

Meeting of the DDA Board of Directors July 28, 2020 - 8:00 a.m.

The meeting will be held via video conference in compliance with Executive Order 2020-75, issued by Michigan Governor Whitmer, temporary authorization of remote participation in public meetings and hearings. Members of the public body and members of the public participating electronically will be considered present at the meeting and may participate as if physically present at the meeting.

To join the meeting, click here: <https://us02web.zoom.us/j/85280155428>, or call 1 301 715 8592 Webinar ID: 852 8015 5428

AGENDA

1. Call to Order – Shawn Riley
2. Audience Comments (3-minute limit)
3. Approval of Agenda and Consent Agenda
4. Consent Agenda
 - a. June 16, 2020 Meeting Minutes (Attachment 4.a)
 - b. June 4, 2020 Amended Meeting Minutes (Attachment 4.b)
5. Public Act 124 of 2020 - Social District Law (Attachment 5)
 - a. MLCC Application (Attachment 5.a)
6. City Entranceway Signs and Branding Project (Attachment 6)
7. Committee Information and Updates
 - a. Design Committee – DJ Boyd (Attachment 7.a)
 - b. Marketing Committee – Shawn Riley (Attachment 7.b)
 - c. Parking Committee – John Casey
 - d. Organizational Committee – Carolann Ayers
 - e. Economic Development Committee – Aaron Cozart
8. 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 19, 2020
9. Board and Staff Communications
10. Adjournment – Next Meeting – August 19, 2020

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of June 16, 2020
Zoom Call

The regular meeting of the DDA Board was called to order at 8:09 a.m.

ROLL CALL

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

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Jeremy Goodman/ Resident, Dave Gutman/Resident, Marilyn Price/City Council, Fred Sheill/Resident, Laura Genitti/Restaurant Owner, Barbara Moroski-Brown/City Council*

AUDIENCE COMMENTS

None

APPROVAL OF AGENDA AND CONSENT AGENDA

Consent Agenda:

- a. May 2020 Financial Statement
- b. May 2020 Invoice Report
- c. March 17, 2020 Amended Meeting Minutes
- d. May 19, 2020 Meeting Minutes
- e. 4th Quarter Budget Amendments

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

DOWNTOWN REOPENING PLAN UPDATE

- a. Street Closure – Tuesday, June 16, 2020 – 12:00 pm

Ward updated the Board on the street closures. Only Main Street will close on June the 16th at noon because the majority of restaurants will have received their expansion permits from the State of MI. Ward said Center Street will wait to close because Center Street Grill is not ready to expand into the street. Tuscan is ready now and Rebecca's does not have the staff yet to spill out onto the street. The plan is for Center Street to close the week of June 22nd. Once everyone is ready to close, the police will work with the County to change the traffic light timing at Main and Center.

Long expressed concern about closing Center Street with so few restaurants taking advantage of the street closure. Long feels closing a major thoroughfare for one restaurant is not warranted. Long believes Tuscan, Rebecca's and Center Street Grill could have additional seating by expanding down the sidewalks. Long was also concerned about how this would affect Genitti's customer base considering they bring so many people in from out of town. Many of them are elderly and need to be dropped off close to the door. Casey asked if Ward had feedback from the retailers on whether they planned to move merchandise onto the streets. Ward said she believed some of the retailers would take advantage of the street closure but not sure on specifics. Ward said this is a grand experiment and we will need to stay sensitive to the potential for change and recommendations for Council to adjust if needed. Turnbull agreed, City council took the DDA's recommendation with the understanding that there may need to be some modifications as the summer progresses.

Long asked Ward about the required two hold harmless agreements, one for restaurants and one for retailers, which are needed in order to be out on the sidewalks or in the street. He felt they were very strict. Ward said she worked with the City's insurance provider to come up with the proper documents. Retailers only have to sign the Hold Harmless agreement but restaurants are required to also provide general liability insurance. These are the same agreements that businesses need to sign when participating in special events.

b. Curbside Pickup locations

Ward said that the DDA recognized that curbside pickup has been a vital part in keeping restaurants and retailers in business during COVID-19. The DDA sent out an email to all the businesses to see what their carryout plans would be moving forward and if they needed additional help from the DDA. Ward met with the Police to identify additional spaces outside the closed street area that can be used for temporary curbside pickup.

c. Signage

Ward drew attention to the new "Welcome Back to Northville" signage that has been hung in the downtown and surrounding area. There are large signs on the main intersections as you enter Northville and yard signs throughout the downtown. The DDA also had signage made to soften the street closure barricades to make the entrance feel more inviting. The DDA wanted the new signage to have cheerful colors and make people feel welcome in downtown. Presley commented that the white lettering on the signs is difficult to read as you are driving past. Ward agreed that darker lettering would be more visible.

AUDIENCE COMMENTS

Laura Genitti and Chris Shelters raised their hands to make comments. Genitti thanked everyone for all their hard work. She expressed concern for the older crowd that patronizes her business and how they will get to her restaurant. Genitti's does not have back door access which complicates the accessibility for seniors. Genitti also said that all the Northville businesses need to fully participate if the streets are being shut down. It can't just be weekends only. Shelters commented on the red garbage barrels that were put out for the extra garbage generated by the street closures. The garbage barrels are an eyesore and need lids to keep out the rain. Shelters feels it will be important to make sure the garbage is picked up seven days a week. Shelter's other concern was customer parking since now there is less parking on Main and Center Streets. Shelters feels that the 3-hour limit in the back lots needs to be enforced so employees do not take up spaces all day. Having directional signage pointing people to downtown through the Comerica Walkway would also be helpful. Shelter's said she would also like to see hand sanitizing stations throughout town.

Buckhave agreed that the DDA Board will have to monitor the downtown to make sure the restaurants and retailers are open and taking full advantage of the street closures. Buckhave also suggested having food trucks or other vendors in the streets to make it look livelier. Possibly a car show could fill up the empty spaces on Center Street.

Ward said she will definitely look into new garbage cans with lids and agreed the red barrels are not a long-term solution. Johnson mentioned that all the tables, chairs and benches in the common's areas are sprayed daily with disinfectant spray by the seasonal employees.

d. Table and Chairs Purchase

Ward said the staff is recommending the purchase of additional tables and chairs for Old Church Square (Attachment 5.d). The seasonal employees have temporarily moved a few tables, chairs and umbrellas over from Town Square. People are using the area to eat their carry-out food and it looks very nice. Buckhave said it has been very full and people are really enjoying having the additional seating space. The DDA staff would like to order 4 more 32" square tables and 16 additional chairs for a total cost of \$2,654.76.

Sullivan questioned whether the staff had gotten additional quotes from other vendors. If the cost is over \$2,500 the DDA would need to provide alternative bids or ask for an acceptance from City Council. Ward said she would get 2 additional quotes from other vendors that carry the same product.

Motion by Long, seconded by Boyd to approve the purchase of table and chairs contingent on additional quotes. **Motion carried unanimously.**

f. Staffing

Ward said currently the DDA has 2 seasonal employees. We are adjusting their hours during the week so they can come in on weekends to empty garbage. The DDA has budgeted for 3 full time seasonal employees but would like to add a 4th because of the extra work involved with the street closures. It has been difficult to hire people this year. Unemployment compensation is high so not many people want to take a job and end up making less.

INSURANCE FOR DOWNTOWN REOPENING PLAN

Ward said the City Clerk notified the DDA that we needed special event insurance for the Northville Reopening Plan. Ward was concerned about the cost because weekend event insurance can cost as much as \$3,000 and this event is 4 ½ months long. Ward was pleasantly surprised when the cost estimate was only \$759.00 and an extra \$50 for terrorism risk insurance. The DDA staff is recommending we approve the additional needed insurance.

Motion by Casey, seconded by McKindles to approve the additional insurance required for the Downtown Reopening Plan. **Motion carried unanimously.**

MAINCENTRE PARKING DECK

a. Discussions with Singh

Ward said they met via telephone with the Attorneys and Singh Development about their contribution to the MainCentre parking deck moving forward. Singh has not been cooperative so far but they were cordial on the phone call. Ward supplied them with information from the construction contractors with unit pricing on the line items they would be responsible for paying moving forward. The Special Assessment lawsuit is continuing to move forward and Sullivan said there is nothing new to report.

b. Construction Updates

Ward said she included a progress report (Attachment 7.b) on the MainCentre parking deck project. The project is going well and should be completed in 4 weeks.

COMMITTEE INFORMATION AND UPDATE

a. *Design Committee:*

Boyd said there were no updates.

b. Marketing Committee:

Riley said the Marketing Committee did meet via Zoom. The meeting was spent updating members on the Northville Reopening Plan.

c. Parking Committee:

Casey said the Committee has not met but plan to meet this Thursday. The Planning Commission has asked the Parking Committee to look at a few items regarding the new project at Center and Dunlap.

d. Organizational Committee:

Ayers said the committee did not meet. Ayers expressed concern that a lot of the Reopening costs were not budgeted for but she said that the Organizational Committee is committed to finding the funding to support the Downtown.

e. Economic Development Committee:

Cozart said the EDC recently met to discuss the new development on the corner of Center and Dunlap streets. The Planning Commission wanted the EDC to provide written comments about the project. Overall, the EDC was very pleased with the project from both a design perspective and the product. The committee thought the design was very thoughtful and took into consideration the history at that corner. The only concern is parking in the back lot when it is already difficult.

Presley alerted the Board that the Watermark Development team was meeting with staff and the City Planner tomorrow for a preapplication meeting. The project will no longer be presented as a PUD and it will be on a smaller parcel of land (5 acres). The apartment unit count will be 180.

Motion by Boyd, seconded by Buckhave to adjourn the meeting. Motion carried unanimously.

BOARD AND STAFF COMMUNICATION

The next DDA Board meeting is scheduled for July 21, 2020.

Meeting adjourned at 9:54 am

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

DOWNTOWN DEVELOPMENT AUTHORITY
Special Meeting of June 4, 2020
Zoom Call

The special meeting of the DDA Board was called to order at 5:30 p.m.

