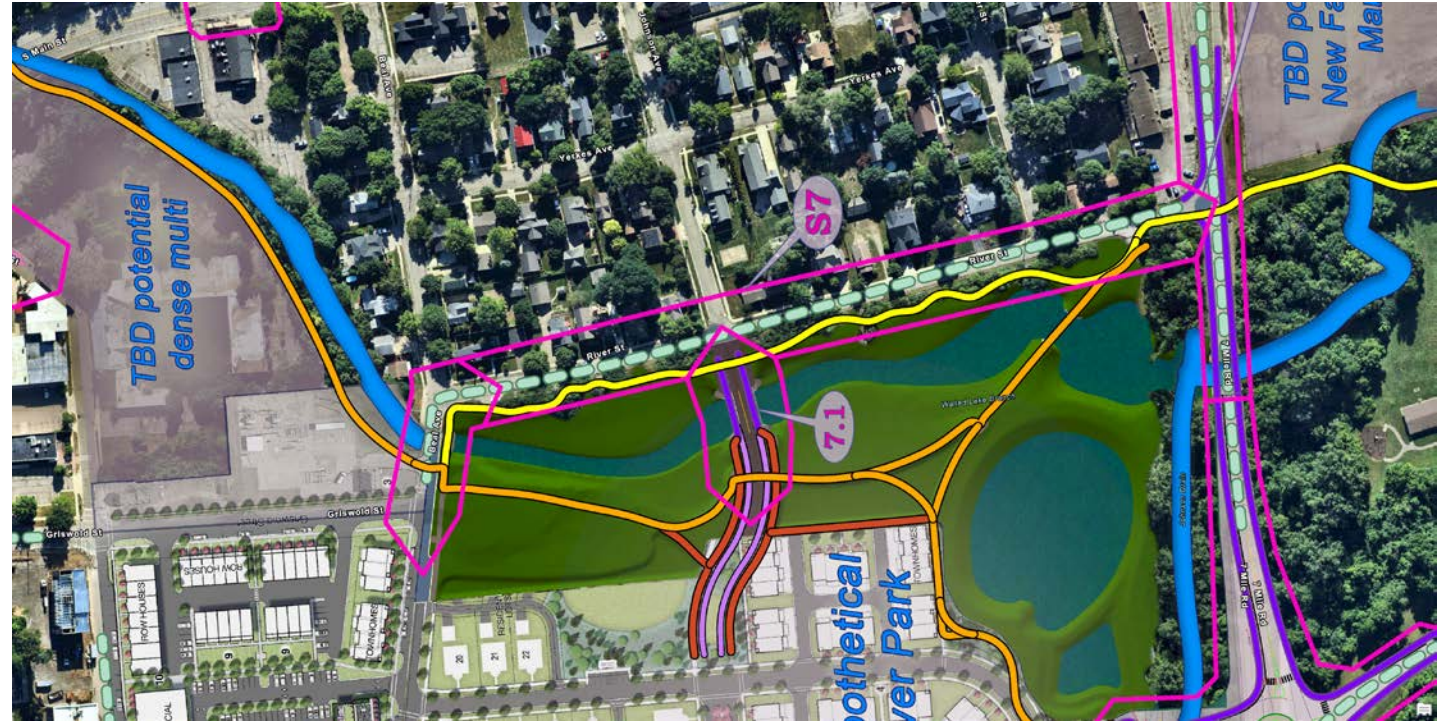
Opportunities & Objectives

CREATE A NEIGHBORHOOD PARKWAY: In order to serve the community, residents along River Street, and residents of the proposed Downs development, improvements to River Street are needed that provide for future traffic and safe non-motorized routes.

ACTIONS TO CONSIDER:

- Create two lanes to accommodate two-way traffic.
- Create positive drainage for the road and storm water management.
- Create walkways on both sides of road.
- Evaluate parking options along length of road to accommodate residents and park users.
- Evaluate ways to provide a route to Hines Park for pedestrians and cyclists along the roadway or interior to the new River Park.

S7 River St. Neighborhood Parkway			
7	E01	River Street Passageway	Attempt to preserve/enhance street trees; consider shared park walk west of tree buffer. Consider 10 ft. lanes and parallel and/or partial angled parking on west side. Complete Marks/Signs/Ctrlrs per configuration, coordinating with Hines Trail & Seven.
7	E03	Griswold-River/Beal Bridge Joggle	Evaluate the 'Double-T' joggle from Griswold across Beal Bridge to River Street. Is flow sufficient to be a restriction problem, or low enough to be a useful traffic calmer? Consider effect of E10 RiverSt/NewFairbrook connection to more evenly disperse flows.
7.1	E10	River St/Fairbrook Connection Pose: New All-Mode or NMT Connection	Assist motor dispersion for New Downs to alleviate other Pinch Points and LoS FAILS. If motor rejected, burden on A10 Hines/Seven and E03 Beal Joggle greatly increased. Non-motorized connection is essential to Placemaking and fosters "neighbor" culture



River Street/ Fairbrook Connection

Description & Concerns

CONNECTION BARRIERS: Currently, fencing along River Street prevents Bealtown neighborhood access to the Downs site. After build-out of the Down's development and incorporating daylighting the river in a newly built River Park, public access will be important to the community. Equitable dispersion of motor traffic will also be important.

ACCESSIBILITY AND CONNECTIONS: How best to connect the new development to the surrounding community by vehicle, pedestrians, and bikes needs to be evaluated:

- 1) What are the pros and cons of connecting the proposed Downs development by a vehicular multi-use bridge eastward to River Street?
- 2) Would a vehicular multi-use bridge help evenly distribute traffic?
- 3) What environmental concerns might a vehicular multi-use bridge present for the newly daylighted river?
- 4) If there is a determination not to pursue a motor connection to River Street, this impact needs to be considered in the traffic solutions being proposed at the Action Site #1.2, the Hines/ Seven Mile connection.
- 5) What are the pros and cons of connecting Bealtown with a pedestrian/bikeway bridge from the Downs development over the river to River Street?

S7 River St. Neighborhood Parkway, Fairbrook Connection

7.1 **E10**

River St/Fairbrook Connection
Pose: New All-Mode or NMT Connection

Assist motor dispersion for New Downs to alleviate other Pinch Points and LoS FAILS.
If motor rejected, burden on A10 Hines/Seven and E03 Beal Joggle greatly increased.
Non-motorized connection is essential to Placemaking and fosters "neighbor" culture



NOTE: Photo of existing conditions

River St / Fairbrook Connection (cont.)

Opportunities & Objectives

NEW FAIRBROOK ST: Treating the more difficult motor connection first, we seek evaluation of completing New Fairbrook to River Street for favorable vehicle dispersion and relief of other points of City congestion (as described in Action Items #5, #6 and #7).

NMT PROTECTION: Competent connection must include fully safe and capable NMT spaces and markings appropriate to neighborhood speeds and volumes. NMT protections like marking, signage, and motor calming would need to be a consideration for an extension into Bealtown.

DRAINAGE MANAGEMENT AND POLLUTION PREVENTION must be addressed thoroughly if motor traffic is to proceed. This may be judged too difficult and risky, killing the opportunity for motor at the outset.

IF NO MOTOR: Full NMT capability must remain to knit our neighborhoods together and fully realize the city's expression of a first-class 'Walkable Community'. Notably, the traffic burden to be shouldered by the #1.2 Hines/Seven connection becomes more critical yet.

S7 River St. Neighborhood Parkway, Fairbrook Connection

7.1 E10

River St/Fairbrook Connection
Pose: New All-Mode or NMT Connection

Assist motor dispersion for New Downs to alleviate other Pinch Points and LoS FAILS.
If motor rejected, burden on A10 Hines/Seven and E03 Beal Joggle greatly increased.
Non-motorized connection is essential to Placemaking and fosters "neighbor" culture



Doheny Safe School Passageway

Description & Concerns

Description & Concerns:

Children in the Bealtown and upcoming New Downs neighborhoods cannot walk or bike to Silver Springs Elementary School because:

- No safe place to cross S. Main Street.
- No sidewalk or NMT lane under the Doheny railroad bridge.
- No sidewalks along Doheny Drive (except for short stub).

Motor traffic is also extremely challenged by the low, narrow underpass (below).

S9 Doheny Safe School Passageway		
D10	Doheny Passageway NMT Content	Bealtown and New Downs kids to attend Silver Spring Elementary. No NMT passage exists under RR. Ensure safe pathway and strong crosswalks from S. Main under RR and on to school. Complete Marks/Signs/Ctrls, especially child, bike & pedestrian priority rights.
D11	Main/Doheny Intersection Safety	No Main St. crosswalks designated anywhere nearby. Complicated by boulevard blend out and speed limit change. Ensure strong crosswalks. Consider active signal and/or refuge island, perhaps coordinated with boulevard. Complete Marks/Signs/Ctrls as configured.
D12	Doheny RR Underpass NMT Provision	This is separate Mobility Network Task outside engineering scope of work. Underpass is restrictive for two car lanes and has no margin for non-motorized users. Engage CSX and County toward robust NMT pathway by best practical means.



