

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of July 28, 2020
Zoom Meeting

The regular meeting of the DDA Board was called to order at 8:00 a.m.

ROLL CALL

Present: *Mayor Brian Turnbull, Carolann Ayers, DJ Boyd, Margene Buckhave, John Casey, Aaron Cozart, Jim Long, Ryan McKindles, Greg Presley, Shawn Riley, Mary Starring*

Absent:

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Barbara Moroski-Browne/City Council, Dave Gutman/Resident, Alan Somershoe/Resident*

AUDIENCE COMMENTS

No comments

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda:

- a. June 16, 2020 DDA Board Meeting Minutes
- b. June 4, 2020 Amended DDA Board Meeting Minutes

Motion by Turnbull, seconded by Casey to approve the Agenda and Consent Agenda. **Motion carried unanimously.**

PUBLIC ACT 124 OF 2020 – SOCIAL DISTRICT LAW

Ward reported that the Governor signed a law on July 1st that allows communities to form Social Districts. The DDA has had previous discussions about creating a Social District in downtown Northville. Taking those discussions into consideration the DDA's recommendation was that the City of Northville move forward with establishing a Social District using only signage and on duty police officers for security. The recommendation was forwarded to City Council last week and after additional discussion the City Council approved the establishment of a Social District and asked staff to create an application and return to City Council with the detailed application. The staff then prepared an application to the MLCC for a Social District, a City Council resolution of support, maps of both the Social District boundaries and the Commons Area boundaries, a Management Plan and a Maintenance Plan. Ward reported that the management plan includes the borders for both the Social District and the Commons Area as outlined on

the map included in the packet. Presley questioned what the difference is between the Social District and the Commons Area. Ward replied based on the legislation there seems to be no difference. Sullivan suggested making the Social District and the Commons Area the exact same to avoid confusion. Ward said in order to have a Commons Area without street closures you need two alcohol serving restaurants on the same side of the street. With street closures you would not have that requirement. Ward said we can always go back to the State and ask for an amended Social District/Commons Area if we decide to change the boundaries in the future. The Board decided to utilize the same boundaries for both the Commons Area and the Social District to avoid confusion.

Nine restaurants qualify to be part of the Social District: Table 5, Browndog Creamery, LeGeorge, Lucy & the Wolf, Genittis, Pooles Tavern, 160 Main, Center Street Grill, and Simply Wine. The City has sufficient insurance and the DDA has purchased additional event insurance for the duration of the street closures. The restaurants will also be required to secure their own liability insurance as required by the City. Ward said the Board will need to decide on the hours of operation for the Social District. The DDA recommended 4 days, Thursday through Sunday 4 – 10 pm. Presley questioned why limit it to 4 days? Ward responded that staffing and managing the Social District for 7 days was a concern. Casey agreed that 7 days would be better given the short time period left to take advantage of the Social District. Buckhave also agreed that 7 days would be less confusing and keeping the time consistent every day would be helpful. Sullivan questioned whether we have a curfew in place for Town Square. Ward said there is no curfew in Town Square but no alcohol would be served after 10 pm. Johnson expressed concern about staffing the Social District 7 days a week when we currently have only one Seasonal Employee. The trash will increase exponentially with a Social District. Casey did not feel the garbage would be an issue on weekdays.

Presley wondered if we continue to close the streets in the future is there a possibility that the Farmers Market could move downtown. Turnbull said a Chamber subcommittee has been formed to look at new locations for the Farmers Market and the downtown would be considered.

Casey wanted to extend the times from 4 – 10 pm to 12 – 10 pm for the Social District. Turnbull agreed with Casey, to ask the State for a broader time span and then decrease it if need be at the local level via City Council. Ward said she will confirm with the MLCC that if once the hours for the Social District are established the local municipality would be able to amend the hours if need be. Ward confirmed that the DDA should request Monday through Sunday 12:00 – 10:00 pm as the Social District hours of operation from the MLCC.