ROLL CALL

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

Absent:

Also Present: *Patrick Sullivan/City Manager, Lori Ward/DDA Executive Director, Jeri Johnson/Marketing & Communications Director, Marilyn Price/City Council, Peggy Stoe/Pear-aphernalia, Jenn Grochowski/Pear-aphernalia, Paul Gabriel/Browndog*

AUDIENCE COMMENTS

None

REOPENING PLAN FOR DOWNTOWN NORTHVILLE

In response to COVID-19 shutdown the DDA staff, working with the business owners and City administration, has developed a Reopening Plan for Downtown that will provide an opportunity for all of the downtown businesses to reopen safely and with the maximum capacity allowed under the latest Governor's Executive Orders. The plan requires the use of several tools including the special event application provided as Attachment B.

Casey said that he has been talking with Ward and Riley about what the reopening of downtown should look like and how to help businesses recover their losses. From those conversations they began to have ZOOM meetings inviting the restaurants and retailers to participate in the conversations. From those conversations it became clear the majority of businesses were in favor of allowing businesses to spill out into the streets for better social distancing. Riley said restaurants in particular will benefit from closing the streets since they are restricted to 50% capacity inside and need more outside space for diners. Both Casey and Riley are concerned if we do not help the businesses make up their COVID-19 losses, we will have a lot of empty storefronts in the downtown. It was clear from listening to the downtown restaurants that we needed to shut the streets for the entire week not just on weekends. Casey pointed out that it is too difficult to move tables and chairs when you have no storage for them during the week.

Ward communicated with colleagues across the state sharing ideas on what they were planning to do as restrictions are lifted. Ward also restated the research and numerous information gathering Zoom calls, emails and phone conversations that were done prior to coming up with the Reopening Plan for Northville.

Ward said there are three initiatives that are part of the DDA Reopening Plan. First is the support of House Bill 5781, which allows for municipalities to designate a “social district”. Ward stated we have set up social districts in the past when we did events in the downtown. This piece of legislation would allow our restaurants and retailers to spill out into the street to maintain the mandated social distancing requirements. It would also allow people to eat and consume alcohol while moving about in the designated social district area. Ward asked the City Council to write a letter of support for House Bill 5781. Ward has also asked the City Council to approve a letter of support for the limited permanent outdoor service area permission (form 204a). This form would be expedited by the MCC and would allow the 13 downtown restaurants to be able to expand their boundaries in order to make up for the seats they are losing because of the reduced capacities and social distancing requirements. Ward said City Council approved this letter and the DDA was able to distribute those letters to all the restaurants. The restaurants will include this letter when they apply for permission from the MLCC to spill out into the public right away. The second initiative was to fill out a Special Event Application for the downtown. This would allow merchandising by retailers outside of their store and also restaurants to expand out into the streets. Finally, the third initiative is to close East Main and North Center streets to allow for more outdoor dining and merchandising. After meeting with Department Heads and the Police/Fire Chiefs it was determined that 18 feet would need to remain open for public safety in the event of an emergency. Ward said the common areas, Old Church Square and Town Square will be maintained for common use. The Seasonal staff will be maintaining the public tables and chairs. Ward mentioned the DDA is looking into having live acoustic music on the streets to create a welcoming atmosphere. The DDA is also putting together a marketing plan creating signs, banners, print material and social media to promote the theme “Welcome Back to Northville”.

Ward initially did a survey of the business owners in the downtown to see if they would like the streets closed on weekends only. Out of 30 responses all 30 said yes. The DDA then did an additional survey to see if businesses would prefer just weekend closures or the full week. The results were 3 voted for no closures, 13 said weekends only and 31 said close for the entire week. Since the Governor has reopened retail and restaurants at 50% capacity, DDA staff are trying to quickly get this done in a safe manner so the businesses can have a larger footprint to recapture their losses. Ward mentioned Cole from Great Harvest did some research of other cities that have done similar closures and have had great success. That information was shared by separated email to the DDA Board members.

Long commented that he was very disappointed that the DDA was initially presenting the full week street closures to City Council without getting DDA Board approval. Long felt it was a very bad precedent to have the Executive Committee and staff make recommendations without DDA Board input. Ward said she takes full responsibility and apologized for not including the full Board in the decision-making process. Ward said it

was a complete oversight on her part because things have been moving so quickly and working from home is so different that she bypassed the normal process. Ward said she would never intentionally leave the Board out and again apologized. Ward is pleased everyone was flexible and able to make this Zoom call so the DDA can collectively make a recommendation.

Long expressed concern that the survey went out to all businesses not just the ones that would be affected by the street closures. Long believes if you take out double votes for the same business and businesses that are not directly affected by the closures the responses that should be counted is only 27 not the full 47. Long feels we are moving too fast and should take more time to talk to the businesses that are directly involved. Long is also concerned about traffic in the neighborhoods if Center Street is closed. Long believes citizens of Northville will be up in arms with the increased traffic because that was a big concern when looking at the Northville Downs Development. Long cautioned the Board to be more diligent when it comes to checks and balances for DDA decisions.

Riley made the point that the emails were sent multiple times to 250 businesses and they were also invited to multiple Zoom calls and if they did not choose to respond they abstained from having an opinion. The DDA has worked hard to set up meetings and get as many opinions as possible to do what's best for reopening the downtown.

Presley asked for clarification about the traffic coming North on Center to the intersection at Main and if cars would then be able to turn left on Main Street. Sullivan said yes, cars would be able to turn left. Sullivan also said the detour being recommended by the police department is to try to get traffic to head east as much as possible by putting up a barricade at Dunlap. There would be a stop sign to turn left so that traffic would go around the east end of town. Sullivan said the police are trying to come up with a plan to keep traffic out of the neighborhoods as much as possible.

Presley drew attention to Orin Jeweler's letter about tents being set up in the streets. Presley agreed that large tents would be unattractive but more importantly structurally unsafe. He brought up the 1988 Victorian festival when a tornado came out of nowhere and blew tents horizontally down Main Street. Ward stated that tents were not a part of the special event application that was developed by DDA staff. Ward agreed with Presley's concerns and added that many of the businesses are concerned that tents would block the visibility of their storefronts. Presley needed to sign off of the zoom call, but voted YES for full week street closures.

Ayers expressed her concern for traffic flow in the neighborhoods. Wing Street has had so much additional traffic because of the post office trucks. Also, Cabbage Town could be negatively affected as well.

Buckhave said that her customers are still being cautious about going into stores and preferring curbside pickup. Buckhave believes it would be too difficult for restaurants to move their outdoor furniture every week if the streets were closed down only on weekends. It will need to be a group effort to keep the streets clean and garbage empty. Buckhave questioned the need for additional bathrooms/porta potties for the increased

pedestrian traffic. She also suggested having art or flower vendors in the street to help with the ambiance. Her opinion is to give this a try and see what happens. Boyd and McKindles echoed Buckhaves comments and agreed this would be a great thing to do for the businesses that have lost so much of their income.

Turnbull reached out to several other surrounding communities to get their input and ideas. He also talked to several of the businesses on Main and Center and they all realize these are unique times and want to give the street closures a try. Turnbull also said there will be increased pedestrian traffic because so many people will continue to work from home through September or later.

Riley mentioned working with JAG Entertainment to provide acoustic music on both Main and Center Streets. This would add to the downtown atmosphere and make Northville a destination town. These would not be big concerts like we've had in the past but more individuals playing the guitar.

Long questioned whether anyone has reached out to restaurants that will not be able to take advantage of the street closures. Ward said yes, the DDA has been reaching out to all downtown and surrounding Northville restaurants working with them to expand their outdoor dining options.

Stoe and Grochowski from Pear-aphernalia wanted to raise attention to the many bike riders and skateboarders that ride through town on the sidewalks. This is a hazard to pedestrians walking on the sidewalks. Also, there are many pedestrians that walk their dogs through town and with the restaurants out in the street this could potentially become a problem. Stoe also suggested valet parking for older customers that may not be able to walk from distant parking. Stoe commented that porta potties are not attractive and restaurants that are serving customers should allow the use of their bathrooms. She recommended retailers should create tasteful outdoor displays to entice customers into the store.

Gabriel from Browndog believes that people will not feel comfortable eating inside a restaurant for some time. If other cities shut down their streets and Northville does not, we will lose a lot of our customer base.

Motion by Casey, seconded by Cozart to approve the ReOpening Downtown Special Event to be held June 4th – October 31st, 2020. **Motion carried unanimously.**

NEW TABLES AND CHAIRS FOR TOWN SQUARE/OLD CHURCH SQUARE

Ward said that Johnson has been looking into getting additional tables and chairs for Old Church Square. The DDA did not get a formal quote in time so it is not in the Board packet. Ward mentioned the Square will remain a public plaza for the next 5 years and the DDA has wanted to put outdoor furniture in that spot for several years. This would be a great location for people to eat carryout food and beverages. Buckhave is in favor of having additional seating as long as the DDA maintains the garbage and keeps the area clean. Buckhave also mentioned having music in the Old Church Square would add ambiance. Johnson reached out to Custom Channels to play lighter acoustic music

through our sound system but that is only audible in Town Square. It would be nice to add additional speakers in the Church Square area depending on the cost. Buckhave also mentioned having signs created for bikers to prevent them from riding their bikes through down. It is a hazard with all the diners in the streets and on the sidewalks. Buckhave was concerned about the number of folks walking dogs in the downtown area. She believes we should have poop bag stations especially with all the outdoor dining.

Sullivan expressed concern about who would be in charge of cleaning the streets and picking up the garbage in the evenings. He said the DPW does not have the manpower to take on additional tasks. Ward said we have hired two full time seasonal employees but hope to hire more. Ward said it has been difficult to find people to apply for the job. If we can add more staff, we will have additional shifts on the weekends to help with garbage. Ward said the DDA would not be able to do that every weekday evening. We will see how much additional staff will be needed as this Downtown Reopening Event unfolds.