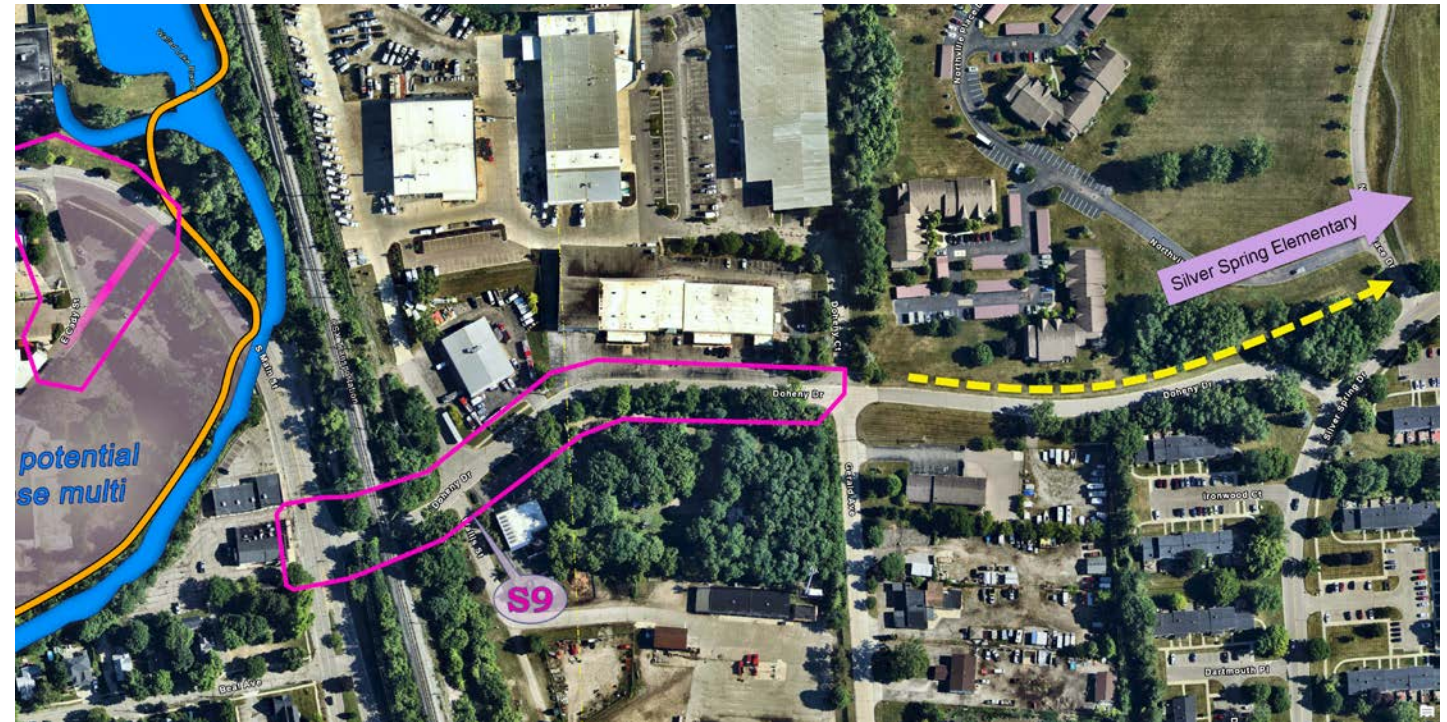
NOTE: Photos of existing conditions

Doheny Safe School Passageway (cont.)

Opportunities & Objectives

- Evaluate preferred route of pathway along Doheny Drive from Highland Lakes to Main Street.
- Provide a dedicated pedestrian and bike pathway under the railroad track (overleaf).
- Provide strong, safe crosswalk(s) across S. Main Street.
- Consider active crosswalk signal and refuge island (perhaps integrated with boulevard transition).
- Investigate 'Safe Routes to School' Funding.

S9 Doheny Safe School Passageway		
D10	Doheny Passageway NMT Content	Bealtown and New Downs kids to attend Silver Spring Elementary. No NMT passage exists under RR. Ensure safe pathway and strong crosswalks from S. Main under RR and on to school. Complete Marks/Signs/Ctrls, especially child, bike & pedestrian priority rights.
D11	Main/Doheny Intersection Safety	No Main St. crosswalks designated anywhere nearby. Complicated by boulevard blend out and speed limit change. Ensure strong crosswalks. Consider active signal and/or refuge island, perhaps coordinated with boulevard. Complete Marks/Signs/Ctrls as configured.
D12	Doheny RR Underpass NMT Provision	This is separate Mobility Network Task outside engineering scope of work. Underpass is restrictive for two car lanes and has no margin for non-motorized users. Engage CSX and County toward robust NMT pathway by best practical means.



Doheny Safe School Passageway (cont.)

Doheny Drive Railroad Underpass

S9 Doheny Safe School Passageway

D12

Doheny RR Underpass NMT Provision

This is separate Mobility Network Task outside engineering scope of work. Underpass is restrictive for two car lanes and has no margin for non-motorized users. Engage CSX and County toward robust NMT pathway by best practical means.

Description & Concerns:

- The opening under the railroad is narrow and low, not providing adequate width to handle two-way traffic.
- There is no accommodation at all for pedestrians or cyclists.
- Sight lines are extremely limited.

Opportunities & Objectives:

- Provide a dedicated pedestrian and bike pathway under the railroad track.
- Consider box culvert separated from existing bridge.
- Complete integration of this passageway with adjacent sidewalks and NMT lanes.

NOTE: Photos of existing conditions



Beck Road Corridor Improvement

Cooperate with *“Beck to the Future”* Task Force

Current Conditions and Concerns

Beck Road is a principal arterial north-south connector between M-14 and I-96 serving Oakland and Wayne Counties. The roadway varies in width from two to four lanes and carries an average 25,000 vehicles per day. Crash frequency is ten times the regional average. A coalition of communities and Road Authorities along the corridor have come together with the goal to improve traffic flow and safety.

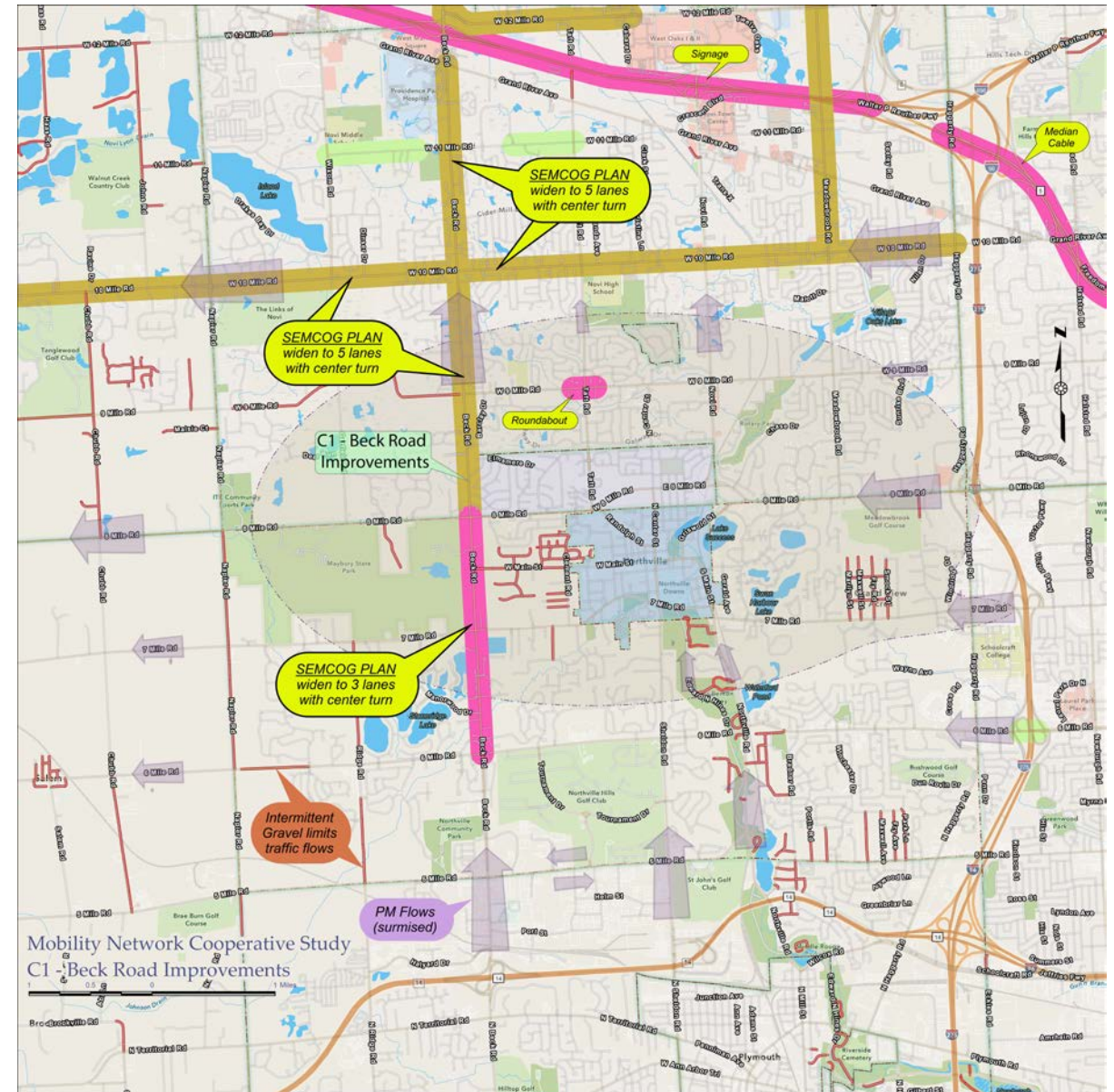
The partners in this regional planning effort include Commerce Township, City of Wixom, City of Novi, City of Northville, Northville Township, Oakland County Road Commission, and Wayne County Road Division. The Michigan Department of Transportation (MDOT) and Southeast Michigan Council of Governments (SEMCOG) are also collaborating with the planning effort. These agencies are in the process of holding public meetings and identifying funding sources. Improvement to traffic flow on Beck Road is expected to reduce cut-through traffic on Sheldon Road and Center Street in Northville.

Opportunities and Objectives:

Currently, the plan is to widen Beck Road from Six Mile Road northward to I-96. The Six Mile to Eight Mile segment is going from two to three lanes (with center turn lane). North of Eight Mile (including the City of Northville run) is planned to go from two to five lanes (with center turn lane).

Boulevards and parallel multi-use trails are proposed where the right-of-way can accommodate them. The inclusion of a non-vehicular multi-use trail along the entire length of the roadway is warranted. Landscape treatments and storm water infrastructure are also important components of the project scope.

Given the amount of new construction and population growth in communities west of Beck Road, we will suggest this multi-community team explore additional north-south connectors to equitably distribute traffic west of Beck Road.

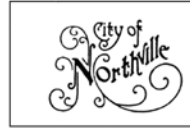


- ❑ City to hire qualified consultant(s).
- ❑ Analyze and make recommendations for the five “Action Sites”.
- ❑ Meet with the Wayne County to secure support for the proposed improvements.
- ❑ Create funding strategy in partnership with Wayne County, SEMCOG, and private developers.
- ❑ Encourage the Beck to the Future Task Force to look at dispersion of traffic at a regional level west of Beck Road.



Thank you!
Q & A

Appendix



SAMPLE

CITY OF NORTHVILLE
REQUEST FOR PROPOSAL

MOBILITY NETWORK EVALUATION AND DESIGN
CONSULTANT SERVICES

This Request for Proposals (RFP) is for: Mobility Network Evaluation and Design
Due Date: December XXX, 2021

The City of Northville is soliciting proposals from qualified consultants with experience in developing traffic solutions that integrate walkability standards and practices to five "Action Sites," identified in the attached Northville Mobility Network Study.

