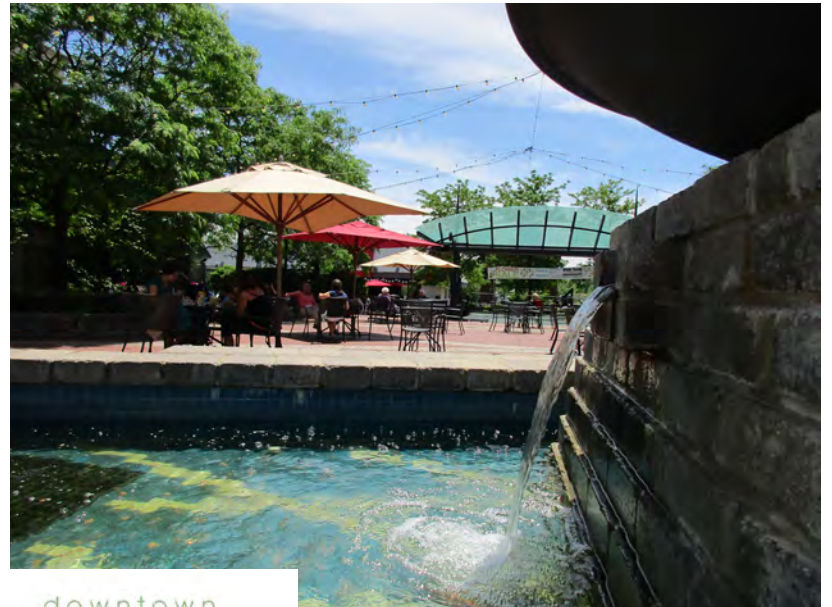


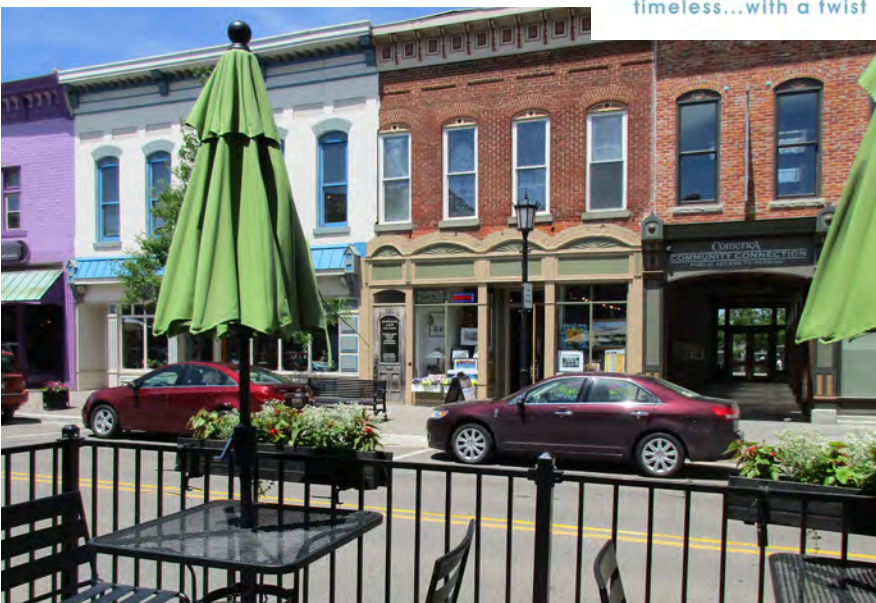
City of Northville Downtown Strategic Update

2017



downtown
Northville

timeless...with a twist



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Executive Summary

The 2017 Northville Downtown Strategic Plan Update represents an opportunity to both reflect on the community's progress toward the goals set forth in its 2006 Strategic Plan, and to develop a new set of goals and strategies aligned with the maturing organizational role and capacity of the Northville Downtown Development Authority. The successful accomplishment of an impressive number of the projects outlined in the 2006 plan, including significant investment in urban design and physical features, demonstrates an extraordinary commitment to implementation that will continue to serve the Downtown and the City.



This plan seeks to build upon those accomplishments by fully exploring and leveraging their economic potential. "Users" of the downtown, both residents and visitors, were intensively surveyed about their experience. The updated physical analysis was refined to focus on circulation, parking, and business inventory. Retail and residential market analyses were conducted to relate the built assets of the community's core to the local economic conditions. These developments point to new opportunities for the Northville Downtown Development Authority and others to continue to shape the City's always evolving future.

Planning Process

The City of Northville retained a team of professional planning, economic development, and market experts to facilitate the planning process. The study area was most intensely focused on the area within the DDA boundaries. However, consideration extended to adjacent areas as warranted by their relationship to the Downtown in general and the DDA district specifically. Northville Downs, Foundry Flask and Equipment, and portions of adjacent streets are therefore also considered. The Action Program that was produced as a result of the planning process is designed to provide guidance for the community's decision-making over the next 7-10 years.

The process of developing a Downtown Strategic Plan relies on a collaboration of community and business members. To assist with the preparation of the Plan, a Steering Committee was formed that consisted of members of the Downtown Development Authority, Chamber of Commerce, Arts Commission, downtown business owners, residents, and representatives from the Planning Commission and Historic District Commission. These individuals met throughout the process providing valuable insight and input into the plan and recommended actions.

As ideas and actionable recommendations were being developed, two meetings were held in joint session with the City Council, Planning Commission, Downtown Development Authority, and the Historic District Commission to present findings and elicit comments.

A Decade of Accomplishments

There have been many accomplishments over the last decade that have made downtown Northville more beautiful, lively, and convenient for its residents and visitors. Below is a list of improvements made downtown.

Downtown Design Committee

- Town Square
- Streetscapes on Main and Center Streets
- Pedestrian cut-throughs that link streetscape to parking lots
- CVS
- Facade and signage assistance
- Design and implementation of wayfinding system
- Developed conceptual design plan for Downtown Northville
- Encouraged outdoor seating downtown
- Improved maintenance
- Encouraged rehabilitation of downtown buildings
- Improved nonmotorized connections
- Incorporating directional signage from adjacent highways and major roads (underway)
- Implementing historic markers program (underway)

Marketing Committee

- Walking map of downtown
- Business directories designed and installed
- Brand and image development
- Website update
- Special events
- Planned advertising
- Marketing and Promotions Plan

Business Mix Committee

- Business Investment Guide
- Business Assistance Program for physical improvements
- Technical assistance grants for professional resources
- Educational workshops for business owners

Organizational Committee

- Reviewed and amended DDA bylaws
- Annual planning sessions
- Department and organizational partnerships
- Professional memberships
- Developed volunteer base

Redevelopment

- Neighborhood south of Cady Street

Local Government

- Parking turnover study
- Upper floor development
- Parking occupancy study

Project Activity Timeline

April 2016

- Kick-off meeting

June 2016

- Downtown survey: patron intercept (n=189)
- Fieldwork: business and parking spot inventory
- Field work: physical assessment

August

- Stakeholder interviews (n=14)
- Downtown survey: online (n=882)

September 2016

- Follow-up downtown survey: online (n=311)

October 2016

- Retail and Residential Target Market Analysis

November 2016

- Implementation Strategy

May 2016-February 2017

- Downtown Steering Committee meetings
- Two Joint Committee meetings
- Town Hall Meeting

Toward the end of the plan process, a Community Information Meeting was convened at the Northville Community Center to present the findings of the retail market assessment and the residential target market analysis, and to review suggested next steps. In addition to their time spent, the resulting Action Program is a product of the activities described on the next page.

Results

In-person (patron intercept) and online surveys asked participants their views on downtown Northville's image, vitality, barriers, and desired improvements. In general, residents are happy with downtown Northville's clean and historic image but voiced that it is lacking vitality due to limited retail and entertainment options and hours of operation. This opinion was confirmed by stakeholder and survey responses suggesting improvements that included greater business and dining variety along with extended hours of operation.

The Retail Market Study finds that the Northville market trade area, bounded by I-96, M-14, Territorial Road, and Pontiac Trail, can support up to 50,000 square feet of new retail enterprises, as well as a boutique hotel. The findings report that Northville can also support small event venues, retail basics, and has the potential to fill vacant niche retail opportunities such as chocolates shops and homemade soaps. The majority of respondents found the downtown accessible, stating that parking is adequate and that the downtown is pedestrian-friendly. The full Retail Market Study and exhibits are available as a separate report prepared by Land Use | USA.

The findings from the Residential Target Market Analysis (TMA) are broken down into aggressive and conservative scenarios. Based on a model that tracks lifestyle preferences and migration patterns, the aggressive scenario estimates that there is a maximum annual market potential for up to 50 attached units and 129 detached units throughout the City of Northville. The attached units are further broken down into formats such as townhomes, row houses, lofts, flats, multiplexes, and midrise buildings. This housing market recommendations were confirmed when respondents to a second internet-based survey noted their preferences for mixed-housing neighborhoods and opportunities for residential lofts and flats.

Future "Preferred" Vision

From community engagement exercises there has emerged consensus on a broad collective vision for the downtown. The preferred vision for Northville is a downtown that maintains its historic character and its well-maintained atmosphere. Residents would like to see a more diverse array of retail, dining, and entertainment options that span all ages and income

groups. They envision mixed-use development that includes second floor housing units above ground floor commercial. Most importantly, they prefer development that can reconcile its architectural quality with the historic character of the city.

Action Program

Based on the results discovered through the community engagement process, review of existing conditions, and market assessment, the Action Program is organized into five broad categories of opportunities. Each action item includes the specific tasks necessary to achieve it, the recommended time frame, and the party responsible for completing the task.

The Action Program also addressed recurring concerns about what the DDA can and cannot control in an effort to reposition downtown Northville. Included in the analysis is a matrix that explains for each of the broader categories what is within the DDA and the City's control.

The five Action Plan categories include:

- Design
- Marketing Mix
- Parking
- Economic Restructuring
- Organization

The Design action items are extensive. The tasks include implementing nonmotorized and streetscape improvements, burying overhead utilities, and upgrading traffic signalization. The Market Mix actions call for preparing an infographic of the Retail Market Analysis and Residential TMA, and sharing this data through an informational meeting with local Realtors and regional developers. Another Marketing Mix action strategy invites the DDA to sponsor a Creative Arts and Industry master plan.