BOARD & STAFF COMMUNICATIONS

None

Motion by Casey, seconded by McKindles to close the meeting. **Motion carried unanimously.**

The next Board meeting is scheduled for June 16, 2020.

Meeting adjourned at 7:00 pm

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

Act No. 124
 Public Acts of 2020
 Approved by the Governor
 July 1, 2020
 Filed with the Secretary of State
 July 1, 2020
 EFFECTIVE DATE: July 1, 2020

**STATE OF MICHIGAN
 100TH LEGISLATURE
 REGULAR SESSION OF 2020**

Introduced by Reps. Webber, Sabo, Steven Johnson, Bollin, Slagh, Rendon, Paquette, Crawford, Hall, Huizenga, Kahle, Lightner, Meerman, Hood, Elder, Leutheuser and Reilly

ENROLLED HOUSE BILL No. 5781

AN ACT to amend 1998 PA 58, entitled “An act to create a commission for the control of the alcoholic beverage traffic within this state, and to prescribe its powers, duties, and limitations; to provide for powers and duties for certain state departments and agencies; to impose certain taxes for certain purposes; to provide for the control of the alcoholic liquor traffic within this state and to provide for the power to establish state liquor stores; to prohibit the use of certain devices for the dispensing of alcoholic vapor; to provide for the care and treatment of alcoholics; to provide for the incorporation of farmer cooperative wineries and the granting of certain rights and privileges to those cooperatives; to provide for the licensing and taxation of activities regulated under this act and the disposition of the money received under this act; to prescribe liability for retail licensees under certain circumstances and to require security for that liability; to provide procedures, defenses, and remedies regarding violations of this act; to provide for the enforcement and to prescribe penalties for violations of this act; to provide for allocation of certain funds for certain purposes; to provide for the confiscation and disposition of property seized under this act; to provide referenda under certain circumstances; and to repeal acts and parts of acts,” by amending section 1021 (MCL 436.2021), as amended by 2013 PA 235, and by adding section 551.

The People of the State of Michigan enact:

Sec. 551. (1) The governing body of a local governmental unit may designate a social district that contains a commons area that may be used by qualified licensees that obtain a social district permit. A governing body of a local governmental unit shall not designate a social district that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road. If the governing body of a local governmental unit designates a social district that contains a commons area under this section, the governing body must define and clearly mark the commons area with signs. The governing body shall establish local management and maintenance plans, including, but not limited to, hours of operation, for a commons area and submit those plans to the commission. The governing body shall maintain the commons area in a manner that protects the health and safety of the community. Subject to this subsection, the governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act, 1976 PA 267, MCL 15.261 to 15.275, of the time and place of the public hearing before the public hearing. The governing body shall file the designation or the revocation of the designation with the commission. As used in this subsection:

(a) “Local road agency” means a county road commission or designated county road agency or city or village that is responsible for the construction or maintenance of public roads within this state.

(b) “Road authority” means a local road agency or the state transportation department.

(2) Subject to subsection (3), the holder of a social district permit may sell alcoholic liquor for consumption within the confines of a commons area if both of the following requirements are met:

(a) The holder of the social district permit only sells and serves alcoholic liquor on the holder's licensed premises.

(b) The holder of the social district permit only serves alcoholic liquor to be consumed in the commons area in a container to which all of the following apply:

(i) The container prominently displays the social district permittee's trade name or logo or some other mark that is unique to the social district permittee under the social district permittee's on-premises license.

(ii) The container prominently displays a logo or some other mark that is unique to the commons area.

(iii) The container is not glass.

(iv) The container has a liquid capacity that does not exceed 16 ounces.

(3) If the commission issues a special license to a special licensee located in a social district, the holder of a social district permit shall not sell and serve alcoholic liquor under subsection (2) during the effective period of the special license.

(4) A purchaser may remove a container of alcoholic liquor sold by a holder of a social district permit under subsection (2) from the social district permittee's licensed premises if both of the following conditions are met:

(a) Except as otherwise provided in subdivision (b), the purchaser does not remove the container from the commons area.

(b) While possessing the container, the purchaser does not enter the licensed premises of a social district permittee other than the social district permittee from which the purchaser purchased the container.

(5) The consumption of alcoholic liquor from a container described in subsection (2)(b) in the commons area as allowed under this section may only occur during the legal hours for the sale of alcoholic liquor by the social district permittee.

(6) A qualified licensee whose licensed premises is shared by and contiguous to a commons area in a social district designated by the governing body of a local governmental unit under this section may obtain from the commission an annual social district permit as provided in this section. The social district permit must be issued for the same period and may be renewed in the same manner as the license held by the applicant. The commission shall develop an application for a social district permit and shall charge a fee of \$250.00 for a social district permit. An application for a social district permit must be approved by the governing body of the local governmental unit in which the applicant's place of business is located before the application is submitted to the commission and before the permit is granted by the commission. The \$250.00 permit fee under this subsection must be deposited into the liquor control enforcement and license investigation revolving fund under section 543(9).

(7) This section does not apply after December 31, 2024.

(8) As used in this section:

(a) "Commons area" means an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least 2 other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.

(b) "Local governmental unit" means a city, township, village, or charter authority.

(c) "Qualified licensee" means any of the following:

(i) A retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises.

(ii) A manufacturer with an on-premises tasting room permit issued under section 536.

(iii) A manufacturer that holds an off-premises tasting room license issued under section 536.

(iv) A manufacturer that holds a joint off-premises tasting room license issued under section 536.

Sec. 1021. (1) The commission shall not require a licensee to sell or serve food to a purchaser of alcoholic liquor. The commission shall not require a class A hotel or class B hotel to provide food services to registered guests or to the public.

(2) Except as otherwise provided in section 551 and subsection (3), a purchaser shall not remove alcoholic liquor sold by a vendor for consumption on the premises from those premises.

(3) A vendor licensed to sell wine on the premises may allow an individual who has purchased a meal and who has purchased and partially consumed a bottle of wine with the meal, to remove the partially consumed bottle from the premises on departure. This subsection does not allow the removal of any additional unopened bottles of wine unless the vendor is licensed as a specially designated merchant. The licensee or the licensee's clerk, agent, or employee shall cap the bottle or reinsert a cork so that the top of the cork is level with the lip of the bottle. The

transportation or possession of the partially consumed bottle of wine shall be in compliance with section 624a of the Michigan vehicle code, 1949 PA 300, MCL 257.624a.

(4) This act and rules promulgated under this act do not prevent a class A or B hotel designed to attract and accommodate tourists and visitors in a resort area from allowing its invitees or guests to possess or consume, or both, on or about its premises alcoholic liquor purchased by the invitee or guest from an off-premises retailer and does not prevent a guest or invitee from entering and exiting the licensed premises with alcoholic liquor purchased from an off-premises retailer.

(5) Notwithstanding section 901(6), an on-premises licensee may, in a manner as determined by that licensee, allow for the consumption of wine that is produced by a wine maker, a small wine maker, or an out-of-state entity that is the substantial equivalent of a wine maker or small wine maker and that is brought into the licensed premises in its original sealed container by a consumer who is not prohibited under this act from possessing wine. The licensee shall not allow the consumer to remove a partially consumed bottle of wine brought by the consumer unless the licensee or the licensee's clerk, agent, or employee caps the bottle or reinserts the cork so that the top of the cork is level with the lip of the bottle. The licensee may charge a corkage fee for each bottle of wine brought by the consumer and opened on the premises by the licensee or the licensee's clerk, agent, or employee. This subsection does not exempt the licensee or the consumer from any other applicable requirements, responsibilities, or sanctions imposed under this act.

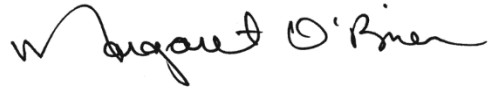
Enacting section 1. This amendatory act does not take effect unless all of the following bills of the 100th Legislature are enacted into law:

- (a) Senate Bill No. 942.
- (b) House Bill No. 5811.

This act is ordered to take immediate effect.



Clerk of the House of Representatives



Secretary of the Senate

Approved _____

Governor

Northville Social District Application

July 2020

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Narrative

On July 1, 2020 Governor Whitmer signed into law Public Act 124 of 2020 – the Social District legislation. The new law is designed to provide some relief to Michigan’s food service industry, which like so many sectors of the economy has been devastated by the pandemic and continues to face challenges with managing safety and financial stability while opening for service. The new law would allow a municipality to establish a “Social District” that would provide licensed permit holders the ability to obtain a permit to sell alcohol to customers for consumption in the Commons Area of a Social District.

The DDA, working with the business owners and City administration, developed a Reopening Plan for Downtown that has provided an opportunity for all of the downtown businesses to reopen safely and with the maximum capacity allowed under the Governor’s Executive Orders. The plan recommends the use of several tools including Northville’s special event application, the Limited Permanent Outdoor Service Area Permits (MLCC Form 204a), and the establishment of a Social District per Public Act 124 of 2020. On June 5, 2020, the Northville City Council took the first step in implementing the Reopening Plan when they approved a special event application to close E. Main Street between Center and Hutton Streets and N. Center between Main and Dunlap Streets to vehicular traffic.

The streets were closed on June 16th and restaurants expanded into the street and retail expanded onto the sidewalks. The closing of streets to vehicular traffic and expanded outdoor dining have allowed the restaurants to make up some of the seats that were lost due to the Governor’s requirements for reduced capacity and social distancing. The street closures have been a tremendous success and provided a wide and safe path for pedestrians to utilize.

In addition to the implementation of the special event application, thirteen restaurants have applied for and received a Limited Permanent Outdoor Service Area Permits (MLCC Form 204a). The permit allows the license holder to serve alcohol in an expanded service area with the permission of the local municipality until October 31, 2020. The MLCC has worked hard to process the applications quickly so that license holders can maximize their outdoor seating.