SCOPE OF WORK:

The City of Northville is experiencing exponential new growth. The redevelopment of the Northville Downs Harness Racetrack and the Foundry Flask sites offers a rare opportunity for the City to daylight the river, create new open space and construct a river walk along the Middle branch of the Rouge River and the Johnson Creek. Meeting these challenges, the City of Northville faces with pending new developments, social districts closing streets, a desire to build an extensive Riverwalk and changing traffic patterns will require thoughtful consideration of how to balance a desire for a walkable town and flowing traffic.

A list of prioritized "Action Sites," was identified and data assembled for a professional Mobility Network Consultant to analyze and make recommendations for design solutions to these intersections of concern. This list of sites was identified through a joint effort by two City Task Forces, the Sustainability Committee, and the Northville River Restoration Task Force. A list of five sites along with a summary of concerns and objectives has been assembled in the attached Northville Mobility Network Study.

The following information is also available for reference:

- The Foundry Flask Traffic Impact Study dated October 12, 2021
- Northville Downs Traffic Impact Study dated June 20, 2018 Revised November 26, 2018
- Northville Downs Trip Generator Memo dated October 25 2021
- SEMCOG Crash Data and Traffic Volume data

The selected firm will be responsible for:

1. Analyzing all of the five "Action Sites," and making recommendation for improving pedestrian safety, bikeway integration and traffic flow.
2. Providing planning services for the project including but not limited to any necessary research, preparation of options and schematics.

- 1 -

3. Participating in at least three meeting with the City and designated members of the Mobility Network Team and one meeting with the County of Wayne who has jurisdiction over some of the identified "Action Sites."

4. Preparations of a final report, including but not limited to design schematics and cost estimates for the "Action Sites".

SUBMISSION OF QUALIFICATIONS:

The following qualifications should be submitted to the City of Northville, 215 W. Main St. Northville, MI 48167, no later than 3:00 P.M. on December XXX, 2021. Please provide three hard (3) copies and at least one electronic copy to Patrick Sullivan City Manager, (248) 349-1300. Information provided on a firm's qualifications should include:

1. A letter of transmittal containing the following information:
 - A. A brief discussion outlining the firm's understanding of the requested services.
 - B. Office locations and the name, title, address, telephone and email address of the person authorized to represent the firm.
2. The firm's profile, including:
 - B. Prior experience particularly related to Mobility Network Planning and development of traffic solutions and multi-modal integrations.
 - D. Identify the person directly responsible for managing and supervising the project and relationship with the City of Northville.
 - E. Submit client references including a contact name and phone number and the related project.
 - F. Submit a sample contract for the services discussed in this proposal, with a timeframe of project activities.
 - H. Provide a cost proposal with estimates of hours committed to the project and a corresponding hourly rate schedule by classification in a separate sealed envelope marked "Rate Schedule".
 - I. Provide any other information considered important, not discussed in this Request for Proposal, limited to one (1) page, which may help the City of Northville better understand the firm.

SELECTION:

The City of Northville reserves the right to accept or reject all or any proposals and to make the selection in any manner deemed to be in the best interest of the community. Selection will be based on: Experience, Responsiveness, Professionalism, Teamwork, References, Accessibility, and Cost. This is not a bidding process.

QUESTIONS:

Questions or requests for additional information should be directed to Patrick Sullivan, City Manager at (248) 349-1300.

- 2 -

Sample RFP

Appendix

City of Northville Mobility Network Content

Places and features of interest, pg. 1 of 5

KEY TAG	Highlight => Major Roadway/Bridge RED => FV18 Study FAIL or CONCERN Key Intersections & Passageways (psgw)	Closed Blocks	Intervention Intention (size loosely tagged to urgency)							Stnbly Plus List Stuff	Notes on Issues and Interventions <i>Merged with 11/21 RFQ Long-form purpose and all other inputs</i>	
			Motor Decongest	Motor Disperse	Calm & Control	Parking (roadsurf)	BikeWay (roadsurf)	City Walk	SideWalk & ShrPath			Shared Shoulder
00												
A	A0	Seven Mile Subnet										
C2	A01	SouthMain/Seven East (coord Twp) Pose: NMT Legacy Park Route Connect/Signs			+		+	?	?	*	Ensure Crosswalk & Bike marking continuity. With Township, connect to Legacy Park.	
1.0	A02	Seven Mile RR Grade Crossing Relief Pose: Widen crossing; Consider signs/marks.			+		+	?	?	*	Separate Mobility Network Task outside engineering scope of work Crossing and barrier width has no margin beyond car lanes. Engage CSX, County, and Twp toward robust NMT pathway by widening or other means.	
1.1	A04	Main/Seven West Side (coord=>D15) Pose: Signal(turn), NMT Marks/Signs, Crosswalk	D	+	?	?	+	+	+	*	Relieve NB Main-to-Seven LoS Pinch Point: consider left turn lane & signal. Improve Pedestrian and Bike Marks/Signs/Ctrls. Integrate non-motorized pathways with Township in time.	
1.1	A05	Seven Mile 500 Block (Main->River) Pose: Water runoff control; NMT shoulder/SW					+	?	+	*	Shape terrain and pavement to control flooding. Ensure at least good shared shoulder; Consider Shared Sidewalk. Comprehend entry/exit to potential Farmer's Market.	
1.1	A06	RiverSt/Seven Intsctn NMT Safety Meas. Pose: Visibility; Crosswalks; River Park Gate	D	?	+	+	+	+	+	*	Fix sightlines (cut back growth); consider River St. sunken approach. Strengthen Seven Mile Crosswalk (consider active signal and/or refuge island). Complete intersection Marks/Signs/Ctrls and wayfinding/pathway signage.	
1.2	A10	Hines-NewDowns/Seven Pose: New all-mode intersection (coord E15)	D	+	+	+	+	+	+	*	Relieve LoS FAIL with new balanced-direction, multi-modal intersection. Incorporate essential dispersion pathway for New Downs (relieve other LoS FAILS). Investigate, assess, and explain potential for roundabout vs. cruciform type. Ensure Shared Shoulders; Crosswalks; Marks/Signs/Ctrls per intersection type.	
1.3	A11	Sheldon-Center/Seven Pose: New all-mode intersection; Gateway	D	+	?	+	+	?	+	*	Relieve LoS MULTI-FAIL with new direction & turn capable multi-modal intersection. Participate in downtown and regional dispersion (relieve other LoS FAILS). Investigate, assess, and explain potential for roundabout vs. cruciform type. Ensure sound Shared Sidewalks; Crosswalks; Marks/Signs/Ctrls per intersection type.	
	A12	Memo: Seven NMT...Main->Wing (in A11) Pose: Wide Sidewalk; strong crosswalks & signs			+		+	?	+	*	Include accessible Riverwalk Shared Path and connection to Sheldon Path (Walkers+Bikes)	
C3	A20	Seven NMT...Wing->Westward (psgw) Pose: wide shoulder; TBD Riverwalk Pathway			+		+	+	+	*	TBD: Parks&Rec Priority? Continuous shoulders? True Shared Path to Maybury?	
	A21	Fairbrook Wing-to-1st-into-Seven (psgw) TBD: Flows, Pose: Signage; Crosswalks		?	+	+	?	?	?	*	Anticipate new dev't with motor dispersion. Improve NMT shoulders & marking	
	A22	1st/Fairbrook-Seven Motor&NMT Provision TBD: Flows, Pose: Signage; Crosswalks		?	+	+	?	?	?	*	NMT safety correction/enhancement. Complete shoulders; add strong Crosswalks	
	A24	Rogers/Seven Motor & NMT Provision TBD: 3-Way OK? Pose: Signage; Crosswalks	D	+	+	+	?	?	?	*	NMT safety correction/enhancement. Cmplt some shoulders; strong Crosswalks & Signs	
	A99											
B	B0	Gateway & Westward Subnet										
5	B01	Center-from-Seven-to-Main (psgw) TBD: Lanes; Walks; Bikes; Parking; Crosswalks	*	+	+	+	?	?	+	+	*	Consider Speed Reduction, Lane count/width; Parallel Parking; BikeLane; Curb Buffer. Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights. Consider some stretch of boulevard or turnaround. Ensure ample Street Trees.
5	B02	Center/Fairbrook-Downs(SW) TBD: Flows; Lanes; Ctrls; Signs; Bikes; C'walks	D	+	+	+	?		+	+	*	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.