The recommendations for the residential action items include streamlining the Planned Unit Development process and allowing for density bonuses in the PR-1 (Performance Regulated Industrial) zone. Redevelopment action items recommend advancing the community vision for the Cady Street Corridor and the Northville Downs properties previously prepared by the Planning Commission. To improve organizational efficiency, action items include filling DDA board member positions; conducting semi-annual work program review joint sessions with the DDA, Planning Commission, City Council and the Historic District Commission; and designating the DDA to coordinate events in the Town Square. In addition, the DDA should evaluate the feasibility of a Principal Shopping District as well as a contractual agreement with the City to increase capacity and determine a methodology for sharing costs.



Photo: Northville Art House, an example of Northville's art scene



Photo: Outdoor seating creates a more vibrant sidewalk

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Strategic Plan Overview



The Purpose of a Strategic Plan

Commonly referred to as the Downtown Development Authority Act, State of Michigan Act 197 was passed in 1975. The Act was created at a time in American history when downtowns were declining, and it was designed primarily to help spur economic growth and encourage commercial revitalization and historic preservation. The City of Northville established the Northville Downtown Development Authority in 1978. Its members are appointed by the Mayor and City Council and the Authority's annual budget requires City Council approval.

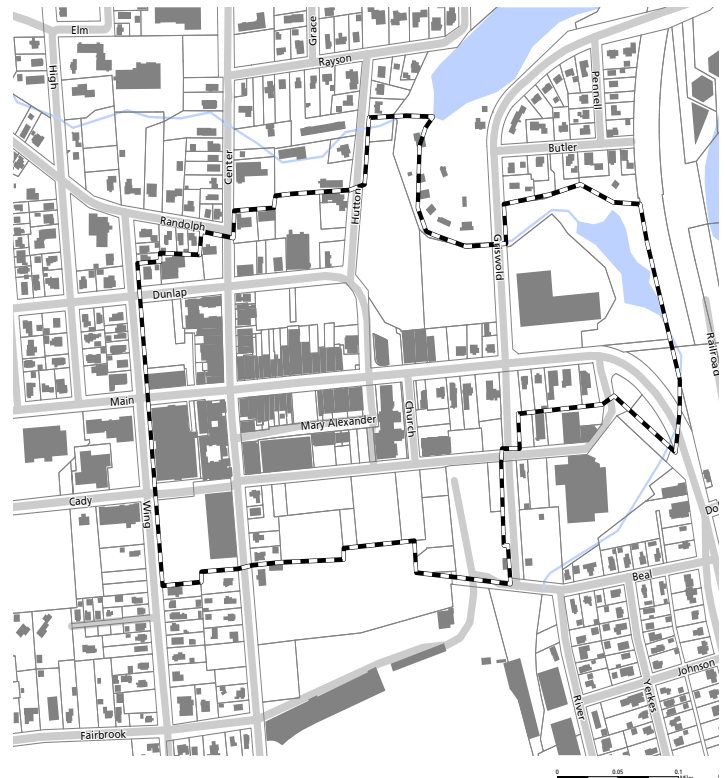
DDAs have the responsibility to plan and execute programs and projects, and they achieve this through the preparation and adoption of a development plan and the use of tax increment financing. The Act is powerful because it gives DDAs the necessary legal, monetary, and organizational authority to revitalize business districts through a variety of public and public-private initiatives.

Of course, the tools that DDAs use depend on the specific opportunities and problems they face, and the priorities the community and the board decide upon. To determine the particular problems that affect Northville's downtown, the DDA sought the community's input through various surveys, interviews, and public meetings. With this input, the DDA identified programs and projects that focus attention on these priorities.

The City and DDA contributed both time and funding to the plan. A goal of the planning process was to engage various downtown constituencies including community stakeholders, downtown patrons, and residents of both the City and the market area. As a result, the framework for the strategic plan included stakeholder interviews, patron surveys, online surveys, joint review sessions, and a Community Informational Meeting. It also includes consideration of areas outside of the DDA district, such as Northville Downs, Foundry Flask and Equipment, and adjacent streets, as warranted by their relationship to the district and their importance to the Downtown.

This plan is a compilation of the community's input, a physical assessment of the DDA, a review of the community master plan and zoning ordinance, and retail and residential market analyses. When examined together, this plan aims to guide Northville towards an improved downtown experience for local merchants and residents for the decades to come. The strategic update culminates with an action program that gives the Northville DDA concrete steps for achieving its proposed goals.






Map: Northville DDA boundary



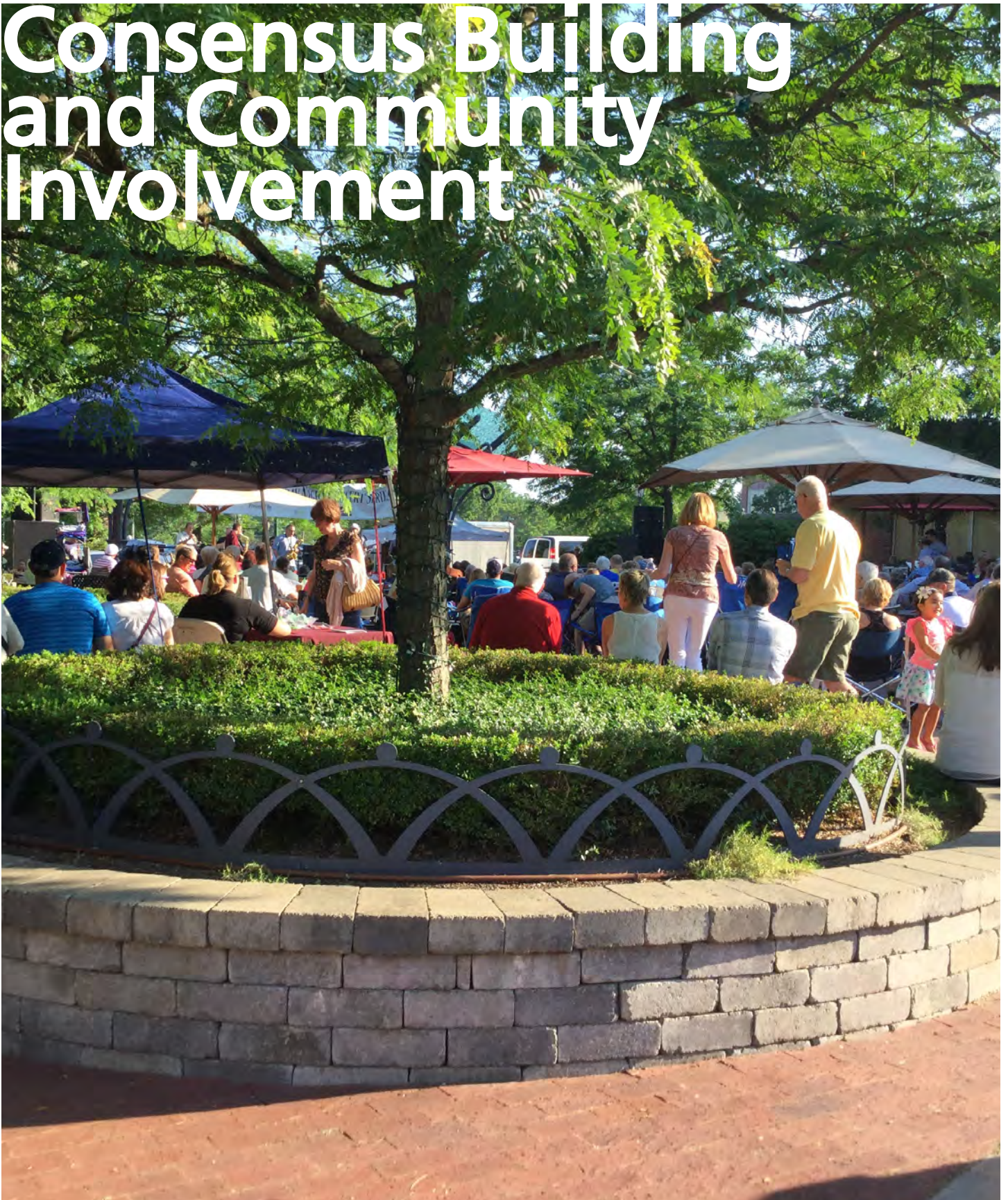
NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Northville Downtown Development Authority (DDA) Boundary

Data Sources: Michigan CGI Data Library, City of Northville

-  DDA Boundary
-  Parcels
-  Building Footprints
-  Rivers
-  Roads

Consensus Building and Community Involvement



Stakeholder input is key to the planning process. The opportunities for feedback presented during the strategic planning process proved to be very successful, demonstrating a high level of participation and devotion to the Northville community. With over 1,000 people engaged, including those both on the streets of Downtown and throughout neighboring communities, this outreach process has garnered a solid base of knowledge from which Northville can direct its efforts to improve the Downtown district.

Together with the assistance of a broadly representative Downtown Steering Committee, the following opportunities for input included:

- Stakeholder interviews (n=17)
- Downtown survey: patron intercept (n=189)
- Downtown survey: online (n=882)
- Follow-up downtown survey: online (n=311)

Stakeholder Interviews

The Steering Committee developed a list of stakeholders to be interviewed to gain a qualitative understanding of their particular perspectives, which included business owner, building owner, resident, realtor, school official, and contractor. These interviews were conducted largely online and asked a series of open-ended questions about participants' perception of downtown Northville's image, vitality, barriers, and areas of improvement. The following section summarizes their responses in attempt to identify common themes. Twenty-nine stakeholders identified by the Steering Committee were contacted and 17 responded for a response rate of 55%.

Question 1: Image of Downtown

The most common words used to describe the downtown were "clean," "inviting," and "quaint." While stakeholders are generally impressed with its attractiveness and historic elements, some say it's quiet and sleepy and that its small town vibe has "few things that fulfill specific needs" for patrons.