The third tool that the City of Northville would like to implement is the establishment of a Social District as permitted under Public Act 124 of 2020. Downtown restaurants already participating in the Reopening Plan with expanded outdoor seating have expressed interest in the establishment of a Social District. If established, a Social Districts would include a Commons Area where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants and tasting rooms) could sell alcoholic beverages in special cups to be taken into the Commons Area for consumption. The Commons Area would need to be clearly identified through signage and at least two qualified licenses must be contiguous to the Commons Area. The alcohol must be served in a container

that has the logo of the Commons Area and the logo of the permit holder clearly marked on the container. The container cannot be made of glass. The person purchasing the alcohol can only consume the alcohol in the Commons Area. The Commons Area cannot include the licensed premises of any qualified licensee.

Several of the restaurants have applied for additional outdoor bar licenses; others have expressed an interest in selling street food or providing live music to add to the vitality of the area. The establishment of the Social District will provide the restaurant owners the ability to serve a drink that could be consumed in the Commons Area while waiting for a table or taking a drink to go after the meal to help turn tables over more quickly. Additional tables and chairs could be added to the Commons Areas currently closed to traffic to provide additional seating that is spread out and socially distanced.

A 5-foot-wide area adjacent to the businesses will remain open for pedestrian circulation and to comply with ADA requirements. An eighteen-foot-wide area along the road will be open for pedestrian access as well as serve as the public safety route. DDA staff has spoken with the Fire Chief and Fire Marshall in order to provide sufficient width for public safety vehicles.

Town Square and Old Church Square will be used for carry out dining. Individual restaurants will not serve in the two areas, but they will serve as part of the designated Commons Areas within the Social District. The DDA is working with seasonal DDA employees and adjacent business owners to help keep the area picked up and wiped down. Maps are included on page 3 showing the boundaries of the Social District and on page 4 showing the boundaries of the Commons Area.

City Council Resolution

Resolution

WHEREAS, Michigan Public Act 124 of 2020 was signed into law on July 1, 2020; and

WHEREAS, the law allows Michigan municipalities to establish Social Districts that allow for common areas where two or more contiguous licensed establishments could sell alcoholic beverages in special cups to be taken into the area for consumption; and

WHEREAS, the Northville Social District would be created and managed by the city through its Downtown Development Authority; and

WHEREAS, the boundaries of the Northville Social District will encompass the 4 main blocks of Downtown Northville and will be bounded by Cady Street to the south, Wing Street to the west, Dunlap Street to the north, and Hutton Street to the east; and

WHEREAS, the City of Northville will follow all stipulations of Michigan Public Act 124 of 2020 and follow established best practices in the creation and maintenance of the Social District; and

WHEREAS, the creation of the Northville Social District would be an immediate draw to Downtown Northville and be a viable solution;

NOW, THEREFORE, BE IT RESOLVED that the Northville City Council does hereby approve the creation of the Northville Social District for consideration by the Michigan Liquor Control Commission.

Date: August 3, 2020

Brian Turnbull, Mayor

Marilyn Price, Mayor Pro Tem

Patrick Geisa, Councilmember

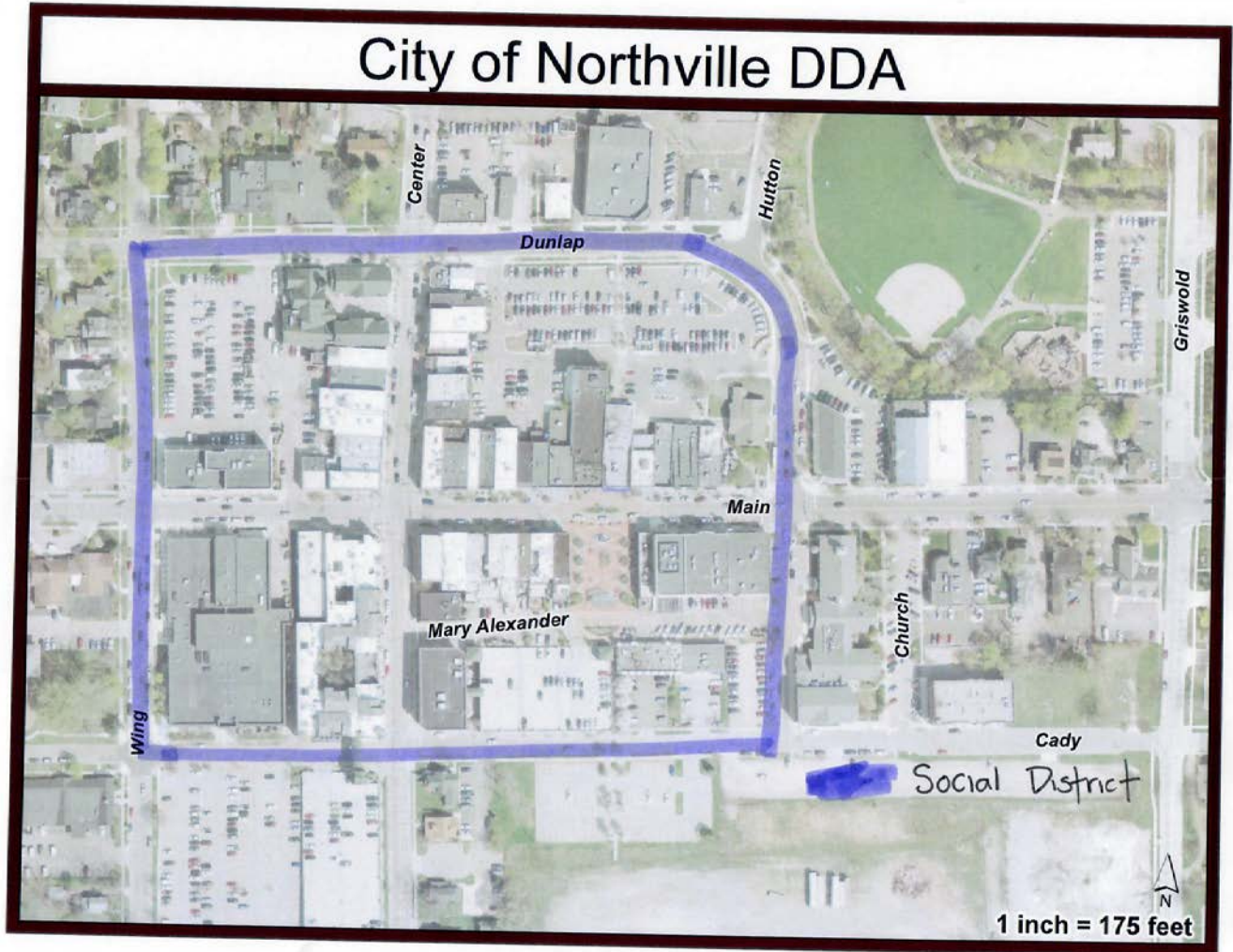
Sam Ekong, Councilmember

Barbara Moroski-Browne, Councilmember

Attest: _____
Dianne Massa, City Clerk, CMC

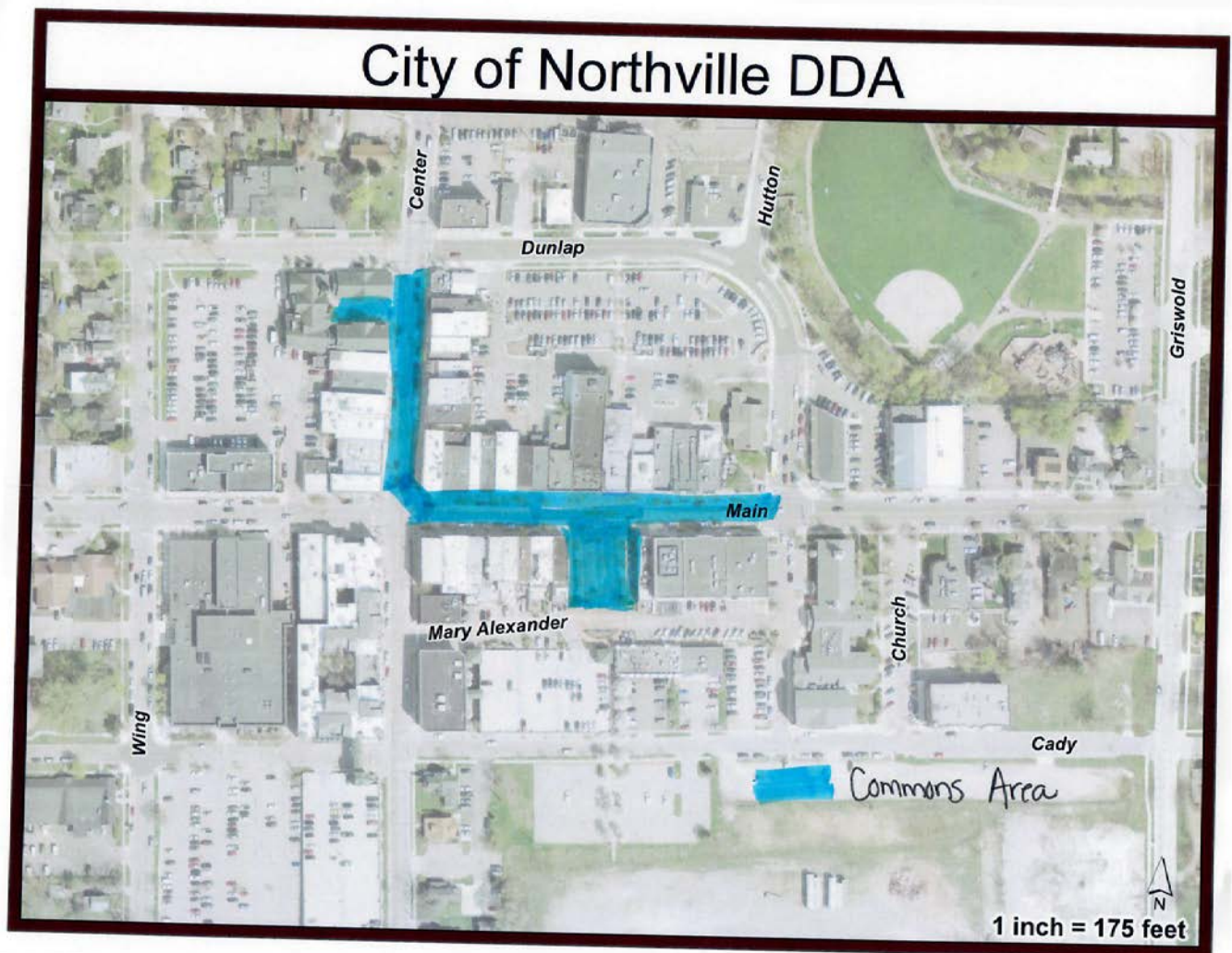
Social District Map

The boundaries of the Northville Social District will encompass the 4 main blocks of Downtown Northville and will be bounded to the south by Cady Street, to the west by Wing Street, to the north by Dunlap Street and to the east by Hutton Street.