Worksheet

Appendix

City of Northville Mobility Network Content

Places and features of interest, pg. 2 of 5

KEY TAG	Highlight => Major Roadway/Bridge RED => FV18 Study FAIL or CONCERN Key Intersections & Passageways (psgw)	Closed Blocks	Intervention Intention (size loosely tagged to urgency)							Stnbly Plus List Stuff	Notes on Issues and Interventions <i>Merged with 11/21 RFQ Long-form purpose and all other inputs</i>
			Motor Decongest	Motor Disperse	Calm & Control	Parking (roadsurf)	BikeWay (roadsurf)	City Walk	SideWalk & ShrPath		
5	B03 Center/NewFairbrook-Downs(East) TBD: Flows; Lanes; Ctrl; Signs; Bikes; C'walks	D	+	+	+	?		+	+	*	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrl as configured, especially bike & pedestrian priority rights.
5	B05 Center/NewBeal (East ND, FF) TBD: Flows; Lanes; Ctrl; Signs; Bikes; C'walks	*	+	+	+	+	?	+	+	*	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Ensure strong Crosswalks (consider active signal and/or refuge island). Complete Marks/Signs/Ctrl as configured, especially bike & pedestrian priority rights.
	B10 Main-westbound (OV & OLV Schools) TBD: Flows; Signs; Crosswalks, Driveways	*	S	?	?	lot	?		S	*	<i>unconsidered at present - deferred</i>
	B20 Center-from-Randolph-to-Eight (psgw) TBD: Sidewalks, Crosswalks, Driveways, Signs	*	+	+	+	+	?	+	+	*	Bikes MUST take lane...SIGNAGE? Disperse/gap-time for Driveway egress?
	B21 Randolph-to-Taft/Eight (psgw) Pose: Bikeway signage; Parking lines	D	+	+	+	?	?			*	Bike Network Continuity - Bike Takes Lane Parking lane(s) unclear...cars weave
	B22 Center/Hillside-Eight TBD: Flows, Lanes, Signage; Crosswalks		S	?	?	lot	?		S	*	<i>unconsidered at present - deferred</i>
	B23 Center/Eight-Amerman TBD: Flows, Lanes, Signage; Crosswalks		S	?	?	lot	?		S	*	<i>unconsidered at present - deferred</i>
C1	B30 Beck Road Regional Passageway TBD: Flows, Lanes, Signage; Crosswalks	D	+	?	+		?	?	?	*	Coordination with and recommendations regarding existing Beck Road Task Force
	B99										
C	C0 Old Core Subnet										
	C01 Center-from-Cady-to-Main (psgw) TBD: ClsBlocks, Flows, Signage, Signals	*	?	?	?		?			*	Recent sidewalks, curbed turns; C'walk marks Broad FLOW/DISPERSION issue if opened.
6	C02 Center/Cady (East Side) TBD: ClsBlocks; Align; Ctrl; Bikes; C'walks	*	+	+	+	+	?	+		*	Traffic LoS FAIL strongly in need of unloading via dispersion (as with A10, C58 & E10). Evaluate 4-Way Stop. Strengthen Crosswalks (misalignment impedes driver attention). Complete Marks/Signs/Ctrl as configured, especially bike & pedestrian priority rights.
6	C03 Center/Cady (West Side) TBD: ClsBlocks; Align; Ctrl; Bikes; C'walks	*	+	+	+		?	+	+	*	Address prior Traffic LoS FAIL due to wait time and awkward Parking Lot pathway at top. Evaluate 4-Way Stop. Strengthen Crosswalks (misalignment impedes driver attention). Complete Marks/Signs/Ctrl as configured, especially bike & pedestrian priority rights.
	C04 Center/MaryAlexander TBD: ClsBlocks, Flows, Signage, Signals	*	+	+	+		?	?		*	Integrate flow with Hutton, Cady, and Main. Enhance 'Walkable' connectivity
	C05 Center/Main (East Side) TBD: ClsBlocks, Signage, Signals, Protections	*	?	?	+			+		*	Currently closed
	C06 Center/Main (West Side) TBD: ClsBlocks, Signage, Signals, Protections	*	?	?	+			+		*	Integrate flow with Hutton, Cady, MaryAlex. Enhance 'Walkable' connectivity
	C10 Center-from-Main-to-Dunlap (psgw) TBD: ClsBlocks, Signage, Signals, Protections	*	?	?	+			+		*	Currently closed
	C11 Center/Dunlap (east & west) TBD: ClsBlocks, Signage, Signals, Crosswalks	*	?	?	+			+		*	Three-way stop is serious pedestrian and lesser motor problem (see C20 & 24).
	C15 Center-from-Dunlap-to-Randolph (psgw) TBD: Sidewalks, Crosswalks, Driveways, Signs	*	?	?	+			+		*	Sidewalk Quality, Bikes take lane, #Curbcuts - possible 'look for ped' warning signs.

Worksheet

Appendix

City of Northville Mobility Network Content

Places and features of interest, pg. 3 of 5

KEY TAG	Highlight => Major Roadway/Bridge RED => FV18 Study FAIL or CONCERN Key Intersections & Passageways (psgw)	Closed Blocks	Intervention Intention (size loosely tagged to urgency)							Stnbly Plus List Stuff	Notes on Issues and Interventions <i>Merged with 11/21 RFQ Long-form purpose and all other inputs</i>		
			Motor Decongest	Motor Disperse	Calm & Control	Parking (roadsurf)	BikeWay (roadsurf)	City Walk	SideWalk & ShrPath			Shared Shoulder	
	C16 Center/Northeast-Parking (east 'T') TBD: Sidewalks, Crosswalks, Driveways, Signs	*	?		+		?	?		*	NMT safety/comfort, Strong Crosswalk; Signage?		
	C17 Center/Randolph (west 'T') TBD: Sidewalks, Crosswalks, Driveways, Signs	*	?	?	+		?	?		*	NMT safety/comfort, Strong Crosswalk; Signage?		
6	C20 Wing Ring: CadyLot-to-Dunlap-to-Center TBD: ClsBlocks, Signage, Protections	*	?	?	+		?			+	*	Consider partial or full Center St. re-opening, providing street parking & truck access. Coordinate with Old Core traffic directions and flows (see C40-42, 46, 50, 55, 58 below). Ensure strong crosswalks/signs, reduce aggressive ROLLS (here and in general).	
	C24 Wing/Cady (west) and Cady Lot (east) TBD: ClsBlocks, Signage, Signals, Crosswalks	*	?		+		?			+	*	Ensure strong Crosswalks (consider active signal and/or refuge island).	
	C25 Wing/Main (both ways) TBD: ClsBlocks, Signage, Signals, Crosswalks	*	?		+					+	*	Complete Marks/Signs/Ctrls as configured, especially bike & pedestrian priority rights.	
	C26 Wing/Dunlap (heavy east leg) TBD: ClsBlocks, Signage, Signals, Crosswalks	*	?		+					+	*	Tight - Bikes take lane; avoid car doors	
	C27 Wing/Randolph (ring residue flows) TBD: ClsBlocks, Signage, Signals, Crosswalks	*	?	?	+					+	*	Tight - Bikes take lane; avoid car doors	
	C30 W.Main-from-Center-to-Wing (psgw) TBD: ClsBlocks, Signage, Signals, Protections	*	?	+	+						*	Consider role in future flows with closed or open central blocks.	
6.1	C40 Hutton/Main (from north) TBD: Flows, Lanes, Controls; Crosswalks	*	+	+	+	+	?	+			*	Relieve LoS FAIL from north, integrating flows and timings through Old Core. Consider One-Lane One-Way from South to relieve stubby 2-side parking. Adjust and emphasize Main St. sidewalk/crosswalk with Marks/Signs/Ctrls.	
6.1	C41 MaryAlexander Hutton-to-Center (psgw) TBD: Flows, Lanes, Controls; Crosswalks	*	?	+	+	+	?	?			*	Integrate flow & direction with Hutton, Church, Cady, and Main. Enhance ambience and 'Walkable' connectivity (esp. Town Square->New Downs).	
6.1	C42 Hutton St. Cady-to-Main (psgw) TBD: Flows, Lanes, Controls; Crosswalks	*	?	+	+	+	?	+			*	SAFELY participate in Dispersion, preserving Church drop-off. Consider One-Lane One-Way in concert with surroundings. Enhance ambience and 'Walkable' connectivity (esp. Town Square->New Downs).	
	C45 Cady-Presbytn Church Drop-off PUD: Evaluate & Enhance	*	S	?	?	lot? lane?	?	S			*	Parking lot best? Protected Lane? Aided by single lane Hutton?	
6.1	C46 Church Cady-to-Main (psgw) TBD: Flows, Lanes, Controls; Crosswalks	*		+	+	+	?	+			*	Evaluate One-Lane One-Way with busy parking both sides for capacity and safety. Consider encouraging more flow toward Griswold. Consider/adjust 'Walkable' connectivity, especially potential New Downs Promenade.	
	C47 Church/Main (with dev't) TBD: Flows, Lanes, Controls; Crosswalks	*		+	+	+	?	+			*	One way: single lane, short and slow. Acts like an extended parking lot. OK?	
	C48 Church/Cady (with dev't) TBD: Flows, Lanes, Controls; Crosswalks	*		+	+	+	?	+			*	One way: single lane, short and slow. Acts like an extended parking lot. OK?	
6	C50 Griswold/E.Main (with dev't) TBD: Flows, Lanes, Controls; Signs; C'walks	D	+	+	+		+	+		+	*	Relieve LoS FAIL from north, integrating flows and timings through Old Core. Adjust and emphasize ALL crosswalks with Marks/Signs/Ctrls (consider truck hashing NB).	
	C51 E.Main-from-Cady-to-Griswold (psgw) TBD: Flows, DeKink, Controls; Signs; C'walks	*	?	+	+	?	?			+	?	*	Speed (curve radius); # of Lanes; Lane use; Sidewalk Quality, Crosswalk Vis&Len, NMT signs
	C52 E.Main-from-Griswold-to-Hutton (psgw) Pose: NMT Signs (bikes, yield at curb cuts)	*	?	?	?	?	?	+				*	Sidewalk Quality, Bikes take lane, #Curbcuts - possible 'look for ped' warning signs.

Worksheet

Appendix

City of Northville Mobility Network Content

Places and features of interest, pg. 4 of 5

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			Motor Decongest	Motor Disperse	Calm & Control	Parking (roadsurf)	BikeWay (roadsurf)	City Walk	SideWalk & ShrPath			Shared Shoulder
C53	E.Main-from-Hutton-to-Center (psgw) TBD: ClsBlocks, Signage, Signals, Protections	*	?	?	?					*	Currently closed	
6 C55	Cady-from-S.Main-to-Center (psgw) TBD: Flows, DeKink, Controls; Crosswalks	*		+	+	+		?	+	?	*	Consider DeKink at east segment. Integrate flows/directions, sidewalks, strong crosswalks. Consider dedicated Bike Lane or other marking. Ensure ample street trees. Complete Marks/Signs/Ctrlrs per chosen configuration, coordinating with Downs on South.
6.2 C58	Cady/S.Main (with dev't) Pose: DeKink; Lane Redux (turn); Crosswalk	D	+	+	+			+	+	+	*	Consider DeKink of Cady. Comprehend strong curve and busy multi-driveways. Consider reduced travel lanes, dedicated turn lane, crosswalk refuge, active signal. Expect Shared Riverwalk with well-used, all-mobility SAFE crossing.
C99												
D D0	East Core SubNet											
D01	Cady/Main East Side (follow=> C51) Pose: Lane Redux; Bike Lane; Crosswalks	D	+	+	+			+	?	+	*	Riverwalk MAY want 2nd Crosswalk connected to Well Parklet/HistoryPoint
D05	South Main NMT Enhancement (psgw) Pose: Lane Redux; Bike Lane; ParaPark			+	+	+		+		?	*	Treat as Multiblock Passage. Ensure Bikeway continuity with Twp. Foster motor use.
9 D10	Doheny Passageway NMT Enhancement Pose: TBD Motor & NMT Cooperation in time			+	+			?		+	*	Bealtown and New Downs kids to attend Silver Spring Elementary. No NMT passage exists under RR. Ensure safe pathway and strong crosswalks from S. Main under RR and on to school. Complete Marks/Signs/Ctrlrs, especially child, bike & pedestrian priority rights.
9 D11	SouthMain/Doheny (eastward 'T') Pose: Motor Sign/Sig, NMT Signs, Crosswalk		?	+	+			?		+	*	No Main St.crosswalks designated anywhere nearby. Complicated by boulevard blend out and speed limit change. Ensure strong crosswalks. Consider active signal and/or refuge island, perhaps coordinated with boulevard. Complete Marks/Signs/Ctrlrs as configured.
9 D12	Doheny RR Underpass Improvement Pose: Appeal to CSX; Mark & Slow		+	+	+			?		+	*	This is separate Mobility Network Task outside engineering scope of work. Underpass is restrictive for two car lanes and has no margin for non-motorized users. Engage CSX and County toward robust NMT pathway by best practical means.
9 D13	Railroad St.-Wallis/Doheny (WB to D12) Pose: Motor Sign/Sig, NMT Signs, other?		?	+	+			?		+	*	Added per Mike Domine, Mtg #3 ...long standing concern, broad support
D15	SouthMain/Seven West (follow=> A04) Pose: Motor Sign/Sig, NMT Signs, Crosswalk		+	?	+			+		+	*	Ensure Crosswalk & Bike Continuity Encourage motor toward Main/Gris
D99												
E E0	New Downs SubNet											
7 E01	River Street Neighborhood Parkway (psgw) Pose: Trees, WestWalk, ParaPark, Crosswalks	D		+	+	+				+	*	Attempt to preserve/enhance street trees; consider shared park walk west of tree buffer. Consider 10 ft. lanes and parallel and/or partial angled parking on west side. Complete Marks/Signs/Ctrlrs per configuration, coordinating with Hines Trail & Seven.
7 E03	Griswold-River/Beal (bridge joggle) TBD: Flows, Pathway, Controls; Crosswalks	*	?	+	+	?		?	+	+	*	Evaluate the 'Double-T' joggle from Griswold across Beal Bridge to River Street. Is flow sufficient to be a restriction problem, or low enough to be a useful traffic calmer? Consider effect of E10 RiverSt/NewFairbrook connection to more evenly disperse flows.
7.1 E10	RiverSt/NewFairbrook - Downs Side Pose: New All-Mode or NMT Connection	D	+	+	+			+		+	*	Assist motor dispersion for New Downs to alleviate other Pinch Points and LoS FAILS. If motor rejected, burden on A10 Hines/Seven and E03 Beal Joggle greatly increased. Non-motorized connection is essential to Placemaking and fosters "neighbor" culture
E11	anticipate: Downs-along-Cady TBD: Flows; Lanes; Ctrlrs; Signs; Bikes; C'walks	*	+	+	+	+		?	+	+	*	Service FAIL, 2018 and to come. STRONGLY in need of unloading with Dev't
E11	anticipate: NewFairbrook Park Bridge TBD: Motor/NMT; Bikes; C'walks, Riverwalk	D	+	+	+			+		+	*	Motor encourages max dispersion and relief of other issues. NMT is most essential need.