Perhaps partially due to its family-friendly atmosphere, some have said that the downtown "streets roll up early" and that it could benefit from more convenient business hours such as evenings and weekends. This could also explain why one stakeholder remarked that businesses are "struggling to grow." The contrary desires of diverse downtown patrons are summarized nicely by one resident who thinks "there is an important balance of tradition and historical elements," but they could be "blended with some initial attempts to appeal to a more modern or contemporary perspective."

It was also remarked that the downtown is “lacking a coherent brand identity that stalls efforts to market it” more broadly.

Question 2: Assessment of Downtown’s Vitality

Stakeholders who rated the vitality of the business district gave it rather average scores. Again, they mention that a lack of vitality is due to hours of operation. Some offer examples of the downtown bustling in the mornings on both week days and weekends, but that foot traffic dies down in the evenings, and even compare Northville negatively to a much livelier downtown Plymouth. While most properties are occupied, there lacks a diversity and uniqueness of stores and services to draw patrons downtown. One stakeholder suggests that keeping services and offices out of the retail first floor could improve foot traffic.

Question 3: Improvements

The improvements suggested by stakeholders touch on several related issues. A common request was for a greater variety of businesses, including brand name retailers and restaurants. In addition to a more diverse mixture of unique retail, there is a specific request for these businesses to stay open later in order to attract outside patrons and make Downtown a more convenient place to shop for residents.

There is a desire “to combat the perception that Northville is a quiet town and find more ways to keep people in town longer.” Stakeholders mention building condos or lofts which would inevitably increase the amount of people that frequent downtown establishments, and possibly support more business. Second to this improvement are requests for repaired roads and improved pedestrian connections that lead to Downtown, in particular a better connection to Ford Field. Parking lot improvements were requested infrequently but consistently, and according to a stakeholder, are “becoming a bigger issue each year.”

Question 4: Desired New Businesses

These responses are mixed but provide some insight about the types of businesses the community wants to see. A few stakeholders would like to see activities or stores geared toward children and families, for examples stores with children’s clothing or toys, a movie theatre, and/or a bowling alley.

Retail and restaurants were the most common responses. Stakeholders mentioned a few types of retail, including a hardware store although the respondent also noted that it “is unlikely because it is so hard to compete with big box stores.” The types of retail suggested reflect the diversity of the community’s shopping needs, and they also share an affinity for small

businesses. One stakeholder said explicitly that he/she supports restrictions on chain businesses and that only local businesses “should have the opportunity to thrive in our town.” Despite the range of retail requested, the stakeholders used adjectives such as “niche,” “independent,” and “unique” to describe the type of retailers. The retail requests suggest more clothing options for men, millennials, children, and athletes.

The range for types of restaurants was also broad. One respondent reported wanting more casual options with dining outside, a butcher shop with a deli, and another for upscale restaurants because there is “room for more.” Or, there could be space allotted to pop-up dining, venues, food trucks, and brew pubs.

Question 5: Barriers

A few stakeholders mentioned that the racetrack takes up a lot of space and is “unsightly and not very welcoming” especially as people enter Northville.

The discussion of other barriers was divided on the level of difficulty in developing downtown. Speaking from professional experience, one stakeholder said that developing in Northville is not difficult, while others note that “the City drags things on too long for developers.” Others echo this idea, reiterating the City government’s “unsupportive attitude”

Barriers	Suggestion
High property values/lease rates	Create a database for landlords to compare lease prices, improve parking and pedestrian connection to make a higher up-front cost worthwhile
Lack of cohesive public policy	Provide match grants for business improvements, replace First Fridays with an equally popular event, offer grants or incentives for businesses to locate to Northville, streamline procedures for development
Perception of quiet town	Increase residential density near downtown, support and promote events to surrounding communities, zone for retail on the ground level, change business hours to accommodate evening and activities/events, allow for pop-up retail and dining
Resistance to changing Northville’s small-town image	Equal support for out-of-the-box business, encourage unique dining experiences, expand outreach to ensure the city is capturing all residents’ input, not only the most vocal
Infrastructure	Improve bicycle lanes and amenities, create short-term parking spots for patrons that are separate from employee’s spaces, advertise free parking spots

Table: Stakeholder respondents reported barriers and suggestions to downtown development

towards existing businesses. These comments reveal that one of the communication barriers is a lack of coordination between the City and business community. The City and the DDA could jointly evaluate the utility of hiring a contract economic development professional to assist with projects and serve as a liaison among the various entities. To facilitate internal coordination in the public sector, a regular meeting among the DDA, City, Planning Commission, and Historic District Commission could be held to determine areas of coordination, communicate about current projects, and identify milestone future events.

Still others note it could be a combination of high costs for land acquisition and lease rates coupled with low foot traffic, due to relatively low housing density near the downtown to support business, that deter developers from investing in Northville. Another common response is that Northville's image of itself is limiting, warning the City that it "can't be afraid of out-of-the-box-thinking" and in those cases the local government can be a "bottle neck to a new level of excitement." In addition to complaints about local government, there is a general belief that older, more established residents are also resistant to any proposed changes to the downtown business profile as demonstrated by the quote "we have been surprised at our fellow residents' hesitancy (and sometimes downright refusal) to accept any type of change. "



Photo: The Great Lakes Food, Art, & Music Fest held at Ford Field in June 2016

Question 6: How Local Government Can Help the Downtown District

Some stakeholders voiced concern that local government's processes and procedures are inaccessible, and that they hinder anyone "straying too far from the 'image' of Northville." However, most comments focused on what the City could do to assist downtown redevelopment and revitalization.

Stakeholders tend to believe that the City government could improve marketing and coordinating community festivals, parades, and other events to make the permitting process easier. The City and other relevant agencies should advertise events in addition to posting on social media and the DDA website because those platforms may exclude those who are not digitally active. One person remarks that City government is on the right track by supporting Victorian festivals and the Buy Michigan Now festival, yet adds that "a lot of people I know are unaware that events are taking place." And another stakeholder alludes to quality over quantity of events, stating that working more closely with the Chamber "to host fewer but better events" could prove beneficial.

Several comments pointed to needs which could be served by a business assistance team. It was recommended that the City could "provide matching funds for business improvements" and/or other business incentives. These could include grants, loans, or programs such as the reinstatement of the former facade assistance programs as well as technical assistance in areas such as marketing, advertising, business finance, and

operations. It would be the community resource capable of fulfilling one respondent's suggestion for a property database that allows for comparison among lease rates and terms. Tax abatements were advised only with the warning that the City must also understand the pros and cons to incentives.

Some recommendations are to make parking more accessible because it appears that parking "spots are taken by 9 am" by employees of local businesses. Another recommendation voiced in earlier responses is to allow retail on the ground floor to generate more foot traffic.

Question 7: Influential Areas

When asked specifically about improvements in the Downtown district, the responses were varied.

Three of 14 responses call for more parking, especially long term parking for employees and "short-term parking in more desirable lots." A couple of stakeholders would like the City to keep up the events; one said, "I really think the City is on to something with the Friday Night Concerts, Food Trucks, and Beverage Tents. It really seems to bring people into town and I am sure it supports the local retailers." Events would also draw more residents downtown, and perhaps those from surrounding areas, if children's activities were incorporated. Two related requests are to increase downtown green space and that a pedestrian-only shopping district would be good addition and a positive influence to downtown." More generally, a resident wants to see the city "grow the sense of community that we have."

Some improvements call for better maintenance, for instance, cleaning up the corner of Griswold and Cady where the Downs discards debris. Additionally, better maintenance is warranted along 7 Mile (between Northville Road and Marilyn).

Question 8: Northville as a Good Place to Invest

Five out of 17 stakeholders replied unequivocally that Downtown is a good place to invest. The responses differed by homeowner and business owner, with the former more positive than the latter. One stakeholder voiced the concern that "most small businesses do not stay for very long." Other respondents think investment opportunities are good, but attached qualifiers to their replies. For instance, one comment was "Yes, if the foot traffic is there," or that it "would be better with a greater variety of housing options." There is a missing middle in the housing market, meaning there is either affordable housing or high end housing, and that a mix of housing types close to downtown would enliven the space.

Replies allude to concerns heard in previous questions. Northville may not be perceived as a place to invest because it "is often viewed as a daytime



Photo: The Comerica Connection is another example of efforts to make Northville more pedestrian-friendly

Section Two

business district only,” and that it would be a better place to invest but it is “stagnant.”

Question 9: Transportation Issues

While some think that overall the parking options are more than adequate in comparison to other downtowns, a few would like to see a parking deck. One reply envisions a parking deck near the post office, or renting a portion of Northville Downs and providing bikes or shuttles to downtown destinations. As discussed earlier, patrons find that the best spots are taken by employees all day and believe metered, short-term parking would alleviate some of the parking shortage for patrons. One stakeholder acknowledges that there is free parking in Northville and that parking concerns could be eased with better advertisement.

Moreover, pedestrian connections, specifically near Kroger, could encourage people to walk downtown instead. Another suggestion is to enforce the parking commitments made by downtown entities, as one reply implies that businesses are not abiding by the rules and taking up parking for other consumers.

Photo: Pedestrian amenities such as benches and trees for shade improve the downtown experience



Question 10: Routine Downtown Shopping

About half of the stakeholders say they shop downtown routinely. Even those who do not shop downtown routinely note that they do occasionally go for one service or another, for example, to get a haircut, to dine, or to visit the cobbler. Those who shop elsewhere express that the shops do not fit their needs, the “prices are offensively high,” and the volume of goods is too low. The perception overall is that there is limited shopping downtown and the current retail does not provide a big enough draw. Dining downtown seems to be a more popular activity than shopping as both shoppers and non shoppers report visiting restaurants downtown.

Question 11: Green Space

There is a clear consensus that stakeholders would prefer to see more green space downtown. Those who disagree say that Ford Field is close enough to make additional green space “redundant,” and funds would be better used to improve Ford Field, namely by adding restrooms.

One stakeholder stated that parks are “not the best utilization of prime downtown areas.” However, another stakeholder affirmed the power of public space by observing that a recent downtown renovation that included wi-fi, seating areas, and a fire pit “has helped to draw residents to their downtown.”