Commons Area Map

Commons Area means an area (one or more) within a Social District that is clearly designated and clearly marked by the municipality and that is shared by and contiguous to the premises of at least two qualified licensees. A Commons Area does not include the license premises of any qualified licensee. The boundaries of the Commons Area would be the same as the current Reopening Downtown plan boundaries. The boundaries would be N. Center Street from Main to Dunlap and E. Main from Center to Hutton. The streets, which are under the jurisdiction of the City of Northville, will be closed to vehicular traffic until October 31, 2020. The Commons Area would include the sidewalks and streets that are not included in the qualified licensee's premises along with two public plazas Old Church Square and Northville Square.



Management Plan

The Downtown Development Authority will serve as the manager for the Northville Social District. DDA staff will oversee the development of the plan, the submission of documents to the MLCC, coordinate with qualified licensees, and will monitor all aspects of the Social District. The management of the Social District will be assisted by other City departments including Police, Fire, Public Works, Clerk and Finance.

Boundaries:

The boundaries of the Northville Social District will encompass the 4 main blocks of Downtown Northville and will be bounded by the south by Cady Street, west by Wing Street, north by Dunlap Street and east by Hutton Street. See page 3 for the Social District Map. Commons Area means an area (one or more) within a Social District that is clearly designated and clearly marked by the municipality and that is shared by and contiguous to the premises of at least two qualified licensees. A Commons Area does not include the license premises of any qualified licensee. The boundaries of the Commons Area would be the same as the current Reopening Downtown plan boundaries. The boundaries would be N. Center Street from Main to Dunlap and E. Main from Center to Hutton. The streets, which are under the jurisdiction of the City of Northville, will be closed to vehicular traffic until October 31, 2020. The Commons Area would include the sidewalks and streets that are not included in the qualified licensee's premises along with two public plazas Old Church Square and Northville Square. See page 4 for the Commons Area map.

Potential participating license holders:

In order to qualify to obtain a Social District permit, at least two licensees must be contiguous to the Commons Area. There is an annual fee of \$250 that is paid to the State of Michigan. There are currently eight downtown restaurants that would meet the MCC's qualification to apply for a Social District permit. They include: Lucy & the Wolf, Browndog Creamer, LeGeorge, Genittis, Table 5, 160 Main, Poole's Tavern, Center Street Grill. Simply Wine is in the process of applying for their local outdoor dining permit and MLCC Limited Permanent Outdoor Service Area permit. If they receive these two permits, they would also be eligible to obtain a Social District permit. The Social District permit would allow the qualified licensee to sell alcohol for consumption within the confines of the Commons Area as long as the qualified licensee only sold and served alcohol on its licensed premises and only served alcohol to be consumed in the Commons Area.

Insurance and Liability:

Working with the City Clerk, the DDA obtained special event insurance which allows the restaurants and bars to expand service into the streets and allows retailers to expand onto the sidewalks. The City's municipal risk managers (MMRMA) confirmed that no additional premiums were required for the Social District designation. The City already has coverage for alcohol related claims. The new law requires the commons area to be clearly identified through signage. Participating license holders would be required to secure their own liability insurance as required by the City.

Operations:

It is the intent of the City of Northville to establish the Social District and Commons Area and allow use of the Commons Area until the Limited Permanent Outdoor Service Area permits expire on October 31, 2020. In future years the Northville Social District would operate from Memorial Day to Labor Day each year. Operations would be four days a week – Thursday, Friday, Saturday, and Sunday. The Commons Area would be open from 4:00 pm to 10:00pm. After 10:00 pm, Social District beverages cannot be sold in participating establishments nor possessed and consumed in the Commons Areas. After 10:00 pm, consumption of alcoholic beverages must be contained within the license holders' service area.

Marketing:

The Northville Social District will have a branded name and logo for marketing purposes. The DDA is working with designer, Buzz Bizzel to develop the brand for the project. Marketing will be achieved through traditional free media, paid advertising, and extensive social media. The DDA would provide participating restaurants and bars with the graphic packets to utilize in their own media campaigns.

Entertainment:

The DDA has scheduled music every Friday and Saturday evenings from 5:00 – 7:00 pm on Center Street and 7:00 pm – 9:00 pm on Main Street. During the summer of 2020, the musicians are either single acts or duos, and are not big concert names as Northville has booked in previous summers. The music on Main Street is tucked underneath the Marquis, behind the clock. The music is meant to be background music and not a concert. The DDA has had signs made that encourage visitors to social distance, wear a mask and not bring lawn chairs.

Both E. Main Street and N. Center Streets have areas with corn hole and other games and well as tables, chairs, and umbrellas to utilize while listening to the music. Several restaurants have begun providing live music within their expanded outdoor dining area. The DDA also provides recorded music through a sound system located in Town Square on nights that live music is not being provided by the DDA or private entities.

In future years of the program, the DDA will provide music on Friday and Saturday nights. Music on Main concerts will be scheduled from Memorial Day weekend to Labor Day weekend in the Town Square Pavilion at 7:00 pm. The Wednesday night acoustic series, Northville Unplugged will be moved from Wednesday nights to Saturday nights in the Town Square Pavilion also at 7:00 pm.

Social District financing:

The DDA, in conjunction with the City of Northville, will provide funding for the expenses associated with the designation and operation of the Northville Social District. The majority of the expenses will be associated with keeping the area clean and safe. In addition, the DDA will spend funds to promote the social district through traditional advertising, public relations, and social medial.

Social District logo and beverage containers:

The DDA will develop a logo for the Northville Social District that can be utilized on print material, signage, cups, and banners. The Northville Social District logo is required to be printed on one side of the plastic or paper cups and the logo of the Social District permit holder on the other side. Requiring the permit holder to place their logo on the cup, will allow monitors to quickly identify the establishment that sold the beverage. The cups cannot hold more than 16 ounces of liquid. Northville District cups may not be reused, must remain in the establishment where they were purchased or in the Commons Area and may not be taken into another licensed establishment or other private business.

Enforcement/Monitoring:

The Northville Social District will utilize signage and already scheduled police patrol to monitor the Commons Area. The signs will be accompanied by a trash receptacle for customers to dispose of used Social District cups as they exit the district. In addition, there will be print information made available to each participating bar that clearly shows the boundaries, hours of operation and FAQs. The DDA and City will review the monitoring plan for compliance and will determine if additional security is needed in the future.

Security:

Two main streets in downtown are currently closed to vehicular traffic to allow expanded outdoor dining. The roads are secured at each end with traditional barricades and a row of water barricades, and one police car on each end to harden the entrance. The water barricades are used to stop a driver from either intentionally or accidentally entering the dining areas that have been extended into the road. There is frequent police patrol that monitors the area as part of the City's road patrol.

Maintenance Plan

The DDA will monitor and oversee the general maintenance of the Northville Social District. In conjunction with the Department of Public Works, the DDA will be responsible for removal of daily trash from the Northville Social District.

Cleaning:

The DDA has hired additional seasonal groundskeepers to assist in keeping the area clean and free of debris and wiping down tables and removal of trash. The permit holders of the Social District will also assist in the cleanup of the Common Areas as well and will locate a trash receptacle outside of its entrance for the disposal of Social District cups. Seasonal groundskeepers will power wash the Commons areas on a regular schedule and keep the area swept up and clean at all times.

Set-up:

DDA staff will assist in marking the boundaries of the Social District and Commons Area signage. A trash receptacle will be placed next to each sign that marks the edge of the Commons Area so that patrons can dispose of their cups prior to leaving the authorized area. Each morning the DDA seasonal staff will wipe down all tables and chairs in the commons area and put up all umbrellas.

Seating:

The DDA has purchased additional tables, chairs and umbrellas for use within the Commons Area. Seating is now provided in Town Square, Old Church Square, and along N. Center Street that is closed to vehicular traffic. More seating could be added at a later date if needed. In addition to the tables and chairs, visitors to the Social District can sit on the street benches and along the raised planters throughout the Social District.

Restrooms:

Four porta potties with hand sanitizers will be located behind Town Square and one of the porta potties will be handicapped accessible. The DDA will maintain a contract with John's Sanitation to service the porta potties and keep them clean and well stocked. Porta potty locations will be noted on all print material regarding the Social District.

Resolution #####

WHEREAS, Michigan Public Act 124 of 2020 was signed into law on July 1, 2020; and

WHEREAS, the law allows Michigan municipalities to establish Social Districts that allow for common areas where two or more contiguous licensed establishments could sell alcoholic beverages in special cups to be taken into the area for consumption; and

WHEREAS, the Northville Social District would be created and managed by the city through its Downtown Development Authority; and

WHEREAS, the boundaries of the Northville Social District will encompass the 4 main blocks of Downtown Northville and will be bounded by Cady Street to the south, Wing Street to the west, Dunlap Street to the north, and Hutton Street to the east; and

WHEREAS, the City of Northville will follow all stipulations of Michigan Public Act 124 of 2020 and follow established best practices in the creation and maintenance of the Social District; and

WHEREAS, the creation of the Northville Social District would be an immediate draw to Downtown Northville and be a viable solution;

NOW, THEREFORE, BE IT RESOLVED that the Northville City Council does hereby approve the creation of the Northville Social District for consideration by the Michigan Liquor Control Commission.