Worksheet

Appendix

City of Northville Mobility Network Content

Places and features of interest, pg. 5 of 5

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			Motor Decongest	Motor Disperse	Calm & Control	Parking (roadsurf)	BikeWay (roadsurf)	City Walk	SideWalk & ShrPath			Shared Shoulder
E12	RiverSt/NewFairbrook - Bealtown Side Pose: Signs; Crosswalks; Calming	D		+	+						*	Traffic calming needed if motor cnxn... ...discourage short circuit toward S. Main
E12	anticipate: Downs-along-NewBeal TBD: Flows; Lanes; Ctrl; Signs; Bikes; C'walks	*	+	+	+	+	?	+	+		*	Service FAIL , 2018 and to come. STRONGLY in need of unloading with Dev't
E13	anticipate: Downs-along-NewFairbrook TBD: Flows; Lanes; Ctrl; Signs; Bikes; C'walks	D	+	+	+	+	?		+		*	Service FAIL , 2018 and to come. STRONGLY in need of unloading with Dev't
E20	anticipate: NewDowns-Hines/Seven Pose: NewDowns Impacts & Bridge (see A10)	D	+	+	+		+		+	+	*	NewDowns is north-south connector from Dev't to Hines/Seven. Essential to dispersion.
E99												
F0	Northeast Extent Subnet											
F01	Baseline-OldNovi Byway (psgw) <i>Popular recreation access with poor NMT</i>				+		?		?	?	*	RAM suggestion Mtg#3 ...defer until post Action Item Crunch
F99												
G0	Periphery - Out of Scope											
G01	Novi/Eight											
G02	Griswold/Eight											
G03	Randolph-Taft/Eight											
G04	Beck/Eight											
G05	Beck/Seven											
G99												

Worksheet

Cady Street Area
Retail Market Analysis
Northville, Michigan



Prepared for
The City of Northville Downtown Development Authority

Prepared by
Gibbs Planning Group

12 January 2022

Cady Street Area Retail Market Analysis

12 January 2022



Figure 1: Downtown Northville area looking northeast.

Executive Summary

This study analyzes the retail market potential of Northville’s Cady Street area from Center to Griswold Street (the “Cady Street area”), which includes part of the proposed Downs master planned community. The Cady Street area affords considerable potential to support additional retail growth. Cady Street is favorably located adjacent to Northville’s downtown shopping district, the Tipping Point theater and the proposed Downs mixed-use development. The Cady Street area is also conveniently located within a short walk or drive of the greater Northville community. Additionally, Cady Street serves as a busy vehicular by-pass route to the downtown’s pedestrian Main Street, providing exposure and easy access to the area’s market.

Upon the substantial completion of the proposed Downs master planned community, this study finds that the existing Cady Street area will be able to support up to 50,000 square feet (sf) of new retail and restaurant space. However, if planned and developed per urban planning and commercial best practices, the study area could support up to a total of 90,000 sf of new retail and restaurant space. Under these two scenarios, the Cady Street area could capture \$23.3 million and \$42.0 million, respectively, in retail and restaurant spending currently leaking outside of Northville.

Background

The City of Northville Downtown Development Authority (DDA) has retained Gibbs Planning Group (GPG) to conduct an independent, third-party preliminary analysis to estimate the market demand for retail development in the city’s Cady Street area. GPG’s analysis is intended to provide the DDA with data-based projections of the amounts and types of retail development that the district can support under two different scenarios: 1) under existing conditions and 2) under a scenario where the study area implements urban planning and commercial best practices related to streetscape design, the public realm, parking, business operations, architectural design, district area management, special events, promotions and other planning and business strategies.

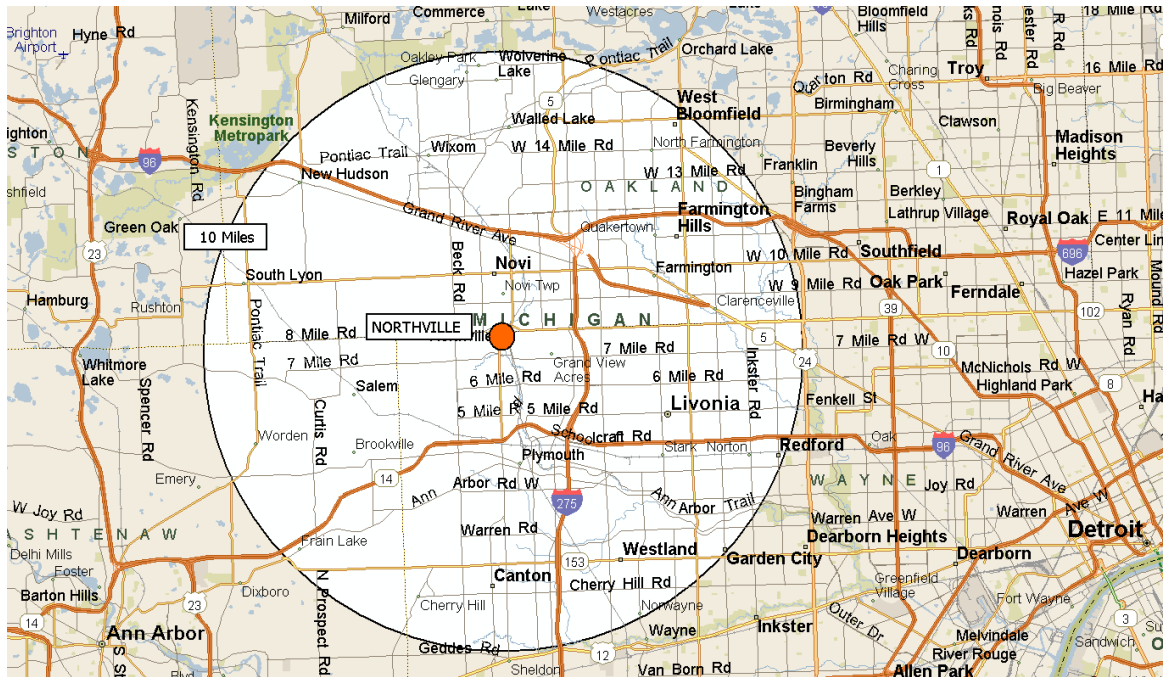


Figure 2: The Cady Street area is in the City of Northville, approximately 17 miles northeast of Ann Arbor and 22 miles northwest of Detroit.

Trade Area Boundaries

The primary trade area is the consumer market where retailers and restaurants in the Cady Street study area have a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns.



Figure 3: Above left: Cady Street looking east from Center Street; Above right: Cady Street looking west from Griswold Street.

This study finds that the boundaries of the Cady Street area’s primary trade area extend 1.5 miles north to Byrne Drive and Serenity Drive, 2 miles south to Case Benton Parkway and Northville Community Park, 2 miles east to Llorac Lane, Pierson Drive and Maple Hill Drive, and west to Maybury State Park and Ridge Road. GPG estimates that people living, working and visiting the primary trade area will account for up to 60 percent of the total sales captured by retailers and restaurants in the Cady Street area.