The majority of replies repeated the sentiment that more green space “would be nice,” and list several potential sites:

- Northville Downs (most popular)
- Begonia Brothers spot
- E. Cady Street (linear park)
- Center/Main
- Downs and Cady Street

Some of those who acknowledge the proximity and size of Ford Field still prefer other parkland downtown.

Question 12: Pedestrian-friendliness

Overall, stakeholders contend that pedestrians feel safer than bicyclists; some stakeholders say they feel “extremely comfortable.” One commenter states that even though he/she doesn’t bike ride, “it seems we provide reasonable spaces/lanes for them.” Others noted that “bikes do not seem to have any place on most streets” and signs do not ensure that motorists will watch out for them.



Photo: Narrowing the street slows down cars and creates a safer environment for pedestrians when crossing the street



Photo: Bicyclists have their own lane but still share the street with cars

Question 13: Other Downtowns

When asked what other downtowns Northville stakeholders visit, the most frequent answer was Plymouth. It was described as more “alive” than Northville; one stakeholder even used the word “progressive.” Some features that attract Northville residents to downtown Plymouth are Kellogg Park, the events held there, and the variety of restaurants, retail, entertainment, and activities. Other popular downtowns are Birmingham, Ann Arbor, Detroit, and Royal Oak, with the same claim that these downtowns are more vibrant, active, and the restaurants stay open later. When referring to Plymouth and Ann Arbor’s downtown, one stakeholder feels that there “is always something to do or eat.” In reference to frequent visits to Detroit, one stakeholder states, “I can actually meet up with people past 9pm.”

Question 14: Downtowns that Capture What Northville is Missing

The most common answer provided by stakeholders for frequently visiting other downtowns is because Northville is missing a variety of dining and shopping destinations. Participants cite “food trucks,” “rooftop dining,” a “Mexican restaurant,” and a bar with “folk, Irish, and jazz” music. In addition to the style of dining, responses demonstrate that they appreciate the “great variety of price points” offered in other downtowns. The other common response was that more unique retail opportunities lie in other downtowns that are more reasonably priced. In particular, responses note clothing, jewelry, home wares, and antique stores that they have found in other places.

Question 15: Other Issues

The positive responses revolve around Northville being a clean, safe, and friendly city. One stakeholder even wrote, “My family is blessed to live here.”

Table: Stakeholder respondents reported strengths and assets of downtown development

Strengths	Assets
Attractive	Clean, well-maintained, historic, relatively low commercial vacancy in the core
Pedestrian-friendly	Ample amenities, safety is a priority, well connected network
Family-oriented	Pedestrian safety, Ford Field, low crime rates
Opportunity	Untapped potential both in terms of expanding access to existing business as well as new ventures
Events	Farmers’ Market, First Friday’s, Friday night concerts, Skeletons are Alive!, Buy Michigan Now Festival

Negative issues refer to responses reiterated through the interviews. Small businesses struggle in Northville, they are out-of-date, and they close too early.

Only a couple comments discussed the Farmers' Market. A stakeholder suggested that the Farmers' Market be held on the weekend because it is more convenient for working families and/or individuals. Another stakeholder mentions that Farmers' Market is in need of repair.

One stakeholder recommends starting a river walk once the race track is redeveloped, as it would be "a great way to expose the Rouge River" that could continue north onto Beal Street.

Conclusion

While the stakeholders' responses highlight an array of desires for downtown Northville's future, there is general consensus that in its current state, the Downtown district is not dynamic enough to capture residents' attention and meet their retail needs. The stakeholders would like to see more diverse retail options, extended store hours to accommodate working individuals and families, and a more coordinated effort to market and expand on downtown Northville's events.

Downtown Survey Results

A Downtown Survey was developed for the purpose of gaining public feedback regarding many features of Northville's core business district. The survey asked what visitors like and dislike about downtown Northville, how often they visit, and the average length of their stay. Nine (9) total questions were developed by the Downtown Survey Committee. Seven questions were related to Downtown's attributes and amenities, and two questions provided demographic information. With this information, the DDA can make improvements that better accommodate their patrons to boost both business sales and the overall satisfaction with shopping and dining experiences.

The survey was administered in two ways: a patron intercept survey conducted on the streets of downtown Northville, and an online link distributed through the City's website, social media channels, and partners.

Downtown Survey: Patron Intercept

The patron intercept survey was conducted in Downtown Northville on June 21, 24, and 25, 2016. Downtown users were "intercepted" on the sidewalks within the DDA boundary and asked to complete a three minute survey about the downtown.



Photo: Weekly farmers' market

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A total of 189 responses were obtained during the 11am - 3pm and 5pm - 9pm time frames. The surveys occurred on a Tuesday, Friday, and Saturday in order to gather data on both weekday and weekend patterns. The Friday and Saturday surveys were conducted simultaneously with the three-day event, "Great Lakes Food, Art, & Music Fest," an installation of the Friday Night Summer Concert Series, and "The Great Beer Run" 5K race. The Tuesday surveys coincided with a "2016 Tunes on Tuesday" performance.

Age

The largest age group among the patron survey respondents were ages 55 to 64. The 25 to 34 and 35 to 44 were the next significant age groups. Least likely to participate were those aged 20 to 24.

The patron survey results across all age groups reveal a consistent pattern in the residents' likes and dislikes about downtown Northville. The primary purpose of visiting, across all age groups, was to dine. The second most common answer, except for the age group 35-54, was entertainment with about 15-20% of each age group responding this way.

When asked what people liked about Downtown, 76% agreed the atmosphere was enjoyable. Convenience, cleanliness, and safety were the next top three factors, with cleanliness and convenience more important to those aged 22 and over. Those under 21 like that Downtown is a "fun place" (65%) and its "restaurant variety" (58%).

When aggregated across all age groups, the most common dislike is "not enough stores," especially for those aged 22 and older. However, almost as popular was the comment that "Stores are not open late enough." For age groups 22 and over, the biggest complaint is limited stores hours. For those under age 22, the most popular response was parking. Even as participants rated parking among their top three "dislikes," 9 out of every 10 people claimed to have no issues parking on the day of the survey, which is impressive considering the large events coinciding with the survey.

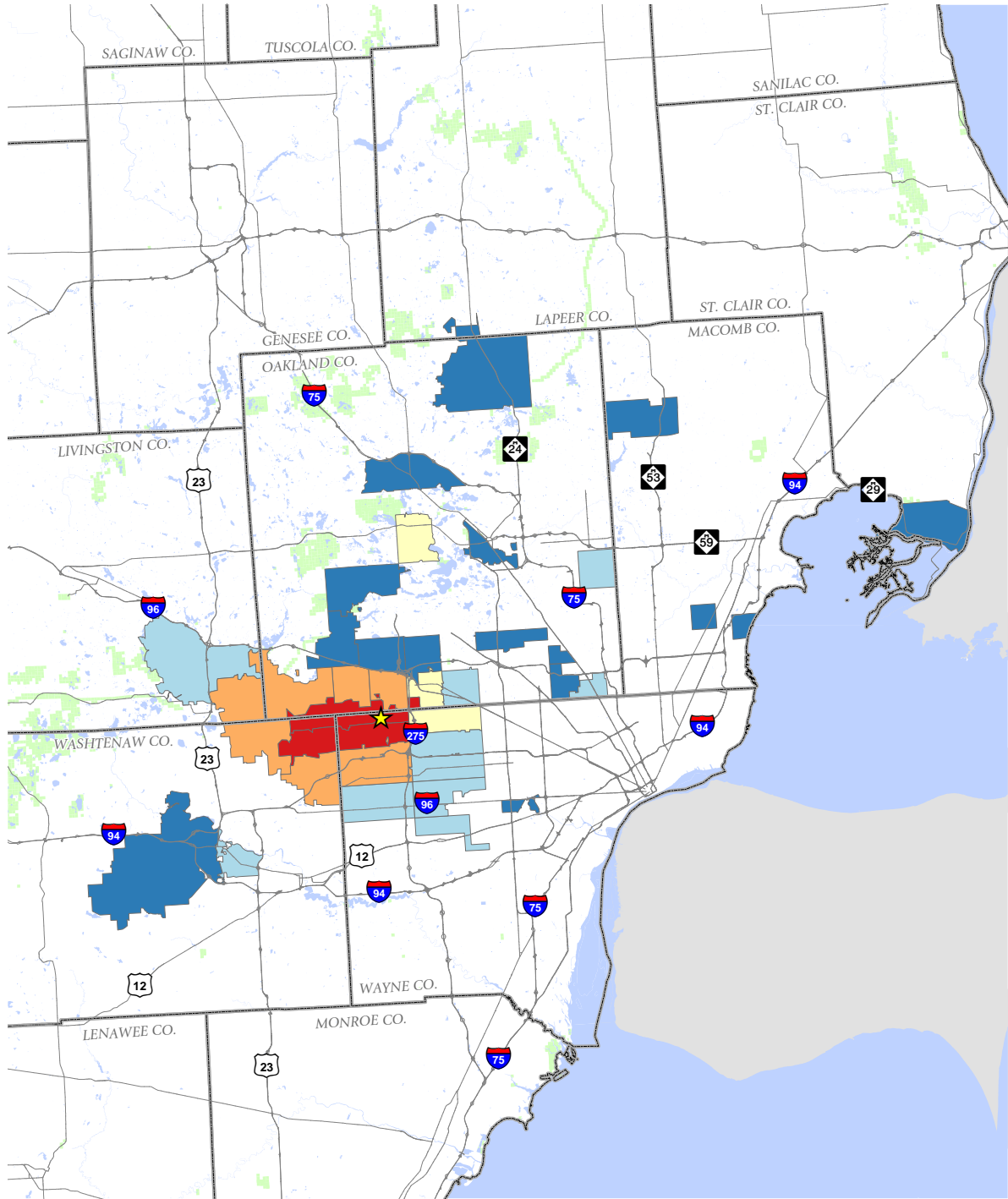
Retail remains the largest point of contention with respondents, as the most popular dislike was store hours, followed by the number and variety of stores and restaurants.

In terms of frequency, those aged 55 and above visit Downtown slightly more often, with about one-third visiting three to four times per week, while only about 30% of younger age groups visit that often. Regardless of age, about two-thirds of respondents spend about 1-2 hours in the downtown.