Date: June 7, 2010

Brian Turnbull, Mayor

Marilyn Price Mayor Pro Tem

Patrick Geisa, Councilmember

Sam Ekong, Councilmember

Barbara Moroski-Browne, Councilmember

Attest: _____
Dianne Massa, City Clerk, CMC



Local Governmental Unit Approval For Social District Permit

Instructions for Governing Body of Local Governmental Unit:

A qualified licensee that wishes to apply for a Social District Permit must first obtain approval from the governing body of the local governmental unit where the licensee is located and for which the local governmental unit has designated a social district with a commons area that is clearly marked and shared by and contiguous to the licensed premises of at least two (2) qualified licensees, pursuant to MCL 436.1551. Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a _____ meeting of the _____ council/board
(regular or special) (name of city, township, or village)

called to order by _____ on _____ at _____
(date) (time)

the following resolution was offered:

Moved by _____ and supported by _____

that the application from _____
(name of licensee - if a corporation or limited liability company, please state the company name)

for a **Social District Permit** is _____ by this body for consideration for approval by the
(recommended/not recommended)
Michigan Liquor Control Commission.

If not recommended, state the reason: _____

Vote

Yeas: _____

Nays: _____

Absent: _____

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the _____
council/board at a _____ meeting held on _____
(regular or special) (date) (name of city, township, or village)

I further certify that the licensed premises of the aforementioned licensee are contiguous to the commons area designated by the council/board as part of a social district pursuant to MCL 436.1551.

Print Name of Clerk

Signature of Clerk

Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.

~ DDA Communications ~

To: DDA Board of Directors
From: Lori M. Ward, Executive Director
Subject: Branding and Entranceway Signage
Date: July 28, 2020

Background:

The DDA's Design Committee was asked by the City to work with Designer Buzz Bizzel on the Wayfinding project to replace existing signage with a new coordinated signage system that would build on the Wayfinding signage system. The Committee has been meeting with Bizzel and developed a family of signage that includes two styles of entranceway signs (monument and pole), 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 DDA's green/yellow/blue logo and the City's burgundy swirling signs with a single graphic package for the community. The graphic package includes recommended fonts, a logo, tag, and colors. The City and DDA could use the same branding or could distinguish themselves through color or other graphic symbols.



Analysis:

DDA staff is presenting the graphic package for the signs that will go to City Council for approval (Attachment A). The signs will be paid for by the City of Northville, therefore they will review and vote on the sign package. The DDA will be voting on the branding package which includes: new logo, font and color palette, business cards, stationary, and banners. In addition, Bizzel has developed a graphic package to install the horse mural on the side of Lucy & the Wolf. He has also priced poles for the cross-street banners.

The Design Committee met on July 23rd and voted unanimously to approve the graphic package and to forward to the full Board. The Committee made some small tweaks to the package which Ward will point out during the presentation.



Budget:

The City has budgeted \$75,000 for the implementation of the signage system. An estimate by Bizzel is included in the DDA Board packet. The DDA has not budgeted specific funds for a rebranding, but will roll out the brand as it orders new cards, stationary, and develops ads. The DDA has budgeted for a redesign of the DDA's website based on the graphics approved by the DDA. That project will take place in the current budget year.

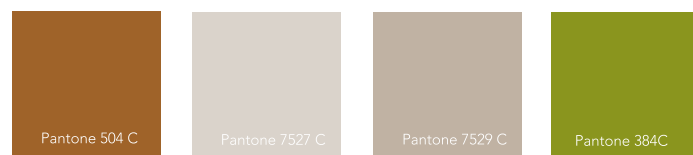
Recommendation:

DDA staff is seeking approval of the graphic package by the DDA Board of Directors.

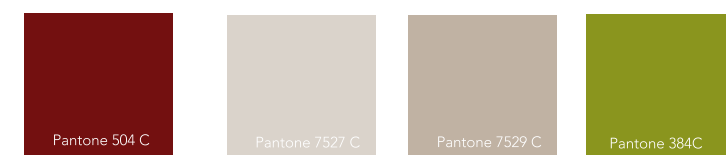


When you combine all of the rich colors from the mural, the copper toned Standard red horse, sage green grass and warm gray sky we have a tangible theme we can follow. These colors applied to the whimsical swirl logo and to the concert poster all come together to convey a bright, earthy feeling.

Colors for print graphics.



Option A Colors for print graphics.



Option B Colors for print graphics.

Note: These color choices are selected to be applied to a white background.

Logo Design/ Application



Colors for print graphics



Version 1 can be used as the Official Downtown & Tourism Marketing
Once we approve the design we will show layouts on print media, business cards, etc.



Note: Full Scale Color Proofs Will Be Created
for Final Approval.

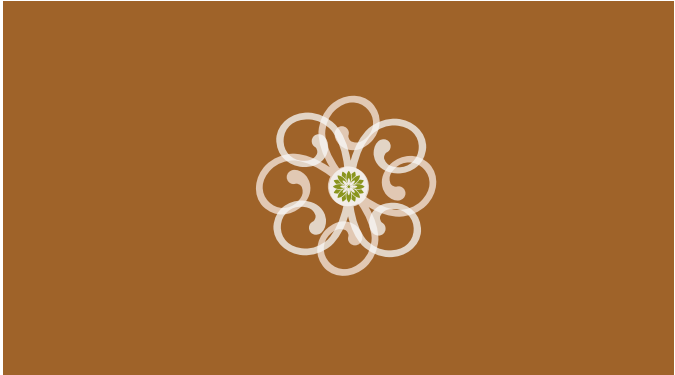


The shape and layout of the graphic symbol varies depending on
the application. However, it does not lose the overall brand interpretation.

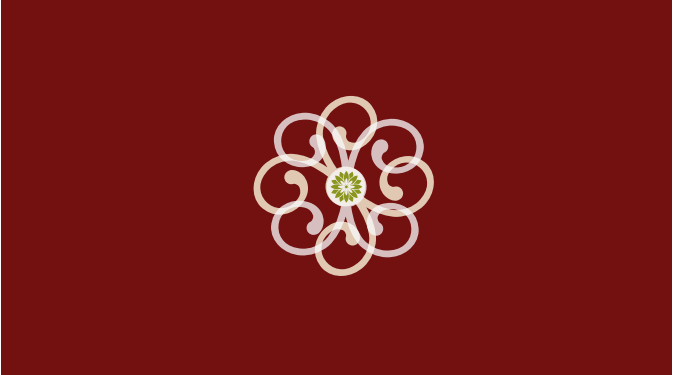
Logo Design/ Business Card Application



Design option A for the Official City Brand



Design option B for the Official City Brand

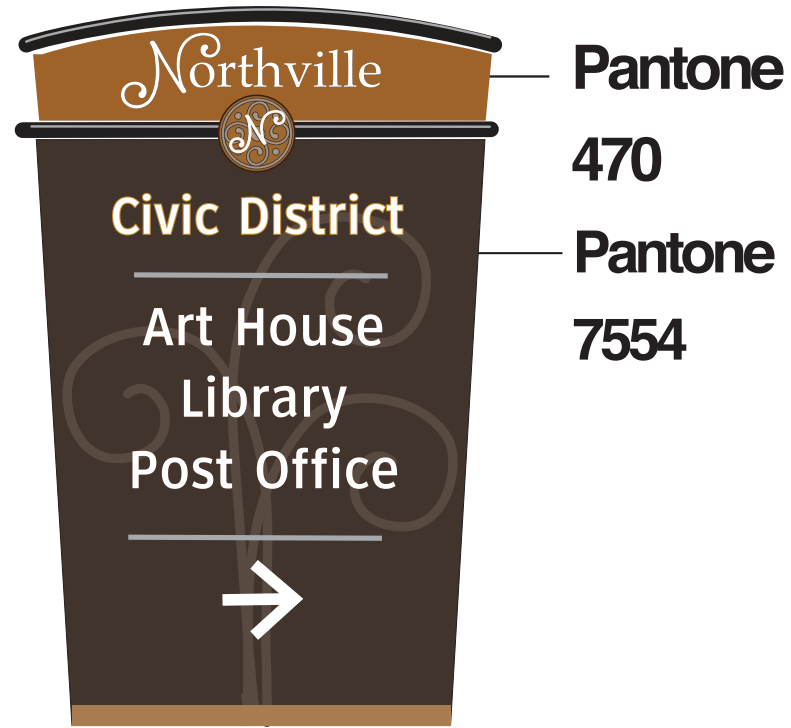


Designs for Downtown Marketing and Tourism Graphics



Logo Design/ Letterhead Application





Pantone
470
Pantone
7554

Colors for Signage are from original color specifications.



Pantone 470C



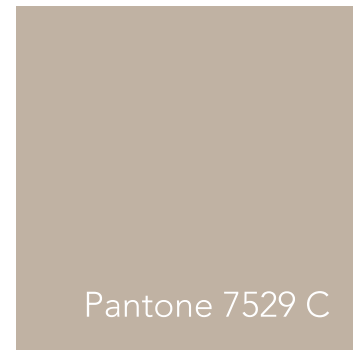
Pantone 7554 C



Pantone 383C



Pantone 7527 C



Pantone 7529 C

Note: Pantone 105 is not bright enough to contrast against the dark brown background. We suggest adapting to Pantone 383C

Note: Process Application Color Proofs Will Be Created for Final Approval.

Large monument for major boulevard entrances
Option II Lettering can be illuminated.



Type A



Type B

All copy will be reflective.