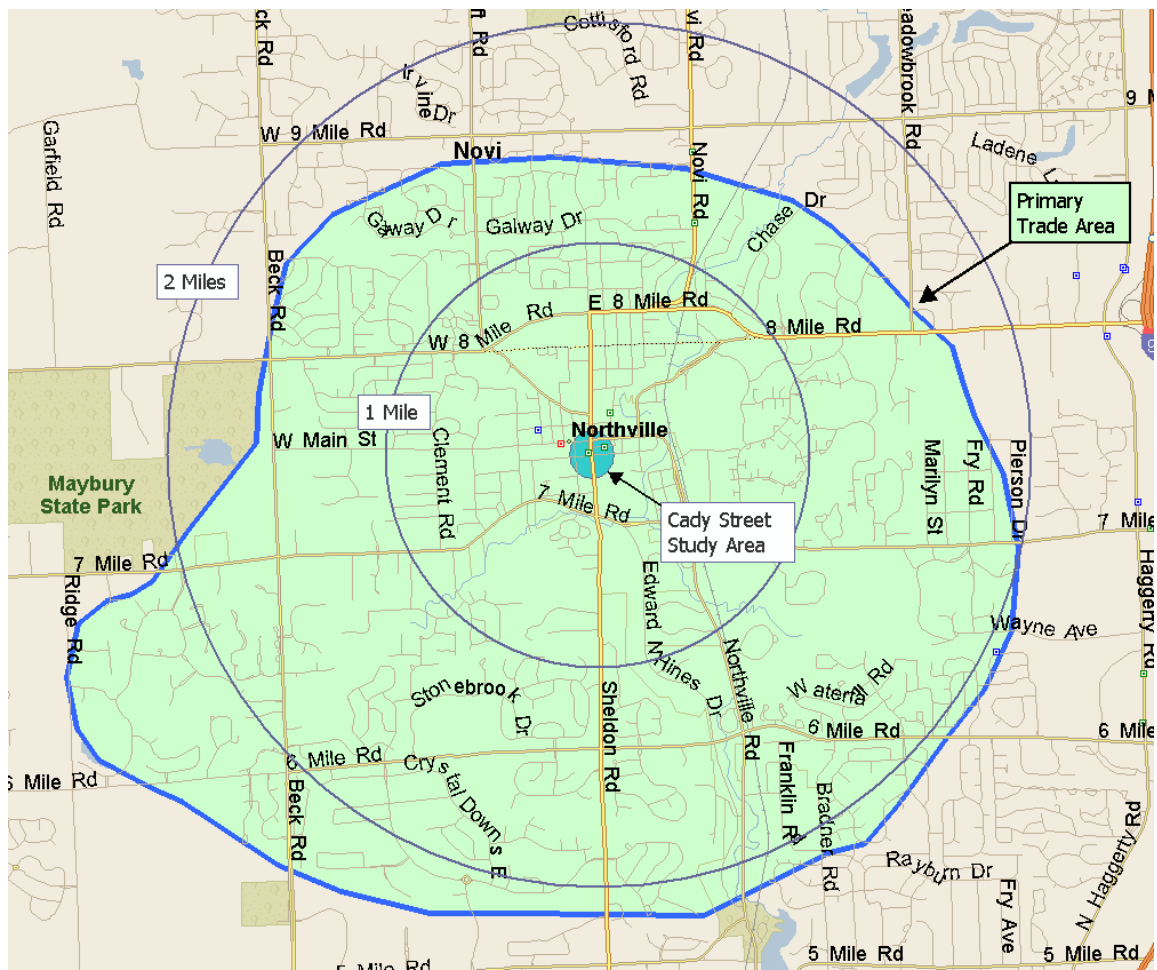


Figure 4: The Cady Street area's estimated primary trade area (shown inside the blue line).

Trade Area Demographics

Using data from Esri (Environmental Systems Research Institute) and the U.S. Census Bureau, GPG obtained recent population and demographic characteristics (2021) and those projected for the primary trade area, Wayne County, the Southeast Michigan Metropolitan Statistical Area (MSA) and State of Michigan.

The Cady Street area's primary trade area includes 28,700 people, which is projected to decrease by 0.04 percent annually over the next five years. Currently, the primary trade area has 12,000 households, which is expected to increase at an annual rate of 0.03 percent over the next five years.

The primary trade area's 2021 average household income is \$169,100 and is estimated to increase to \$187,000 by 2026. Median household income in the trade area is \$116,700 and is projected to increase to \$129,500 by 2026. Moreover, roughly 67.9 percent of the trade area's households earn above \$75,000 per year. The current average household size is 2.36 people and the median age is 45.3 years old.

Figure 5: Demographic Characteristics

Demographic Characteristics	Primary Trade Area	Wayne County	SE Michigan MSA	State of Michigan
2021 Population	28,700	1,776,500	4,352,300	10,105,100
2021 Households	12,000	695,400	1,722,300	3,999,300
2026 Population	28,700	1,762,300	4,391,200	10,211,200
2026 Households	12,000	692,400	1,743,100	4,051,900
2021-2026 Annual Population Growth	-0.04%	-0.16%	0.18%	0.21%
2021-2026 Annual Household Growth	0.03%	-0.08%	0.24%	0.26%
2021 Average Household Income	169,100	72,200	88,300	\$81,300
2021 Median Household Income	116,700	51,300	62,800	\$58,500
2026 Average household Income	187,000	81,700	99,100	\$91,100
2026 Median Household Income	129,500	56,200	70,600	\$64,500
% Households w. incomes \$75,000 or higher	67.9%	33.6%	43.0%	39.6%
% Bachelor's Degree	33.9%	15.1%	19.4%	18.4%
% Graduate or Professional Degree	33.5%	10.3%	13.3%	12.1%
Average Household Size	2.36	2.52	2.50	2.47
Median Age	45.3	39.4	41.3	40.9

Figure 5: Cady Street area's trade area and regional demographics

General Retail Market Conditions

According to CoStar, within a two-mile radius of the Cady Street area there is 920,000 sf of retail space. The current retail market rent for this space is \$17.19, a figure that has increased 5.0 percent from one year ago. The current retail vacancy rate is 0.6 percent, which has declined by 0.6 percent from one year ago and is considerably below the two-mile radius' 10-year average retail vacancy rate of 9.49 percent. No retail space was delivered within a two-mile radius of the study area over the past year, and 10,000 sf of retail space is currently under construction.

The Downs Community

Proposed on the Northville Downs horse racing site and adjacent properties, The Downs would be a 48-acre transformational master planned community that is currently in the planning stages. It is planned to include 174 apartment units totaling 210,000 sf, 53 condominium units totaling 105,000 sf, 28 row houses totaling 30,000 sf, 39 single-family homes, 28 carriage homes, commercial space of over 17,000 sf and a large central park. Additionally, the Downs is being considered as a future location for the city's farmer's market.



Figure 6: Renderings of the proposed Downs Development (Source: Elkus Manfredi Architects)

Construction has been planned in three phases, the last of which is expected to be completed by fall 2027. The developers for The Downs are Hunter Pasteur Homes, Toll Brothers, The Forbes Company and Oboran. Since this project would become part of the Cady Street area, it would significantly increase the area’s retail market potential.



Figure 7: Master plan for the Downs master planned community (source: Grissim Metz Andriese Planners).

Cady Street Area Retail Market Demand

This study finds that upon the substantial completion of the proposed Northville Downs’ master planned community, the Cady Street area will have the potential to support up to 50,000 sf of new retail and restaurant space which could generate new annual sales of as much as \$23.4 million. This new commercial development could include approximately 35,000 sf of new retailers and

15,000 sf of new restaurants. This growth could be absorbed with the opening of 15 to 18 new businesses or by existing stores and restaurants through expanded operations and marketing.

On the other hand, the Cady Street area could support significantly more retail and restaurant development if it implemented urban planning and commercial best practices. In that scenario, the Cady Street area would be able to support up to a total of 90,000 sf of additional retail and restaurant space which could generate as much as \$42.0 million in new annual sales. This new commercial development could include 75,000 sf of new retailers and 15,000 sf of new restaurants. This growth could be absorbed with the opening of 32 to 38 new businesses or by existing stores and restaurants through expanded operations and marketing.

See below GPG's supportable retail table, *Figure 8*. Note, these supportable figures are in addition to existing Cady Street area businesses and only reflect potential new demand.

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Exist. Cond. Support. SF</i>	<i>Sales/ SF</i>	<i>Exist. Cond. Est Sales</i>	<i>Best Pract. Support. SF</i>	<i>Sales/ SF</i>	<i>Best Pract. Est Sales</i>
Retailers							
Apparel Stores	\$45,900,932	-	-	-	5,700 sf	\$420	\$2,394,000
Beer, Wine & Liquor Stores	\$18,918,789	2,200 sf	\$650	\$1,430,000	3,900 sf	\$650	\$2,535,000
Department Store Goods	\$132,538,473	-	-	-	7,300 sf	\$320	\$2,336,000
Florists - Designer Stores	\$4,645,431	2,200 sf	\$320	\$704,000	2,200 sf	\$320	\$704,000
Furniture Stores	\$36,090,278	-	-	-	5,900 sf	\$520	\$3,068,000
General Merchandise Stores	\$66,124,172	-	-	-	2,600 sf	\$385	\$1,001,000
Grocery Stores - Markets	\$204,351,257	13,200 sf	\$550	\$7,260,000	16,400 sf	\$550	\$9,020,000
Hardware - Home Improvement	\$97,870,368	3,400 sf	\$340	\$1,156,000	4,600 sf	\$340	\$1,564,000
Home Furnishings - Art	\$28,888,756	2,800 sf	\$415	\$1,162,000	4,000 sf	\$415	\$1,660,000
Jewelry, Luggage, Leather	\$16,946,148	-	-	-	1,500 sf	\$820	\$1,230,000
Garden - Landscapping Stores	\$10,963,671	2,600 sf	\$325	\$845,000	2,600 sf	\$325	\$845,000
Miscellaneous Store Retailers	\$33,552,228	1,000 sf	\$370	\$370,000	2,600 sf	\$370	\$962,000
Gift, Crafts Stores	\$17,297,931	1,800 sf	\$360	\$648,000	1,800 sf	\$360	\$648,000
Pharmacy-Sundries	\$86,596,224	1,800 sf	\$850	\$1,530,000	6,200 sf	\$850	\$5,270,000
Shoe & Handbag Stores	\$12,312,765	-	-	-	1,700 sf	\$450	\$765,000
Cheese, Fish, Produce, etc.	\$22,668,972	3,500 sf	\$540	\$1,890,000	3,500 sf	\$540	\$1,890,000
Retailer Totals	\$835,666,396	34,500 sf	\$472	\$16,284,000	72,500 sf	\$477	\$34,596,094
Restaurants							
Bars, Breweries & Pubs	\$18,863,135	2,800 sf	\$650	\$1,820,000	4,100 sf	\$650	\$2,665,000
Full-Service Restaurants	\$64,000,055	3,600 sf	\$450	\$1,620,000	3,600 sf	\$450	\$1,620,000
Limited Service Restaurants	\$78,057,248	5,300 sf	\$310	\$1,643,000	5,300 sf	\$310	\$1,643,000
Bakery, Coffee, Ice Cream, etc.	\$9,527,344	2,600 sf	\$550	\$1,430,000	2,600 sf	\$550	\$1,430,000
Restaurant Totals	\$170,447,782	14,300 sf	\$490	\$7,007,000	15,600 sf	\$490	\$7,644,000
Retailer & Restaurant Totals	\$1,006,114,178	48,800 sf	\$477	\$23,284,571	88,100 sf	\$477	\$42,015,310

Figure 8: Retail Demand Summary for the Cady Street area.