Location

As part of the patron intercept survey, the location where the survey was taken was noted by the corresponding "block number" developed as part

Map: Patron intercept survey responses by zip code



NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY

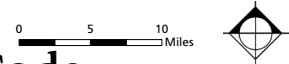
Patron Intercept Survey Responses by Zip Code

Data Sources: Michigan CGI Data Library, U.S. Census Bureau

- County Boundaries
- Roads
- Lakes/Ponds
- DDA District

Number of Responses per Zip Code

- 1 Response
- 2 - 3 Responses
- 4 - 5 Responses
- 6 - 8 Responses
- 31 Responses (48168)
- 68 Responses (48167)



NOT SHOWN ON MAP:
 Kalamazoo, Michigan
 Midland, Michigan
 Orlando, Florida
 Winchester, Virginia
 Wooster, Ohio
 Summitville, Indiana
 Fort Wayne, Indiana
 Milwaukee, Wisconsin

Section Two

of the 2006 Strategic Plan and carried forward in this plan. This provided the general location where the survey occurred in the downtown.

When considering location, the survey results reveal similar responses. Across all blocks, dining is the primary purpose for being downtown; although there is more variation amongst the top three responses, they still generally remain dining, entertainment, and walking.

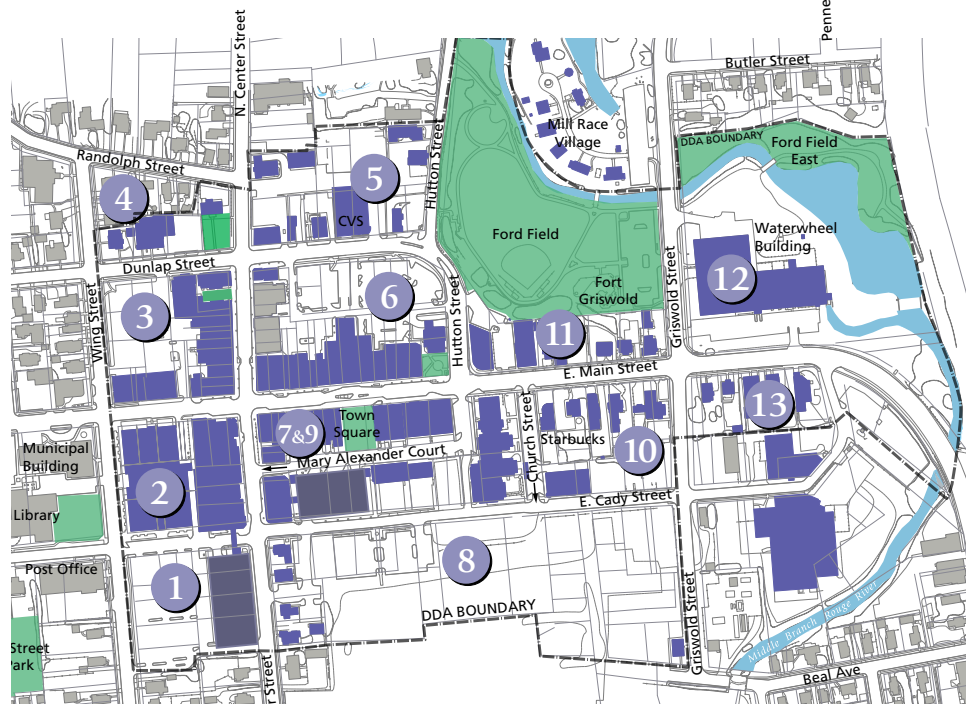
Atmosphere remains the most popular feature of downtown Northville regardless of location. In Block 5, the second most common result was "events" (50%), whereas the other locations report convenience, cleanliness, and safety as the second most common response.

Again, the most common complaint was not enough stores, but this varied by location. Respondents from Blocks 2 and 3 and Blocks 10 and 11 reported "not enough stores" as the most common response, at 48% and 44% respectively. Respondents from Block 5 and Blocks 6 and 7&9 reported "stores' hours" as their number one dislike.

Duration of time spent Downtown does not vary much by location. In each block, the most common response was 2 hours, although many planned to stay 4 hours or more if they lived immediately near Downtown or were attending one of the events. About 1 in 5 people surveyed in Block 5 and Blocks 2 and 3 expected to stay downtown for 4 or more hours.

Thirty-seven percent of those surveyed in Blocks 2 and 3 visit the downtown 3-4 times per week, which is more than any other block, followed by Blocks 6 and 7&9 at 31%. While these percentages are promising, 30% of those

Graphic: Block numbers



surveyed only visit once a month. Similarly, in Blocks 10 and 11, 25% of participants visit once monthly. Also, parking difficulty remains low. The highest percentage of trouble parking was in Block 5, with 28% of people responding this way.

Day of the Week

Friday and Saturday had a better response rate, with the highest rate on Friday, while Tuesday had fewer survey participants. There were fewer downtown users on Tuesday when compared to the weekend, which should come as no surprise since there were multiple public events occurring both Friday and Saturday. People were also slightly more likely to respond in the 11 am - 3 pm time frame than in the evenings. The blocks bounded by Main Street on the west, Cady Street to the south, Dunlap Street to the north, and Church/Hutton to the east (Blocks 6 and 7&9) were exceptionally busy when compared to other blocks.

There was significantly less activity occurring in the blocks west of Main Street (Blocks 2 and 3), and especially those east of Hutton and Church Streets (Blocks 10 and 11).

There is little variation among responses when categorized by day. The largest difference being that parking is listed as a “dislike” by 41% of respondents on Tuesday afternoon and 26% on Friday afternoon but it was not listed as a problem on Saturday.

Somewhat surprisingly, when surveyed on Fridays, 12% of respondents expected to spend 4 or more hours downtown, but not a single respondent recorded that on a Saturday. The Saturday patrons were more likely to only visit once per month than those who responded on Tuesday or Friday.

Downtown Survey: Online

The online version was open from mid- August until mid-September to capture the opinions of Downtown patrons who were not intercepted in person. Online responses were received from 882 people.

The age distribution is fairly evenly divided among age groups 35-44, 45-54, and 55-64 accounting for about one-quarter of respondents each. The least likely to take the survey were those aged 24 or younger.

The online survey participants share the sentiment that they primarily visit Downtown to dine (46.7%). Unlike those intercepted, the online respondents state shopping as the second likely purpose for being downtown (10.3%), whereas entertainment falls much lower on the list for them at 3.2%.

Online replies overwhelmingly agree that atmosphere is what they like most (71.1%), although they voiced more strongly that they like downtown

Northville's restaurant variety (40.5%). Their dislikes have a strong overlap with patrons as well. Over a third (39.2%) say there are "not enough stores" and following that is "store variety" (33.6%), and then "store hours" (31.4%). This echoes the patrons answers. Survey takers overwhelmingly report that increased variety of retail shops would increase their frequency to Downtown (61.1%).

Again, the most common answer for duration of visit was two hours (26.4%) which is in line with the results of the patron intercept survey. Patrons are only a little more likely on average to stay 4 hours or more at 11.8% compared to online respondents at 7.7%.

The online survey reveals that about 75% of people do not have trouble parking. While that seems high, almost 90% of patrons report not having trouble parking. However, with the online survey it is not clear what day of the week or time the residents were trying to park.



Photo: Genitti's restaurant downtown

Follow-up Survey

The follow-up survey was also conducted online and received 311 responses. The purpose of this survey was to drill down deeper into previously given answers from survey participants. For example, the first survey uncovered a desire for more retail variety; this survey asks specifically which type of retail. A summary of the results is below.

Fifty-nine percent (59%) of respondents live within the Northville zip code, 48167. The respondents are broken down fairly evenly amongst age groups 25-34, 35-44, 45-54, and 55-64 with about 20% representation from each age group. No one under the age of 22 responded.

Retail

The first distinction the survey wishes to make is the difference between residents' satisfaction with the *number* or retail options and the *variety* of options. With regard to the number of retail options, the participants are split. Almost an equal number of respondents are "satisfied" and "very satisfied" (40.8%) as those who are "unsatisfied" and "very unsatisfied" (39.9%). The gap in sentiment widens when speaking to variety. Almost 49% of respondents are unsatisfied with the variety of retail options, compared to 36% who are satisfied. When given an open-ended question on identifying missing retail in Northville, the most common response was women's apparel, followed by men's and children's apparel. Moreover, there is strong consensus that residents do not want to accommodate national chain retailers with almost one-third saying it is not appropriate, and 51.6% responding that just a few are appropriate to serve as anchors with name recognition. The preference is still to support local business.

The survey also sought to find the hours of opening and closing times that better accommodate shoppers. Respondents' most commonly stated that on Mondays through Saturdays, they preferred retail establishments to open between 9 am - 10 am, and to close between 8 pm - 9 pm. On Sunday, the preferred hours are opening between 10 am - 11 am and closing at 6 pm. This does recommend quite a shift from current operating hours, considering most stores close around 5 pm. However, over 83% of respondents said if the retail hours matched their preferences, they would shop downtown at least one additional time per month, and over 75% said they would shop downtown at least two additional times.

Restaurants

Again, the survey distinguishes between the *number* and *variety* of restaurants in downtown Northville. The majority (61.6%) of respondents are satisfied with the number of dining opportunities, compared to 28% who are unsatisfied. Over half of the participants (52.4%) are satisfied with the variety of restaurants, but still over one-third (35.2%) are not satisfied. When asked what type of restaurants are missing, the number one response was farm-to-table (50.8%), followed by ethnic cuisines (44.3%). The most popular ethnic cuisines were Indian (19.9%), Italian (14.4%), and Chinese (12.2%). About one-third of respondents also wanted to see family-friendly restaurants (36.5%), cafes (35.2%), and microbreweries (27.0%).

Participants were then asked for desired opening and closing hours for restaurants. The table below shows the top five restaurant types and the most popular hours of operation. The results show that respondents would like restaurants to provide dining and nighttime entertainment as well. A vast majority of respondents want restaurants to stay open until 10pm, with the exception of microbreweries staying open until 2am. It is important to note, that very few people want to have a 24-hour establishment in Northville and 0% reported wanting chain restaurants, which is in line with their preference for little to no national chain retailers.