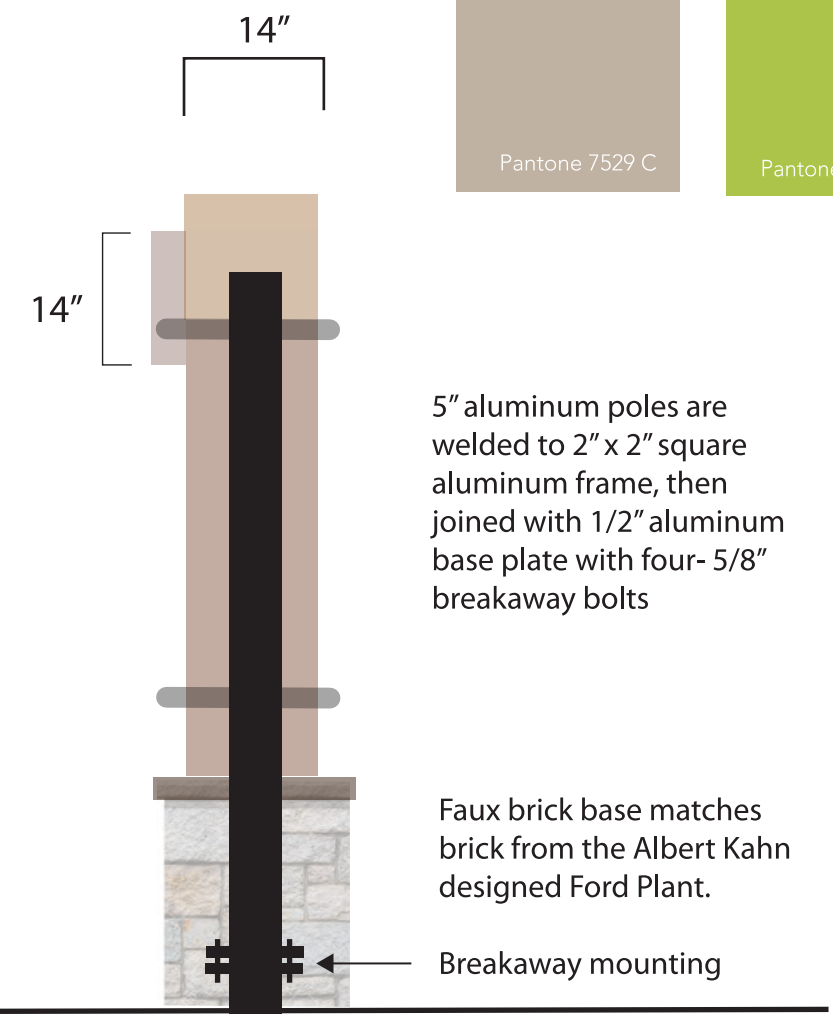
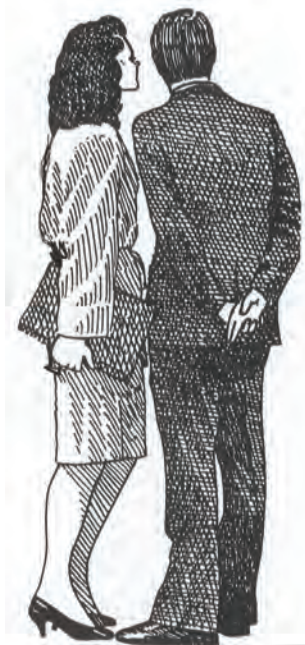
Logo Design / Application / Signage / Green Type Option

NE intersection of 8 Mile Road and Novi Road.
 Northville Rd (South Main) Near Cady Road.
 SW corner of Center and 8 Mile near the middle school.

Note: Diameter of Northville
 "Cartouche" is 14.5 %
 of the signs width.



Sign Design Options
 All copy will be reflective
 or internally illuminated.



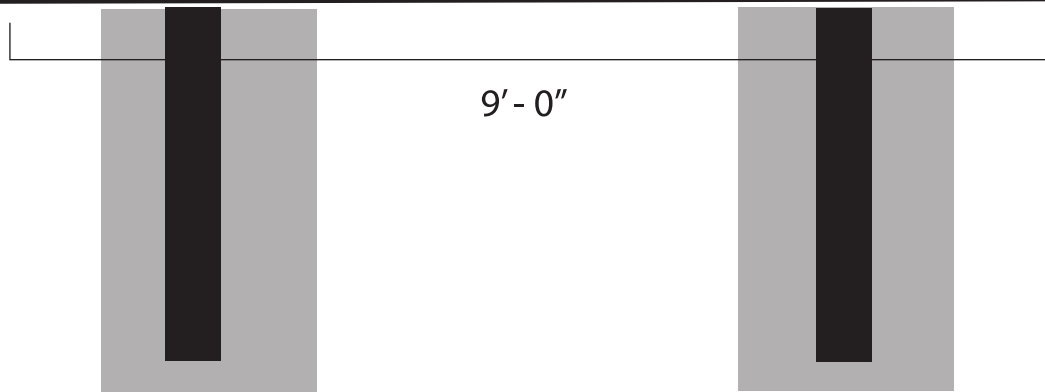
5" aluminum poles are
 welded to 2" x 2" square
 aluminum frame, then
 joined with 1/2" aluminum
 base plate with four- 5/8"
 breakaway bolts

Faux brick base matches
 brick from the Albert Kahn
 designed Ford Plant.

Breakaway mounting

Single faced monument with
 swirl graphic on back only.

3



48"

28"

Large monument for major boulevard entrances
 Option II Lettering can be illuminated.



Photo example of lighted sign



Night view of internally illuminated sign.

Logo Design / Application / Municipal Building Signage / Warm Gray Type Option

All copy will be reflective.

City Government Version of original symbol 2" thick dimensional CNC swirl detail.
 Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.

City Government Version of original symbol 1" thick digitally printed swirl detail.
 Note: Diameter of Northville "Cartouche" is 14.5 % of the signs width.



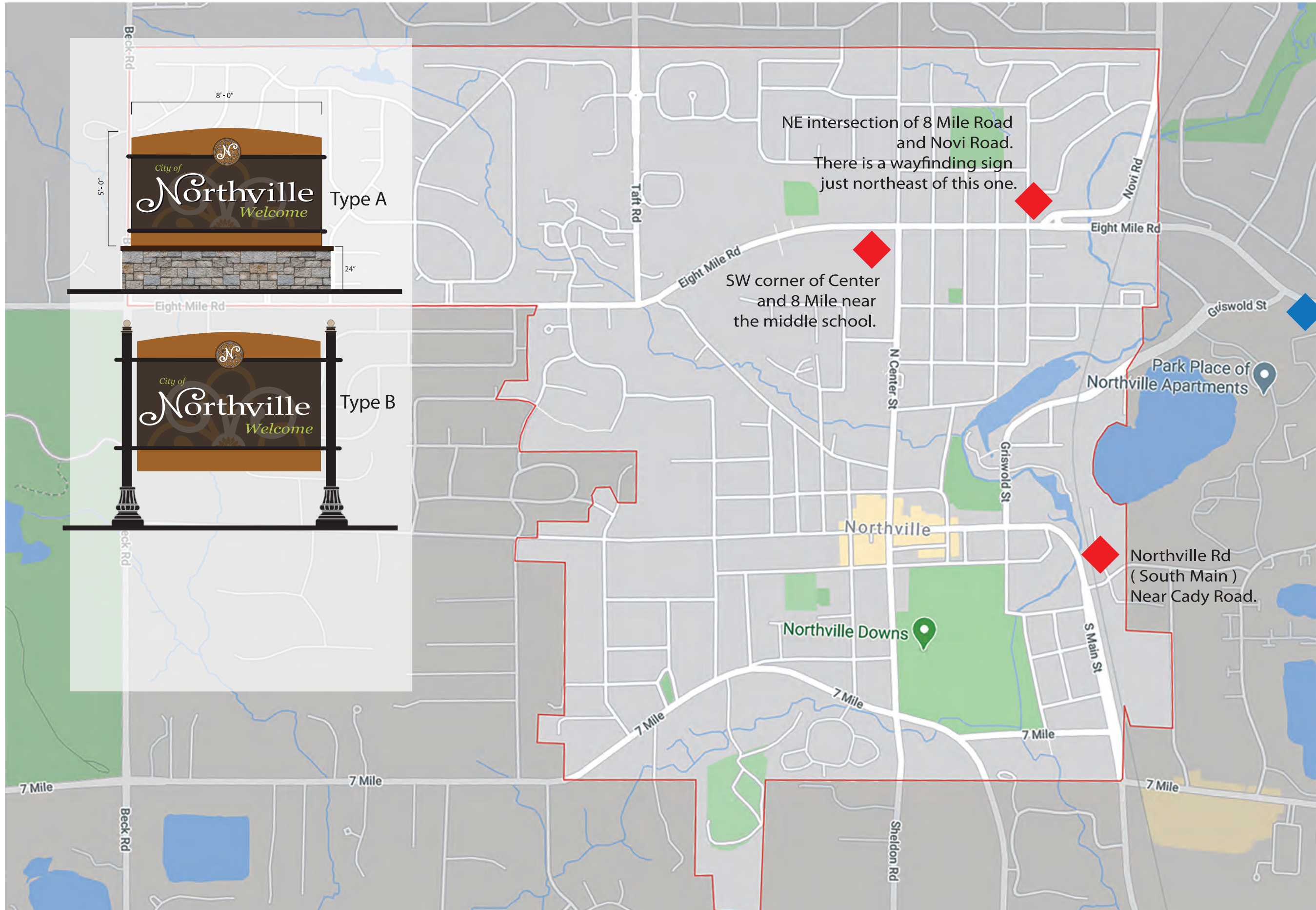
2
 1- Double Faced shown as Above
 1- Single Faced Sign at
 N. Griswold Street, south of 8 Mile Road
 w/ Gateway Copy

1
 Single Faced Department ID Sign.

1
 Double Faced Department ID Sign.

City Limit Sign.

Note: Final messaging and layouts along with location mapping will be produced after concept approval.