Ward said that the DDA would be providing traditional print and social media promoting the new Social District. The DDA will continue to provide live music on Friday and Saturday evenings from 5 – 9 pm. Ward mentioned the funding for the Social District will be shared by the City and the DDA. Most of the expense will be from purchasing signs and maintenance of the area. Boyd suggested doing some branding around the Social District that is welcoming and friendly. Ward said she reached out to Buzz Bizzell about doing creative work for the Social District. Ward said a logo is needed for the cups,

signs and other print materials. Casey expressed concern that the logo for the cups will need to be done quickly so the cups can be ordered.

Ward said that Seasonal groundskeepers will be responsible for keeping the Social District Area clean. Permit holders will be responsible for their individual areas and for contributing to the upkeep of the Commons area. The DDA has purchased additional tables, chairs and garbage receptacles. Ward said 4 porta potties have been installed. “No Biking” signs have been installed and additional bike racks have been placed at entrances.

Ward said in order for a municipality to apply for the social district designation, the municipality must:

- Pass a resolution designating the Social District and commons area
- Adopt a local management and a maintenance plan and forward them with the application to the MLCC.
- Provide a map that clearly shows the boundaries of the Social District and Commons Area
- Provide a form of support for the individual qualified licensees seeking a Social District permit.

Ward stressed that the DDA and City would need to continually monitor the Social District to ensure it is a safe and healthy place given the COVID restrictions. The DDA staff is recommending the Board approve the Social District along with the management and maintenance plans as amended during the discussion today to present to City Council on August 3rd. Riley and Turnbull thanked the staff for all their hard work to make the Social District a reality.

Motion by Ayers, seconded by Buckhave to approve the amended Social District along with the management and maintenance plans. **Motion carried unanimously.**

CITY ENTRANCEWAY SIGNS AND BRANDING PROJECT

Ward said the Design Committee has been meeting for about a year to discuss the new branding project for the City and DDA. The Committee has been meeting with Bizzell and developed a family of signage that includes two styles of entranceway signs, building signage, entering the city of Northville signs and banners. In addition, the Design Committee has worked on developing a branding package to replace the existing DDA and City logos with a single graphic package for the community. The Design Committee voted unanimously to approve the final graphics packet from Bizzell. The City budgeted \$75,000 for the new branding and sign project and Bizzell's completed cost is \$79,376 which includes several internally illuminated signs and 11 Entering the City of Northville signs that were added to the scope of work.

The color palate is rust, green, burgundy and dark brown. The DDA and City logos are similar in style but distinguished by the “Timeless with a Twist” tagline. The DDA could also go with a slightly different color palate. Boyd said the Design Committee was

completely satisfied with the Bizzell design package. Sullivan commented that he would like to get away from the traditional burgundy color that has been used in the past and go with the rust instead. Turnbull said he would prefer the City and DDA to go with the same color plat for their logos. Turnbull suggested putting an N in the center of the logo design. Ward said Bizzell also created some banners that can be used throughout the year for different seasons and events.

Presley questioned why there was not an entryway sign at Randolph and Eight Mile. Ward said that area is not very visible for a sign location. Ward also drew attention to the fact that there is no sign at 7 Mile and Sheldon. Ward stated that it is not that the Design Committee does not want a sign in that location but because the Downs project has still not been decided. The Committee did not want to pay to have a sign installed to then have to dismantled and moved. Turnbull expressed his opinion that the 7 Mile and Sheldon location is the most visible sign location in the Northville Community and he would like to see a sign there even if it would need to be moved at some future date. Presley said he prefers the Type B sign over the Type A sign because he is not a fan of the brick base. Ayers also felt the Type A sign looked bottom heavy with the bricks. Ward said the brick that would be used would match the Ford Plant brick. The Type A signs also would be back lit so higher visibility at night. Buckhave questioned the cost difference between the two signs. Ward said there is a \$10,000 cost difference. Ward said it is great to have DDA input but the City Council will have the final say on the signs and branding. Ward said there will also be new building signage for City Hall/Police Department and the Fire Department. Casey asked if we could put the less expensive sign (\$3100) at the Seven Mile and Sheldon location temporarily until the Northville Downs Development moves forward. Buckhave suggested doing the less expensive at the Randolph and Eight Mile location as well. Long likes the masonry signs better because they appear more solid and permanent. Ward said the Design Committee also like the masonry signs better plus the back lighting is more visible. Boyd reiterated the Design Committee has worked long and hard on these choices.