Type of Restaurant	Open By	Open Until
Farm to table	12pm (62.9%)	10pm (89.3%)
Ethnic	12 pm (63.3%)	10pm (92.0%)
Family-friendly	12pm (69.2%)	10pm (90.3%)
Café	12pm (72.3%)	10pm (77.9%)
Microbreweries	6pm (76.5%)	2am (72.3%)

Table: Desired opening and closing hours for restaurants

Housing

To support a diverse and active downtown, Northville needs denser housing stock surrounding the downtown. Survey takers largely agree. Fifty-seven percent (57%) favor a mixed-housing neighborhood near the downtown. The number of respondents who were “unsure” or reported “no” to this type of development was equal at 21.9%. They were then asked to pick a housing type that was needed in Northville; 60.1% stated “lofts and flats” while 46.5% said “townhouses.” These answers reveal a demand for alternative housing types, at least within proximity to the downtown. Yet, it is not that simple. Over 50% of respondents still feel that detached homes are needed in Northville. Perhaps this finding also reveals conflicting desires among residents for the future of Northville’s housing stock. The Target Market Analysis discussed in Section Four finds that the demand for more detached homes is lower than ever, but this survey may reflect the desires of single-family homeowners to maintain and build upon Northville’s traditional image.

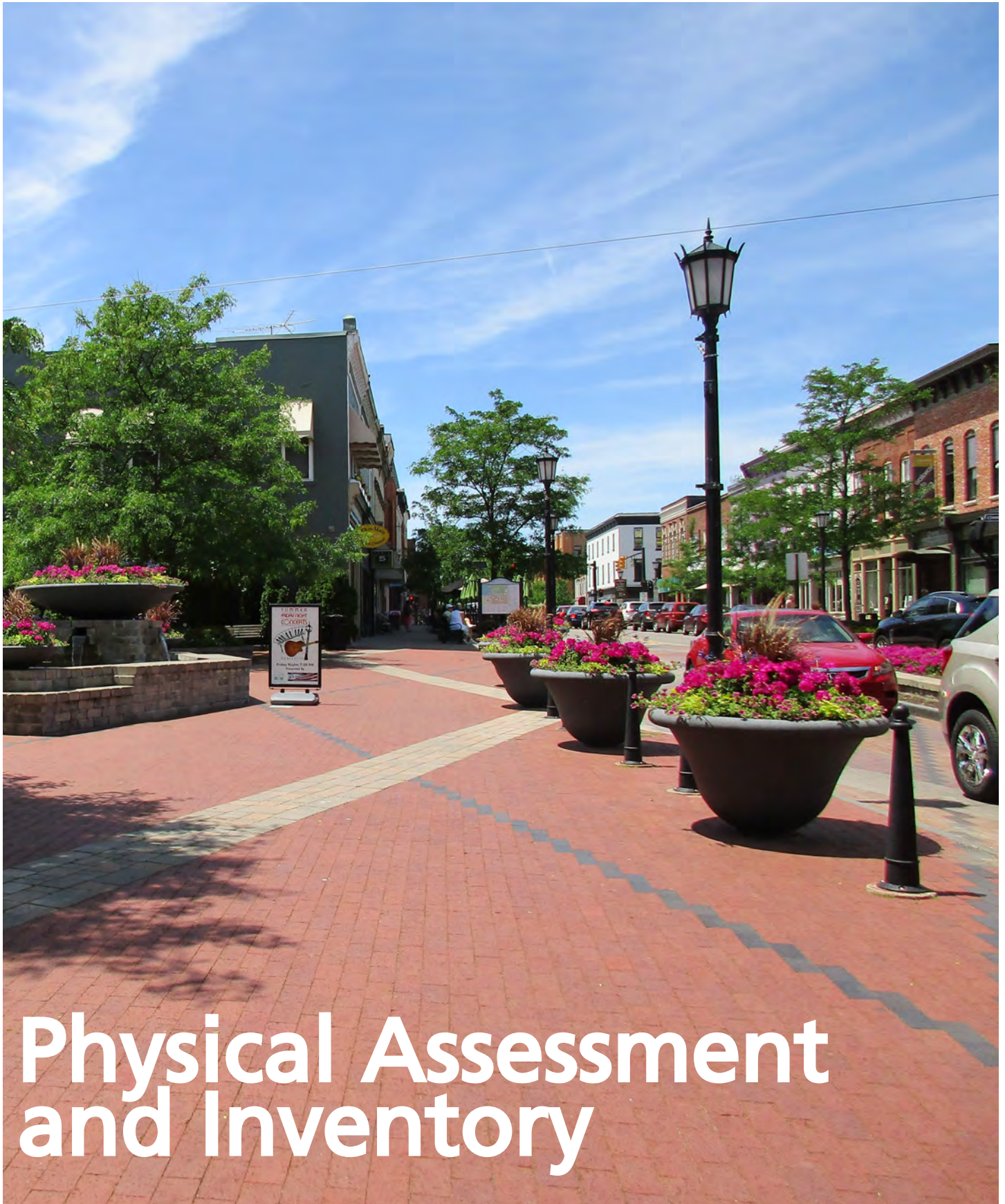
Conclusion

When the survey results are aggregated across all age groups, locations, and days of the week, the most reported change that would increase a patron’s frequency of visits to downtown is a greater “variety of retail.” Over one-third of those intercepted replied this way, and this finding is confirmed by almost two-thirds of online participants reporting the same. For both groups, the second most common response is “increased variety of restaurants” and “extended store hours.”

The residents of Northville are responding in unison that they want a more dynamic downtown that fulfills their diverse retail, culinary, and social needs. The responses suggest a desire for the convenience of downtown retail that can accommodate family, children, millennials, young professionals, and the elderly’s shopping preferences. They also repeatedly mention that extended retail store hours could also accomplish this. In addition, they want Downtown to be a place that has nighttime entertainment options for adults. Northville residents want to be social in their own city. They have expressed this by requesting restaurants, bars, entertainment, and retail options that open later.



Photo: Residents state a need for a type of housing besides detached, single family



Physical Assessment and Inventory

Introduction

The City of Northville has many valuable assets. It has a significant number of high-quality historic buildings. It is pedestrian-friendly and has a pleasant small town atmosphere. People—particularly families—are drawn to the numerous events held periodically throughout the year.

At the same time, there are many aspects that could be emphasized and improved upon to make the downtown more vibrant. The retail and restaurant mix needs more variety in order to draw a broader group of people into the downtown and keep them there longer. It gets perhaps a little too quiet at night. There is a minor perception that more parking is needed. The connections around the downtown area are awkward at times, especially the connections from Main Street to at Ford Field. The Farmers' Market could also be more centrally located with greater offerings.

This physical assessment takes many factors into account. These include the various “character zones” of downtown, an inventory of businesses and land uses, approaches and entrances to the downtown, vehicular circulation and parking, pedestrian orientation and walkability, and the character defining features that provide downtown Northville with its unique identity.

Character Zones

Upon entering downtown Northville from any direction by car, there is a sense that this is a pleasant small town with a prominent historic character. A closer look at a slower pace reveals this is certainly true, but there are essential details that could enhance this appeal and there are some aspects of the downtown that detract from this initial impression. In order to better understand the components of the downtown, it was divided into eight zones with distinctly different character shown in the Character Zones Map.

Downtown

This is the center of the downtown business district and is made up of four distinct blocks. It is bordered by Dunlap to the north, Wing Street to the west, Cady Street to the south, and Hutton Street to the east. Land uses include retail, commercial, institutional, office space, and surface parking lots. There are sizeable parking lots on the outer ring of this district, immediately adjacent to the downtown on the north, south, and west sides. Pedestrian linkages from large parking lots to the streets have been improved in the downtown. In particular, the enhancement of the Comerica Community Connection provides an architecturally interesting through-way, complete with historical photos of Northville, between

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the Marquee parking lot and Main Street. This is shown on the Physical Assessment map.

The two major merchant-oriented streets are Main and Center. Center is most active between Main and Dunlap, and Main is most active between Center and Hutton. This L shaped area is the heart of the downtown commercial district. Any new development on Main west of Center will expand this activity, making it more of a T shape, and pulling people to this end of the downtown where many stores and restaurants must compete for pedestrians.

The downtown architecture has a strong sense of history with many one- to three-story buildings dating from the mid to late 19th century, as well as some new structures that draw on the surrounding historical character. The 120 W. Main Street Building, on the western edge of downtown, is a good example of a recently-constructed building that fits well within the historic context of downtown. There are also a number of buildings with more contemporary facade treatments.