- ◆ Type A
- ◆ Type B

Downtown Entryway on Northville Rd



Baseline Road



Eight Mile & Center Street



Griswold Street



City Hall



Police Department

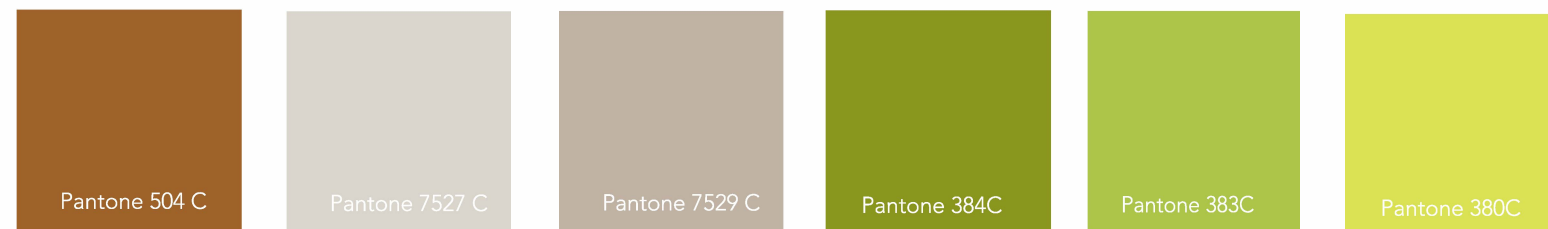


Banner Concepts

The artwork below are concepts to show how the Northville Brand adapts to events and festivals. The overall theme is the swirls and the consistent logotype. Final application may change to adapt to festival graphics.



When considering the application of a city brand, combined with downtown marketing, banners are by far the most efficient way to make an impression! These banners can also become window posters.



For print application, the color range can expand.

Mural Concept



Budget Recommendation

Design and actual creation of grand-scale illustration and preparation of digital files for printing 12' x 36' mural.

\$3500.00

Printing of digital mural and application to the brick surface.

\$5,800.00

Note: Cost does not include cost for scaffolding and/or lifts for installation.

Budget for Fabrication and Installation

Non- Illuminated Sign Option

All signs are fabricated from aluminum according th the concept drawings. Painted with Matthews polyurethane acrylic (Highest industry standard. Background graphics are digital printed on reflective 3M scotchlite media. The Northville logotype will be 3-D cut letters. Decorative posts are cast aluminum. Cultured stone (faux brick) base is fabricated in shop on aluminum frame and installed on site.

Gateway monuments

Three (3) Large Monument Signs with Cultured Stone Veneer Base
Non Illuminated Option.....\$9675.00.....\$29,025.00
One (1) Single Faced Gateway Monument Sign (8-Mile & Griswold).....\$3100.00

Civic Building Identity

(1) Double Faced City Hall Identification Sign.....\$4300.00
Panel Size- 5'6" x 7', 5 Inch diameter aluminum post with decorative base & finial.

One (1) Single Faced Dept of Public Works Sign
Panel Size = 4' x 4'6".....\$1893.00

One (1) Double Faced Police Dept Sign
Panel Size = 4' x 4'6".....\$2493.00

Eleven (11) Single faced city limit signs
Panel size 18" x 48" w/ 3" square post.....\$3740.00

Mobilization and Installation of All Signage.....\$24,550.00
Three installation techs, Crane Truck and Equipment Rental, 6-days Lodging, Labor, Mileage/Fuel, Footings & Installation

Total Fabrication and installation.....\$69,101.00

Illuminated Sign Option

All signs are fabricated from aluminum according th the concept drawings. Painted with Matthews polyurethane acrylic (Highest industry standard. Background graphics are digital printed on reflective 3M scotchlite media. The Northville logotype will be 3-D cut letters. Decorative posts are cast aluminum. Cultured stone (faux brick) base is fabricated in shop on aluminum frame and installed on site.

Gateway monuments

Three (3) Large Monument Signs with Cultured Stone Veneer Base
Illuminated Option.....\$13,100.00.....\$39,300.00
One (1) Single Faced Gateway Monument Sign (8-Mile & Griswold).....\$3100.00

Civic Building Identity

(1) Double Faced City Hall Identification Sign.....\$4300.00
Panel Size- 5'6" x 7', 5 Inch diameter aluminum post with decorative base & finial.

One (1) Single Faced Dept of Public Works Sign
Panel Size = 4' x 4'6".....\$1893.00

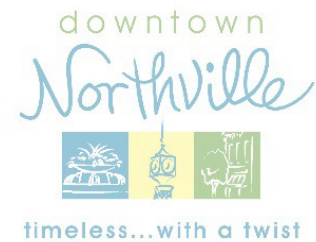
One (1) Double Faced Police Dept Sign
Panel Size = 4' x 4'6".....\$2493.00

Eleven (11) Single faced city limit signs
Panel size 18" x 48" w/ 3" square post.....\$3740.00

Mobilization and Installation of All Signage.....\$24,550.00
Three installation techs, Crane Truck and Equipment Rental, 6-days Lodging, Labor, Mileage/Fuel, Footings & Installation

Total Fabrication and installation.....\$79,376.00

*Note: Cost for installation does not include supplying power to the sign site,
but does include electrical connection.*



Design Committee Updates

Bench Program

Of the original bench order, all of the benches have been sponsored and have been installed. One bench will be installed in Joe Denton Park when DPW is able to pour the concrete pad. The DDA budget for fiscal year 2020-21 includes the purchase of 10 additional benches, whose cost will be offset by sponsorship. There are currently 5 of the older wooden benches still installed downtown. Two of the benches that are part of the second order have been purchased. The fabrication of the benches and plaques was slowed considerable due to the pandemic. The 2nd order of benches is due end of August.

Downtown Mural

DDA Board, members expressed support for a horse racing themed mural at Main and Centre Streets rather than a historic photo of the downtown. The mural is included in the bid package along with the Entranceway Signage. DDA staff asked Bizzel Design to look at ways to bring the cost down. The size of the sign was reduced. Buzz is providing a new quote for the mural.

Entranceway Signs

Discussion to finalize Bizzel's new signs and logo design to take place at the Design Committee's July 23rd meeting. See attached packet.

Bike Racks and Hoops

Now that Main and Center Streets have been closed through the end of October the DDA has witnessed an increase in bike traffic. The DDA staff would like additional bike racks at all the major intersections so people can park their bikes and walk the streets. There is no bike riding allowed in the closed off areas for pedestrian safety. The Northville Police have put up "No Biking" signs at all the major intersections. The DDA reached out to D&D Bikes to see if they had any bike racks they would be willing to share during the shutdown. Ordering new bike racks and single hoops is a top priority for the DDA.

Fountain Repair

The DDA Board decided to hire Empire Tile & Marble Company to repair the fountain. Their bid was the most reasonable (\$3,980.00) because they were just repairing the missing tiles and not redoing the entire fountain. This is not a permanent fix but should last 3-5 years. At that time, the DDA will need to reevaluate what is needed for a more permanent fix. This could be done in conjunction with a project to repair the pavilion. The DDA Board also discussed a cover to protect the fountain during the winter.

Induction Lights Retrofit

The City's new Sustainability Committee has been meeting and discussing the use of LED vs. Induction lighting for the retro fit kits. They are recommending Induction. DDA staff has an estimate for the kit itself which is \$187.80. In addition, a mounting bracket is

required. The DDA has one estimate from out lighting company to manufacture the bracket for \$ 53 a pole. Ward has reached out to Rick Cox, to see if he can manufacture the part locally. DPW has indicated that they are too busy and do not necessarily have the correct licensing to install all of the kits and the DDA will need to contract out the labor. There is a current budget of \$30,000.

Overhead Festoon Lights

DDA Board approved the repair of the Festoon Lighting by Green Electrical. The total cost was \$11,800 and the job has been completed. The budget was \$18,000 so there was a considerable cost savings and the lights look like new.



Cross Street Banners

DDA staff would like more than a plain pole. Signs by Crannie has provided one pole and Buzz has supplied another. The cost for Buzz's design, fabrication and installation of the two sets of poles is \$45,000. The overstreet banners can be fabricated at a reduced cost using cast aluminum poles and mesh banner fabric. DDA staff has provided the curb to curb street width so that Buzz can prepare wind load calculations and develop a final cost. The difference between steel and aluminum is about \$5000 less in materials.

Trash Receptacles



Given the recent shutdown of the Main & Center Streets the Downtown is generating more garbage. Temporarily, we have put out uncovered red barrels from the DPW yard. These are not a long-term solution given they have no lid to protect the garbage from rain and this makes disposing of the trash heavy and wet. Also, these red barrels are unattractive and have only been used for shorter weekend events. DDA staff has done research into other trash receptacles with lids that would be a more attractive and permanent solution to the increased trash.

Earlier this week, the DDA ordered 10 new 42-gallon black waste container and dome lid set. Additionally, the lid works to prevent rain water from filling the bag and keep patrons from placing trash on the lid's top. The total cost with shipping was \$2,100.

Tables, Chairs, Umbrellas:

With the requirement for social distancing the DDA recommended the purchase of additional Tables, Chairs, and umbrellas for downtown. Old Church Square and Town Square are being utilized as common areas and tables, chairs and umbrellas have provided an alternative place for people to sit and have a cup of coffee or meet a friend. DDA staff has spoken to the owners of Center Street Grill and Tuscan Café who have both offered to assist the DDA with picking up Old Church Square, wiping down tables and putting down the umbrellas as the end of the day.



The DDA purchased a style of chair that is similar to, but not exactly the same as the chairs in Town Square. The original chairs require a 16 week lead time to fabricate and ship. The total cost for 16 chairs, 4 tables were approximately \$2,500. In addition to the table and chairs the DDA has purchased 4 new umbrellas and refurbished some of our older umbrellas. In addition to Old Church Square we have also added more seating to the area on N. Center street near Main. There is plenty of space in the streets and the tables and chairs are being well utilized. DDA staff is considering more tables and chairs should the Social District be approved by City Council.

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY July 2020:

PUBLICITY:

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

- July 23 – Northville Record – article Northville explores creating downtown social district to allow take-out cocktails
- Run date TBD – Detroit Free Press – Interview with Dr. Demray regarding safety practices implemented in their practice
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SOCIAL MEDIA:

- 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 July issue of The Ville

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in The Ville
 - The DDA will renew contract with The Ville for 12-months (August 2020-April 2021)
- Ad in Tipping Point programs (dates TBD)