Ward said they are also working with Bizzell on the mural. Bizzell has reduced his design cost by \$3000 for a new price of \$3500 and \$5800 for the design and fabrication totaling \$9300. The budget last year for the mural was \$6000. Ward said we would need additional money from the fund balance to move forward with the installation. The Design Committee is recommending that the DDA move forward with the mural installation. Presley questioned what the wording at the bottom of the mural says. Ward said she did not know but would ask Bizzell. Turnbull asked if the building owner gave permission for the mural and Ward replied that it has been discussed and agreed to in the past but need have an agreement in place before installation. Sullivan asked about the image and if it was a surrey racer. Ward said the mural would last about 8-10 years. Long suggested a coating be placed over the image so it might last longer. Presley wondered if we could get an actual image from the Downs to use as the mural. Riley said given the Design Committee has approved the mural we should move forward with the existing image. Ward mentioned the DDA would like to update their website but have been waiting for the new branding package from Bizzell.

Motion by Presley, seconded by Starring to approve the City entranceway signs and branding project. **Motion carried unanimously.**

COMMITTEE INFORMATION AND UPDATE

a. *Design Committee:*

Ward said that besides the update on the Bizzell Design project there is a list of other projects the committee has been working on concurrently in your packet.

b. *Marketing Committee:*

Riley said that the Marketing Committee has not met since our last DDA Board meeting.

c. *Parking Committee:*

Casey said the Committee will be discussing the sale of public parking credits for private use. Casey said the Parking Committee supports the existing project at Dunlap and Center Street but would like to talk more as a group about how to handle the sale of parking credits moving forward. Casey said the downtown businesses in Royal Oak are suffering because the City approved more downtown living space that required overnight parking. Casey is concerned this could happen in Northville if more developers convert existing building into condos or apartments. Riley said he felt we need a moratorium on selling parking credits till we figure out next steps. Riley said the sale of parking credits that could be used for overnight residents could vastly reduce the amount of parking unless we have long term plans to add additional spaces. Ward said the Economic development Committee wants to support downtown living because it provides a great customer base for the existing businesses. The EDC recommended that there be a collaborative partnership with the Planning Commission to look at the parking issues. Sullivan questioned if the EDC has made a recommendation for parking on the existing new development at Center and Dunlap. Ward said they are in favor of this development moving forward with the sale of 14 parking credits but would like to have a moratorium on selling future parking credits till the parking problems can be addressed. Cozart agreed with Ward's statement on what the EDC would like to see happen. Sullivan asked if this was a moratorium on the sale of all parking credits or just the residential overnight permits. Ward suggested this be a formal topic of discussion at our August meeting. Long said that parking credits have worked for 40 plus years so the DDA needs to be thoughtful when discussing next steps. Presley suggested the Parking Committee meet before the next meeting to draft a recommendation. Ward cautioned that the Parking Committee felt this was above their pay grade and would like to hire an engineer to help make a recommendation. Presley suggested the Parking Committee work with members of the EDC and form a joint group to look at the parking problems. Sullivan suggested doing daily parking counts again to see if we have spaces available on a regular basis.

d. *Organizational Committee:*

Ayers said the Organizational Committee did not meet.

e. *Economic Development Committee:*

Cozart said that the EDC committee spent a large amount of their meeting discussing parking credits for the new development and future projects.

FUTURE MEETINGS/ IMPORTANT DATES

- a. Sustainability Committee Meeting – July 30, 2020
- b. City Council Meeting – August 3, 2020
- c. Planning Commission Meeting – August 4, 2020
- d. Marketing Committee Meeting – August 6, 2020
- e. Executive Committee Meeting – August 12, 2020
- f. City Council Meeting – August 17, 2020
- g. Planning Commission Meeting – August 18, 2020
- h. DDA Board Meeting – August 18, 2020

BOARD AND STAFF COMMUNICATION

The next DDA Board meeting is scheduled for September 15, 2020.

Motion by Boyd, seconded by McKindles to adjourn the DDA Bord meeting. **Motion carried unanimously.**

Meeting adjourned at 9:50 am

Respectfully submitted,
Jeri Johnson, Marketing and Communications Director
Northville DDA