Methodology

To determine the estimated amounts and types of retail supportable in the Cady Street area, GPG defined a trade area that would serve the retail in the study area based on geographic and topographic considerations, traffic access/flow in the area, relative retail strengths and weaknesses

of the competition, concentrations of daytime employment and the retail gravitation in the market, as well as our experience defining trade areas for similar markets. Population, consumer expenditure and demographic characteristics of trade area residents were collected by census tracts from the U.S. Bureau of the Census, U.S. Bureau of Labor Statistics and Esri (Environmental Systems Research Institute).

Finally, based on the projected consumer expenditure capture (demand) in the primary trade area of the gross consumer expenditure by retail category, less the current existing retail sales (supply) by retail category, GPG projects the potential net consumer expenditure (gap) available to support existing and new development. The projected net consumer expenditure capture is based on household expenditure and demographic characteristics of the primary trade area, existing and planned retail competition, traffic and retail gravitational patterns and GPG’s qualitative assessment of the Cady Street area.

Net potential captured consumer expenditure (gap) is equated to potential retail development square footage, with the help of retail sales per square foot data provided by Dollars and Cents of Shopping Centers (Urban Land Institute and International Council of Shopping Centers), qualitatively adjusted to fit the urbanism and demographics of the study area.

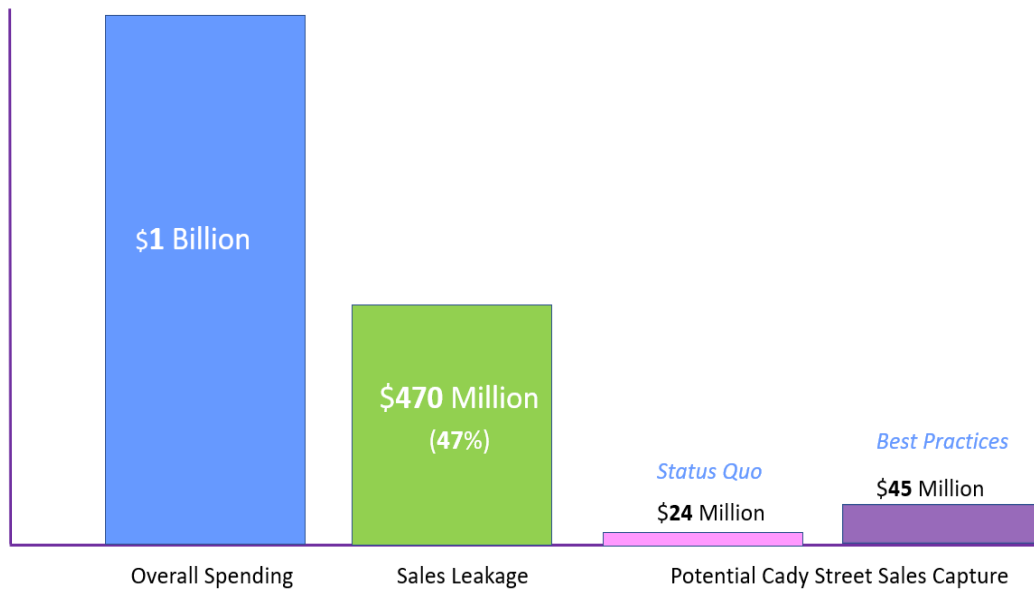


Figure 9: Chart illustrating the overall spending in the trade area, sales leakage and potential sales capture under status quo and best practices scenarios.

Analysis Assumptions

For the purposes of this study, GPG has assumed the following:

- Other retail centers may be planned or proposed, but only existing retail development is considered for this study. The quality of the existing retail trade in the study area is projected to remain constant.

-
- No major regional retail centers will be developed within the primary trade area of this analysis through 2026.
 - The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
 - The study area is properly zoned to support infill and redevelopment projects with current and innovative standards, and the existing infrastructure (water, sewer, arterial roadways, etc.) can support additional commercial development.
 - Employment distribution is projected to remain constant, without a spike or decline in employment by NAICS categories.
 - The projected lease and vacancy rate model is based on our proprietary econometric model of the relationship between changes in employment and changes in vacancy and lease rates. Data was gathered from the U.S. Census Bureau, Esri, CBRE and local brokerage services.
 - Any new construction in the study area will be planned, designed, built and managed to the best practices of the American Institute of Architects, American Planning Association, American Society of Landscape Architects, Congress for the New Urbanism, International Council of Shopping Centers and The Urban Land Institute.
 - Parking for new development projects or businesses will meet or exceed industry standards.
 - Visibility of any new retail is assumed to be very good, with signage as required to assure easy visibility of the retailers.
 - Infill or redevelopment projects in the study area will open with sustainable amounts of retail and anchor tenants, at planned intervals and per industry standards.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Cady Street area under existing conditions and under a scenario in which urban planning and commercial best practices are utilized. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable.

It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the study area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the Cady Street area.

This study is based on estimates, assumptions and other information developed by GPG as an independent third-party research effort with general knowledge of the retail industry, and

consultations with the client and its representatives. This report is based on information that was current as of January 2022 and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study *should not* be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

End of Study

Appendix A: New Retail & Restaurant Demand Under Existing Conditions

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Exist. Cond. Support. SF</i>	<i>Sales/SF</i>	<i>Exist. Cond. Est Sales</i>
Retailers				
Apparel Stores	\$45,900,932	-	-	-
Beer, Wine & Liquor Stores	\$18,918,789	2,200 sf	\$650	\$1,430,000
Department Store Goods	\$132,538,473	-	-	-
Florists - Designer Stores	\$4,645,431	2,200 sf	\$320	\$704,000
Furniture Stores	\$36,090,278	-	-	-
General Merchandise Stores	\$66,124,172	-	-	-
Grocery Stores - Markets	\$204,351,257	13,200 sf	\$550	\$7,260,000
Hardware - Home Improvement	\$97,870,368	3,400 sf	\$340	\$1,156,000
Home Furnishings - Art	\$28,888,756	2,800 sf	\$415	\$1,162,000
Jewelry, Luggage, Leather	\$16,946,148	-	-	-
Garden - Landscaping Stores	\$10,963,671	2,600 sf	\$325	\$845,000
Miscellaneous Store Retailers	\$33,552,228	1,000 sf	\$370	\$370,000
Gift, Crafts Stores	\$17,297,931	1,800 sf	\$360	\$648,000
Pharmacy-Sundries	\$86,596,224	1,800 sf	\$850	\$1,530,000
Shoe & Handbag Stores	\$12,312,765	-	-	-
Cheese, Fish, Produce, etc.	\$22,668,972	3,500 sf	\$540	\$1,890,000
Retailer Totals	\$835,666,396	34,500 sf	\$472	\$16,284,000
Restaurants				
Bars, Breweries & Pubs	\$18,863,135	2,800 sf	\$650	\$1,820,000
Full-Service Restaurants	\$64,000,055	3,600 sf	\$450	\$1,620,000
Limited Service Restaurants	\$78,057,248	5,300 sf	\$310	\$1,643,000
Bakery, Coffee, Ice Cream, etc.	\$9,527,344	2,600 sf	\$550	\$1,430,000
Restaurant Totals	\$170,447,782	14,300 sf	\$490	\$7,007,000
Retailer & Restaurant Totals	\$1,006,114,178	48,800 sf	\$477	\$23,284,571

Appendix B: New Retail & Restaurant Demand Under Best Practices

<i>Retail - Restaurant Category</i>	<i>Total Exist. Demand</i>	<i>Best Pract. Support. SF</i>	<i>Sales/ SF</i>	<i>Best Pract. Est Sales</i>
Retailers				
Apparel Stores	\$45,900,932	5,700 sf	\$420	\$2,394,000
Beer, Wine & Liquor Stores	\$18,918,789	3,900 sf	\$650	\$2,535,000
Department Store Goods	\$132,538,473	7,300 sf	\$320	\$2,336,000
Florists - Designer Stores	\$4,645,431	2,200 sf	\$320	\$704,000
Furniture Stores	\$36,090,278	5,900 sf	\$520	\$3,068,000
General Merchandise Stores	\$66,124,172	2,600 sf	\$385	\$1,001,000
Grocery Stores - Markets	\$204,351,257	16,400 sf	\$550	\$9,020,000
Hardware - Home Improvement	\$97,870,368	4,600 sf	\$340	\$1,564,000
Home Furnishings - Art	\$28,888,756	4,000 sf	\$415	\$1,660,000
Jewelry, Luggage, Leather	\$16,946,148	1,500 sf	\$820	\$1,230,000
Garden - Landscaping Stores	\$10,963,671	2,600 sf	\$325	\$845,000
Miscellaneous Store Retailers	\$33,552,228	2,600 sf	\$370	\$962,000
Gift, Crafts Stores	\$17,297,931	1,800 sf	\$360	\$648,000
Pharmacy-Sundries	\$86,596,224	6,200 sf	\$850	\$5,270,000
Shoe & Handbag Stores	\$12,312,765	1,700 sf	\$450	\$765,000
Cheese, Fish, Produce, etc.	\$22,668,972	3,500 sf	\$540	\$1,890,000
Retailer Totals	\$835,666,396	72,500 sf	\$477	\$34,596,094
Restaurants				
Bars, Breweries & Pubs	\$18,863,135	4,100 sf	\$650	\$2,665,000
Full-Service Restaurants	\$64,000,055	3,600 sf	\$450	\$1,620,000
Limited Service Restaurants	\$78,057,248	5,300 sf	\$310	\$1,643,000
Bakery, Coffee, Ice Cream, etc.	\$9,527,344	2,600 sf	\$550	\$1,430,000
Restaurant Totals	\$170,447,782	15,600 sf	\$490	\$7,644,000
Retailer & Restaurant Totals	\$1,006,114,178	88,100 sf	\$480	\$42,265,975