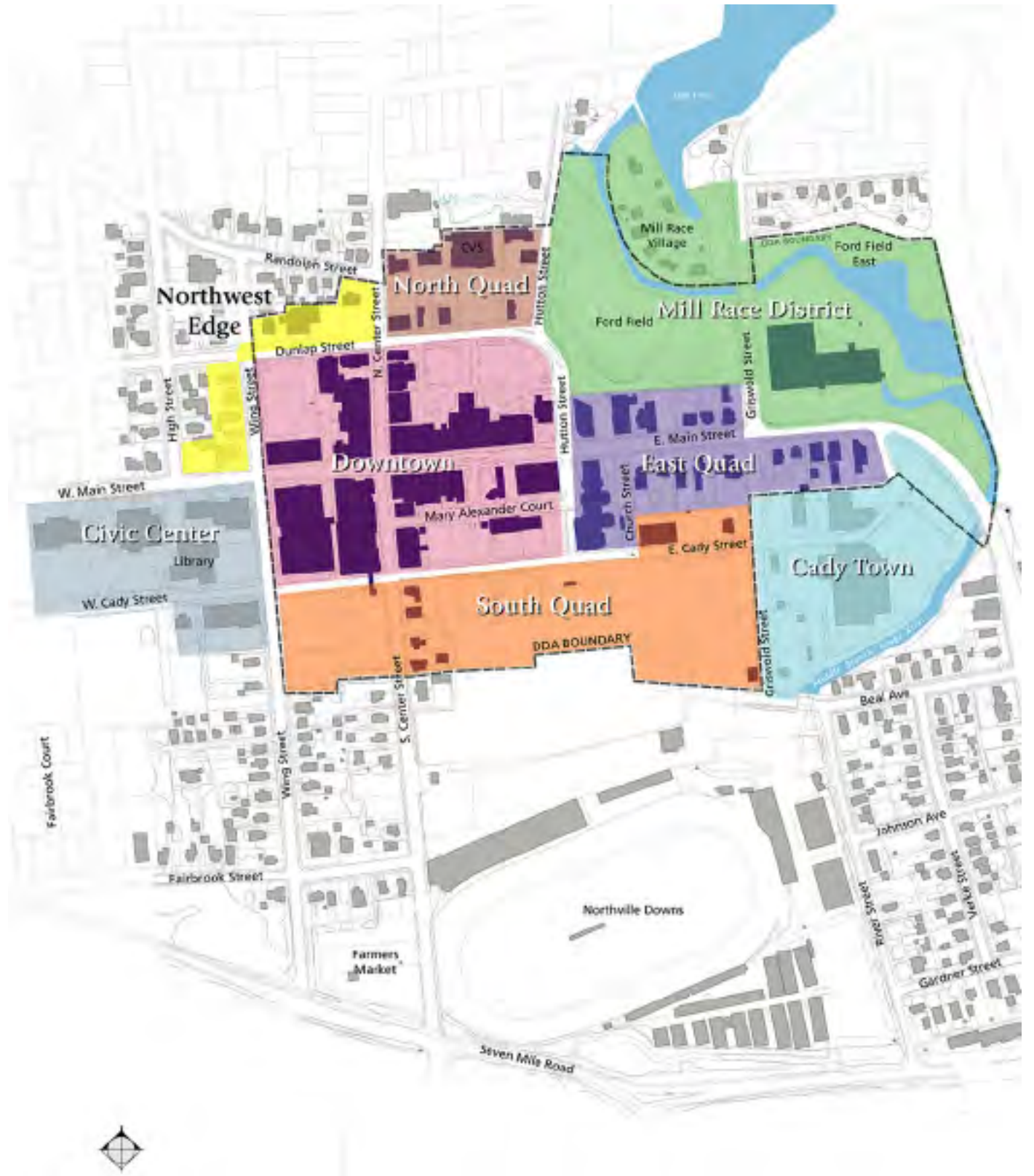
There is an emphasis on pedestrian-friendly accessibility exemplified by the shortened crossing distances, particularly at East Main and the Town Square area where a landscaped median serves as a pedestrian refuge island, and at various intersections with bump-outs or curb extensions. There are also numerous benches throughout the downtown area to offer a respite to pedestrians.

At the heart of the district is the Town Square, a major focal point for activities or for simply taking a break while shopping. The redesign of the Town Square included a modern bandshell structure, overhead string lights, seating, an expanded median around the clock tower, and decorative pavement that ties the park together with the north side of Main Street and the south side of Mary Alexander Court. The detailed pavement pattern

Photo: Heart of downtown



Map: Character zones



flows into the street, emphasizes the importance of the pedestrian, and calms traffic in the area.

The downtown area includes Mary Alexander Court. Some businesses front on this street and some back up to it. There are decks off the back of some of the Main Street stores. This street serves as the primary service and delivery route for businesses that back up to it. In some ways, it feels like an alley or service area, and in others it has the potential to become a vibrant area with its own unique character. The character has been improved by the renovation of the Town Square, which feels as if it flows into Mary Alexander Court as the Bandshell is open and can be viewed from the south. The two restaurants currently fronting the Court, Wok Asian Bistro and Koji, are open later into the evening hours and offer the opportunity for a thriving nightlife with its own image and unique view of the Town Square.

South Center Street is on a steep slope with few active uses, making it less pedestrian-friendly than other streets in this district. MainCentre in particular, with its recessed entries, presents an austere facade on South Center Street. The CadyCentre building, while attractive and nicely detailed, is separated from the focus of activity downtown by a half block of less active uses. The relatively steep slope itself, on both sides of the street, is a challenge for wheelchair access, bicyclists, and some pedestrians.

Nonmotorized access from other directions is on a level grade and is more interesting from a retail perspective. There are numerous shops and eateries when entering from the east or the north. Although this segment of West Main Street is less active than East Main Street and North Center Street, the many businesses within Northville Square can be an asset for this section of the downtown, pulling pedestrians to this portion of the downtown.

Civic Center

The Civic Center area is immediately to the west of downtown. Though it is outside of the DDA boundary, it still serves as a vital part of the downtown, and offers major services to the area. These include the Library, the Senior Community Center, the Post Office, the Old Village School, the Art House, and the City Hall and Police / Fire Station. The combined result is a concentrated activity area of essential services. Except for the Old Village School, the architecture in this area is more modern than much of the historical downtown. Buildings are also set back from the street rather than abutting the edge of the sidewalk. The intermediate intensity of the form and use of this district provide a nice transition from the bustling commercial environment of the downtown into the adjacent neighborhoods.

Nonmotorized access into town from this district is straightforward along Main, emerging from the west side residential area. The climb up the



Photo: Old Village School is a part of the Civic Center zone, just west of the DDA boundary

slope along Wing north of Cady poses more of a challenge, but with the establishments at Northville Square, it represents an area of interesting potential and positive change. Several opportunities for shopping and dining are held within the Square and offer those within or near the Civic buildings a certain convenience. Northville Square can act as an anchor for the Civic Center, downtown, and South Quad zones.

South Quad

The South Quad is bordered by Wing Street to the west, Griswold to the east, surface parking north of Northville Downs to the south, and Cady Street to the north, with a small addition above Cady from Church to Griswold. Currently, much of this area serves as free all-day parking for the downtown in surface lots, the lower-level of the Cady Street parking deck, and the upper-level of the MainCentre parking deck.

The parking west of South Center Street is more developed and formalized with a large surface lot and a large two-level deck, although the lower portion of the parking deck is private. The Victorian building and the Presbyterian Church addition on the north side of Cady Street stand out as examples of quality architecture in this zone. There is one paved surface lot east of South Center along Cady, as well as a large gravel parking lot. This area looks more temporary and transitional than the area to the west of South Center. Compounding the sense of transition and unkempt uses is the unattractive view across the vast gravel parking lot leading to Northville

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Downs. Streetscape improvements should continue to be implemented at a less intense level on South Center from Cady Street to Edward N Hines Drive, except where improvements are already completed. The expensive, yet dramatic, improvement of burying overhead utilities should be considered.

Nonmotorized access into town from the south is reasonably good with a gentle uphill grade along South Center Street, a relatively wide street in this area with room for bicycles. It is, however, a stretch of road that is exposed, with limited visual interest. Cady Street serves as a side street that leads to small, quiet pedestrian access points into downtown along the stretch between South Center Street and Church Street.



Photo: CadyCentre, a multi-story, brick building, is an example of Northville's great building stock and redevelopment potential

Cady Town

Cady Town is bordered by the river to the south, Griswold Street to the west, the DDA boundary behind the shops on Main Street to the north, and the entrance to downtown along Main Street to the east. It is the first view on the east side entrance into downtown.

Except for a small segment on the eastern edge, this district falls outside the DDA boundary, but it is an area of strong potential and influence directly adjacent to the downtown area. This is an interesting area due to the proximity of the river, the large area of open space, the interesting tight curve on Cady Street, and the industrial character of the historic Belanger Building. The recent redevelopment of the Belanger Building into the new Village Workshop offers small business incubator space, classes, and even hosts events and has the power to transform this zone into an active, commercial and small business destination with its adaptive reuse.

Though currently somewhat stark due to the open view across the parking area to the west, there is a strong nonmotorized connection up Griswold from Beal Town and the southeast neighborhoods into downtown.

East Quad

East Quad encompasses the area directly east of downtown from Hutton Street south to Cady along Main and includes Church Street. This has a distinctly different character from that of the downtown district. The buildings tend to be a mix of detached structures surrounded by yards or parking. Some of these are historic 19th century houses, while others are contemporary offices of one or two stories. A majority of the buildings sit back from the sidewalk, with the exception of the newer structures. A large historic landmark building, the First Presbyterian Church of Northville, sits prominently between Hutton and Church Streets.

This area lacks cohesion due to the diverse building types, ages, styles,

colors, and setbacks. The area is made more prominent by its close proximity to the heart of the downtown. On one block the character is random with many gaps, while the next block is a tight urban configuration. In addition, parking lots with entrances from Main Street have no buffering or separation from the sidewalk, increasing their negative visual impact on the streetscape. A plan to design an improved streetscape is recommended for the north side of East Main Street, from Hutton Street to Griswold.

The signal at Griswold and Main Street should be upgraded as possible to from span wire to the more reliable and attractive mast arms. Ideally, this decision would also include the establishment of a general policy to replace span wire traffic signals with mast arms as opportunity allows. Here, too, the potential to bury or relocate overhead utilities should be investigated.

There is a moderately challenging grade rising up from Griswold along Main Street. Though not daunting compared to South Center Street south of Main, the grade and lack of cohesive character makes it less interesting for nonmotorized travel than the tighter urban core of the downtown. Addressing this transitional appearance can provide a more consistent image.

Ford Field & Mill Race District

This district includes Ford Field, the Mill Race Village, Ford Field East, the Waterwheel Building which houses businesses of various types, and the river and pond directly behind. This is a lower section of town in elevation, displayed most prominently by the steep embankment along the west and south sides of Ford Field. While this embankment is a fascinating geologic feature, it has also proven to be a barrier separating the activities of downtown from those going on in Ford Field. Adding to that sense of separation is the thick mass of trees growing along the ridge. There are access stairs off of Hutton Street, but this connection to the downtown has been criticized previously for lacking a clear linkage.

The Waterwheel Building houses a variety of businesses and serves as a good example of adaptive reuse, as it was formerly the Ford Plant. The adjacent Ford Field East is park-like, although it is removed from other parts of town and not easily accessed. To do so requires traversing a parking lot and crossing a small pedestrian bridge into a secluded green area and pathway along the river. The path comes to a dead end within sight of Main Street on the backside of the factory.