Appendix C: Primary Trade Area Community Profile

Gibbs Planning Group

Community Profile

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

Population Summary	
2000 Total Population	24,453
2010 Total Population	28,495
2021 Total Population	28,719
2021 Group Quarters	35
2026 Total Population	28,668
2021-2026 Annual Rate	-0.04%
2021 Total Daytime Population	29,011
Workers	14,671
Residents	14,340
Household Summary	
2000 Households	10,218
2000 Average Household Size	2.34
2010 Households	11,924
2010 Average Household Size	2.39
2021 Households	12,135
2021 Average Household Size	2.36
2026 Households	12,152
2026 Average Household Size	2.36
2021-2026 Annual Rate	0.03%
2010 Families	7,929
2010 Average Family Size	2.99
2021 Families	7,926
2021 Average Family Size	2.98
2026 Families	7,909
2026 Average Family Size	2.97
2021-2026 Annual Rate	-0.04%
Housing Unit Summary	
2000 Housing Units	10,632
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	26.1%
Vacant Housing Units	3.9%
2010 Housing Units	12,631
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	5.6%
2021 Housing Units	12,984
Owner Occupied Housing Units	68.6%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	6.5%
2026 Housing Units	12,989
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	6.4%
Median Household Income	
2021	\$116,653
2026	\$129,471
Median Home Value	
2021	\$428,777
2026	\$438,371
Per Capita Income	
2021	\$70,936
2026	\$78,677
Median Age	
2010	43.4
2021	45.3
2026	45.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2021 Households by Income	
Household Income Base	12,135
<\$15,000	3.8%
\$15,000 - \$24,999	4.0%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	12.2%
\$200,000+	27.4%
Average Household Income	\$169,060
2026 Households by Income	
Household Income Base	12,152
<\$15,000	3.1%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.5%
\$35,000 - \$49,999	5.9%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	17.7%
\$150,000 - \$199,999	14.1%
\$200,000+	30.1%
Average Household Income	\$187,011
2021 Owner Occupied Housing Units by Value	
Total	8,909
<\$50,000	0.2%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	5.7%
\$200,000 - \$249,999	5.6%
\$250,000 - \$299,999	6.0%
\$300,000 - \$399,999	20.2%
\$400,000 - \$499,999	21.1%
\$500,000 - \$749,999	19.1%
\$750,000 - \$999,999	10.7%
\$1,000,000 - \$1,499,999	3.5%
\$1,500,000 - \$1,999,999	0.9%
\$2,000,000 +	0.8%
Average Home Value	\$501,527
2026 Owner Occupied Housing Units by Value	
Total	9,044
<\$50,000	0.0%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	2.1%
\$150,000 - \$199,999	4.9%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	23.9%
\$400,000 - \$499,999	22.5%
\$500,000 - \$749,999	14.0%
\$750,000 - \$999,999	15.3%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	1.0%
Average Home Value	\$542,721

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	28,493
0 - 4	4.7%
5 - 9	6.4%
10 - 14	7.7%
15 - 24	10.9%
25 - 34	9.4%
35 - 44	13.4%
45 - 54	18.3%
55 - 64	14.3%
65 - 74	8.3%
75 - 84	4.7%
85 +	2.0%
18 +	76.6%
2021 Population by Age	
Total	28,719
0 - 4	4.2%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	10.1%
25 - 34	10.6%
35 - 44	12.4%
45 - 54	13.9%
55 - 64	16.2%
65 - 74	12.0%
75 - 84	6.0%
85 +	2.3%
18 +	79.9%
2026 Population by Age	
Total	28,668
0 - 4	4.3%
5 - 9	5.5%
10 - 14	6.3%
15 - 24	9.2%
25 - 34	10.5%
35 - 44	13.6%
45 - 54	12.9%
55 - 64	14.2%
65 - 74	13.4%
75 - 84	7.6%
85 +	2.5%
18 +	80.4%
2010 Population by Sex	
Males	13,609
Females	14,886
2021 Population by Sex	
Males	13,714
Females	15,005
2026 Population by Sex	
Males	13,687
Females	14,982

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity	
Total	28,495
White Alone	86.2%
Black Alone	3.7%
American Indian Alone	0.1%
Asian Alone	7.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.7%
Hispanic Origin	2.4%
Diversity Index	28.5
2021 Population by Race/Ethnicity	
Total	28,720
White Alone	81.9%
Black Alone	3.5%
American Indian Alone	0.1%
Asian Alone	11.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	2.2%
Hispanic Origin	3.2%
Diversity Index	35.7
2026 Population by Race/Ethnicity	
Total	28,669
White Alone	79.7%
Black Alone	3.4%
American Indian Alone	0.1%
Asian Alone	13.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.4%
Hispanic Origin	3.7%
Diversity Index	39.1
2010 Population by Relationship and Household Type	
Total	28,495
In Households	99.9%
In Family Households	83.8%
Householder	27.7%
Spouse	23.7%
Child	30.0%
Other relative	1.8%
Nonrelative	0.6%
In Nonfamily Households	16.1%
In Group Quarters	0.1%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

2021 Population 25+ by Educational Attainment	
Total	21,092
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	0.8%
High School Graduate	10.6%
GED/Alternative Credential	0.9%
Some College, No Degree	13.6%
Associate Degree	5.8%
Bachelor's Degree	33.9%
Graduate/Professional Degree	33.5%
2021 Population 15+ by Marital Status	
Total	24,001
Never Married	25.7%
Married	60.0%
Widowed	5.0%
Divorced	9.4%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,233
Population 16+ Employed	95.0%
Population 16+ Unemployment rate	5.0%
Population 16-24 Employed	8.2%
Population 16-24 Unemployment rate	14.4%
Population 25-54 Employed	60.7%
Population 25-54 Unemployment rate	3.2%
Population 55-64 Employed	21.9%
Population 55-64 Unemployment rate	6.3%
Population 65+ Employed	9.2%
Population 65+ Unemployment rate	4.8%
2021 Employed Population 16+ by Industry	
Total	14,467
Agriculture/Mining	0.0%
Construction	2.6%
Manufacturing	21.9%
Wholesale Trade	2.2%
Retail Trade	6.1%
Transportation/Utilities	3.1%
Information	2.1%
Finance/Insurance/Real Estate	8.1%
Services	51.0%
Public Administration	2.8%
2021 Employed Population 16+ by Occupation	
Total	14,468
White Collar	86.2%
Management/Business/Financial	29.7%
Professional	39.9%
Sales	9.1%
Administrative Support	7.6%
Services	7.6%
Blue Collar	6.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	0.8%
Installation/Maintenance/Repair	0.6%
Production	2.6%
Transportation/Material Moving	2.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Primary Trade Area
Area: 11.9 square miles

Prepared by Esri

2010 Households by Type	
Total	11,923
Households with 1 Person	28.8%
Households with 2+ People	71.2%
Family Households	66.5%
Husband- wife Families	57.0%
With Related Children	25.2%
Other Family (No Spouse Present)	9.5%
Other Family with Male	2.4%
With Related Children	1.1%
Other Family with Female	7.1%
With Related Children	3.8%
Nonfamily Households	4.7%
All Households with Children	30.2%
Multigenerational Households	1.6%
Unmarried Partner Households	3.8%
Male- female	3.3%
Same- sex	0.5%
2010 Households by Size	
Total	11,923
1 Person Household	28.8%
2 Person Household	34.8%
3 Person Household	14.6%
4 Person Household	14.0%
5 Person Household	5.7%
6 Person Household	1.6%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	11,924
Owner Occupied	74.3%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	19.8%
Renter Occupied	25.7%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	134
Percent of Income for Mortgage	15.4%
Wealth Index	226
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	12,631
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%
2010 Population By Urban/ Rural Status	
Total Population	28,495
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments		
1.		Top Tier (1A)
2.		In Style (5B)
3.		Old and Newcomers (8F)
2021 Consumer Spending		
Apparel & Services: Total \$		
	Average Spent	\$46,171,823
	Spending Potential Index	\$3,804.85
		179
Education: Total \$		
	Average Spent	\$41,915,392
	Spending Potential Index	\$3,454.09
		200
Entertainment/Recreation: Total \$		
	Average Spent	\$70,221,267
	Spending Potential Index	\$5,786.67
		179
Food at Home: Total \$		
	Average Spent	\$115,176,157
	Spending Potential Index	\$9,491.24
		174
Food Away from Home: Total \$		
	Average Spent	\$81,560,371
	Spending Potential Index	\$6,721.09
		177
Health Care: Total \$		
	Average Spent	\$133,046,367
	Spending Potential Index	\$10,963.85
		176
HH Furnishings & Equipment: Total \$		
	Average Spent	\$49,934,246
	Spending Potential Index	\$4,114.89
		182
Personal Care Products & Services: Total \$		
	Average Spent	\$19,742,816
	Spending Potential Index	\$1,626.93
		181
Shelter: Total \$		
	Average Spent	\$445,115,108
	Spending Potential Index	\$36,680.27
		182
Support Payments/Cash Contributions/Gifts in Kind: Total \$		
	Average Spent	\$53,581,207
	Spending Potential Index	\$4,415.43
		185
Travel: Total \$		
	Average Spent	\$58,062,858
	Spending Potential Index	\$4,784.74
		189
Vehicle Maintenance & Repairs: Total \$		
	Average Spent	\$23,511,091
	Spending Potential Index	\$1,937.46
		175

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Northville DDA Election of Officers 2022

Background:

The fiscal year of the Authority begins on July 1 of each year and end on the next succeeding June 30. The Board annually at its first regular meeting in January elects a Chairperson, Vice-Chairperson, Secretary and Treasurer. The Secretary and Treasurer do not need to be members of the Board to serve in this office. The officers elected shall be for a term of one (1) year or until a successor is designated.

An email was sent to the DDA Board members to announce the scheduling of the election of officers for 2022. Current DDA Board Chair Shawn Riley has indicated he is interested in continuing to serve as Chair. DJ Boyd has indicated that he willing to serve as Vice Chair. The position of Treasurer is also open and the current Secretary position is held by DDA staff Jeri Johnson. Jessica Howlin currently prepares the meeting minutes and staff would recommend that she take over the Secretary position from Jeri Johnson.

DDA staff will continue to compile a list of individuals interested in various positions and during the DDA January Board meeting we will accept additional names from the floor. The DDA Board will then vote on officers for 2022.

Members who have expressed interest:

Chair: Shawn Riley

Vice Chair: DJ Boyd

Treasury:

Secretary: Jessica Howlin

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY December 2021:

PUBLICITY:

Press Releases Sent:

- A Holiday to Remember Announcement

Upcoming:

- Lava Grille Opening / Celebrity Pets New Owner
- Snowmen sculptures

Press Coverage Received & Upcoming (Highlights/major press hits):

- December 9– [WDIV](#) segment highlighting A Holiday to Remember activities

SOCIAL MEDIA:

- Began rolling out Business Spotlights every first & third Friday of the month to coincide with ad theme.
- Facebook ~ Continued to maintain the page, including daily posts on business announcements and virtual events, etc.
- Instagram ~ Continued to maintain the page, including daily posts business announcements, etc.
- Twitter ~ Continued to maintain the page, including daily posts on business announcements, etc.

PAID ADVERTISING:

- Ad in November issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA has a contract with The Ville (December 2021-April 2022). The ads is 1/4 page size.
 - Ad theme features a new shop or restaurant owner every month