The nonmotorized connections from the Mill Race District to downtown include Hutton and Griswold Streets, as well as traversing Ford Field to the stairs that lead up to the Hutton / Dunlap Street intersection. The Hutton Street connection weaves through pleasant quiet neighborhoods. Griswold Street is the main corridor leading from the numerous homes



Photo: The entrance to Ford Field

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Photo: Mill Race Village provides some green space and nonmotorized connections to downtown



to the northeast of town. It is a long downhill stretch coming into town; conversely, it is a long uphill stretch going back.

The nonmotorized connection from Mill Race Village is a direct pleasant walk, up the Hutton Street stairs and into town. Less direct, though more accessible, connections lead to the west along the path that follows the river up to Hutton, or east to Griswold and up to Main. The path along the river is the most pleasant and interesting of the two due to its transition from natural beauty into historic downtown. The Griswold Street route is more exposed and leads past a parking lot on Griswold and along a stretch of Main Street that is less cohesive than the urban core.

This property's location relative to the downtown and its recreational value make it worthy of a concentrated effort to maximize its use. A community-based design process that includes a determination of historically significant components could be sponsored by the DDA to prepare a preferred master plan. Policies affecting this preferred use could be re-evaluated, and the plan incorporated into the Northville Parks and Recreation 5-Year Master plan so that portions of the plan are eligible for MDNR grant funding.

North Quad

The North Quad used to be predominantly a large parking area surrounded by a variety of active Northville businesses in a typically suburban layout, including CVS Drugs, New Bangkok Cuisine, and a drive-through Comerica Bank, among others. The character of this area has been improved with the relocation of the CVS from the north side of the parking lot to front on Dunlap. CVS acts as a small scale version of an anchor store and helps to block the sight of the parking lot from the street. The character of this district can be improved by further development along the street frontage

and encouraging shared and condensed parking within the center of the block, thereby limiting the number of driveway entrances on the street. Streetscape improvements should continue at a less intense level on North Center from Dunlap to Lake Street, with surface parking lots buffered and overhead utilities buried as possible.

The sight line looking east toward Ford Field is blocked by the mass of trees lined along the ridge on the east side of Hutton Street. Someone unfamiliar with the area might be unaware of a large recreation area so close by.

The nonmotorized connection along North Center Street leading in from the north emerges from a well-scaled and well-defined streetscape into a stretch at Rayson Street that is rather long, exposed, and lacking in unity before reaching Dunlap Street. It is primarily a gentle uphill climb that pitches up sharply just before reaching Randolph Street.

Northwestern Edge

This is an L shaped area that wraps around the northwest edge of downtown. It includes the American Legion Hall to the east and continues west past Casterline Funeral Home and Northville Watch & Clock, and turns the corner south on Wing to follow the line of businesses in residential buildings that lead to the Garage Grill & Fuel Bar on West Main Street. Though not within the DDA boundaries on the west side of Wing Street, it is the dividing line and buffer between the distinctly larger scale commercial downtown area and the quiet smaller scale historic residential neighborhoods on the west side.

The nonmotorized connections here are, on the whole, straightforward and they lead out of a pleasant historic neighborhood. This connection does, however, include the imposing and largely unscreened parking lot with minimal edge treatment bordering Wing and Dunlap Streets.

Approaching and Entering Downtown

There are four immediate approaches to the downtown: Center Street from both the north and south, and Main Street from both the east and west. Randolph Street offers an alternate access from the northwest at 8 Mile Road. Each of them offers a unique perspective on the initial impression upon entering into the heart of Northville.

Center Street from the South

The long uphill approach begins at the Seven Mile Road crossing. The Northville Downs racetrack's visual prominence makes quite an impression. The view to the right is of a rather stark solid fence surrounding the track,



Photo: CVS is located in North Quad and is an example of a chain store meeting the community's architectural request

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and the view to the left is of a large unimproved surface parking area (used for the Farmers' Market one day per week, Thursdays, May through October). Neither of these are a positive aesthetic introduction to the City.

A "Welcome to Northville" sign is the only indication that one is entering the downtown. Passing Fairbrook Street, the view softens somewhat on the left with housing and vegetation, but on the right, the imposing racetrack structure yields to more unimproved surface parking. There is an open view across the lot and up the hill to a few of the downtown buildings on Cady Street.



Photo: This is the view when entering on Center Street heading north

The City parking deck to the west, just before reaching Cady Street, does a nice job of shielding the parked cars from immediate view, and it also draws on materials and design characteristics of the downtown area, particularly in its use of brick. However, the entire edge along the deck is devoid of activity. On the right are some well kept businesses housed in unremarkable residential buildings. Most prominent are the multi-story brick buildings at Cady Street on both sides of the road: CadyCentre and MainCentre. They create a sense of enclosure on the street and indicate a defined entry into downtown. Both structures have a pleasant sense of detail, though MainCentre is less effective because of its contemporary facade and recessed entries that are set back from the sidewalk.

Center Street is congested with traffic during peak hours. The slow traffic is actually a benefit for downtown businesses as motorists are more aware of the variety of downtown stores and are traveling slowly enough to make last minute decisions to stop and shop.



Photo: Signage from Main Street

Center Street from the North

This also is a long incline approach to the downtown. It begins with a well-landscaped median and landscape setback near the Kroger grocery store. Also in this vicinity is a newly-constructed two-story building that employs downtown-like façade, sidewalk, and landscape treatments with minimal setbacks. This creates a welcoming entrance. Traffic traveling eastbound on Randolph Street feeds onto North Center Street at a key gateway entrance point. The approach along Center graduates from a long series of detached businesses north of Dunlap Street immediately to a block of attached two- and three-story buildings between Main and Dunlap. The effect is one of sharp transition and immediate identification entering the downtown core.

North Center Street is three lanes wide until it reaches Dunlap, where it narrows to two. This results in a traffic-calming effect appropriate for the downtown. As a pedestrian, approaching the downtown from the north on Center Street has its challenges. With a few exceptions, the sidewalks are too close to the road with no buffer between the sidewalk and the curb, snow is often piled on the sidewalks by the Department of Public Works,

and residents often place their garbage cans on the sidewalks for pick up. All of these conditions make it difficult to use the sidewalks to get into town.

Main Street from the East

Entering the downtown from the east, South Main emerges from a median-divided residential boulevard with the C & O railroad corridor along the east side. The railroad is screened with trees and vegetation. South Main crosses the river, swings a long arching left, and rises up toward downtown.

Once across the river, the mill pond and the adjacent adapted Waterwheel Building comes into view on the right. On the left is an open view across a stark parking area to the Foundry Flask and Equipment Co. and the newly renovated Belanger Building. Further up East Main is a line of detached businesses on the left. Griswold Street is a major north / south crossing point with a greater percentage of traffic funneling in from the north.

The roadway itself is overly wide in this area, which allows for the opportunity to create space for an identity feature. The overall sense in this area is that the scale is too broad. It should be reduced to a more human scale with a defined entry image.

Main Street from the West

Residents probably use this entry more than visitors, but it is still an active entryway. It emerges from an historic residential neighborhood and transitions through the Civic Center area, crossing Wing Street into downtown. It is the quietest of the four entryways. Maintained sidewalks along tree-lined streets facilitate a trip downtown for pedestrians, neighborhood residents, and Northville Public Schools employees looking to walk, shop, or dine.

Randolph Street from the Northwest

Though considerably more distant from the City center than the other entrances, the intersection at Randolph Street is the gateway to downtown for eastbound travelers along 8 Mile Road. This two-lane street is a pedestrian- and bike-friendly route into the downtown, featuring sharrows and sidewalks along the length of the right-of-way. The residential land use and plentiful canopy trees create a pleasant entry experience. In this case, the welcome sign serves a wayfinding purpose as well as identification; a short landscaped median on Randolph is aesthetically pleasing and well-designed to complement the sign without obstructing it across several lanes of roadway.



Photo (above): The downtown has attached buildings that are 2-3 stories. (Below) As you drive out the buildings become detached, and less convenient for shopping



Inventory of Businesses and Land Uses

The existing combination of businesses and land uses has changed since the adoption of the last strategic plan. Some businesses have closed, others have moved, and new buildings have been constructed, altering the fabric of the downtown. A thorough inventory was conducted to determine the current number of operational businesses, the first floor land uses, and the hours of operation for retail and restaurant establishments.

Inventory of Businesses

All businesses were recorded within the DDA boundary, including the name of business, address, first floor land use, and hours of operation for retail and restaurant establishments. A handful of vacant storefronts were identified, although only four were found within the DDA boundary. Street addresses were recorded and used to map the location of each business while the first floor land use helped to classify the businesses by groups. Along the major corridors, particularly for Main Street and Center Street, retail and restaurant establishments anchor the first floor land uses, while office and institutional uses are found on the second and third floors.

A total of 88 retail and restaurant establishments were counted within the DDA boundary, including the Garage Grill and Fuel Bar, which is just outside of the DDA jurisdiction in the Northwest Edge and adjacent to the district. A total of 71 office and institutional establishments were recorded in the same area, with a predominant emphasis on office, rather than institutional, uses. Only twelve land uses in the downtown were described as institutional, which included the Northville Masonic Temple, Northville Eagles, Marquis Theater, First Presbyterian Church, Casterline Funeral Home, American Legion, and a handful of banks and educational uses.

Hours of Operation

The hours of operation were recorded and assessed for retail and restaurant uses in the downtown. A noted concern in the 2006 plan, similarly echoed in the current update, is the trend of businesses closing early in the late afternoons and evenings. It was therefore important to inventory the hours of operation for these local businesses and assess the existing patterns of daily closures.










The L-shaped area of the downtown core is exceptionally evident when examining the patterns of hours of operation, as seen in the Hours of Operation Matrix. Within the downtown, active clusters of businesses are found along North Center Road and East Main Street, as well as within the Northville Square development, and these drive the majority of operational businesses from day-to-day. Some businesses in the North Quad zone remain active, including New Bangkok Cuisine and the CVS pharmacy. The Starbucks located in the East Quad zone is the only business that remains

Map: Business inventory



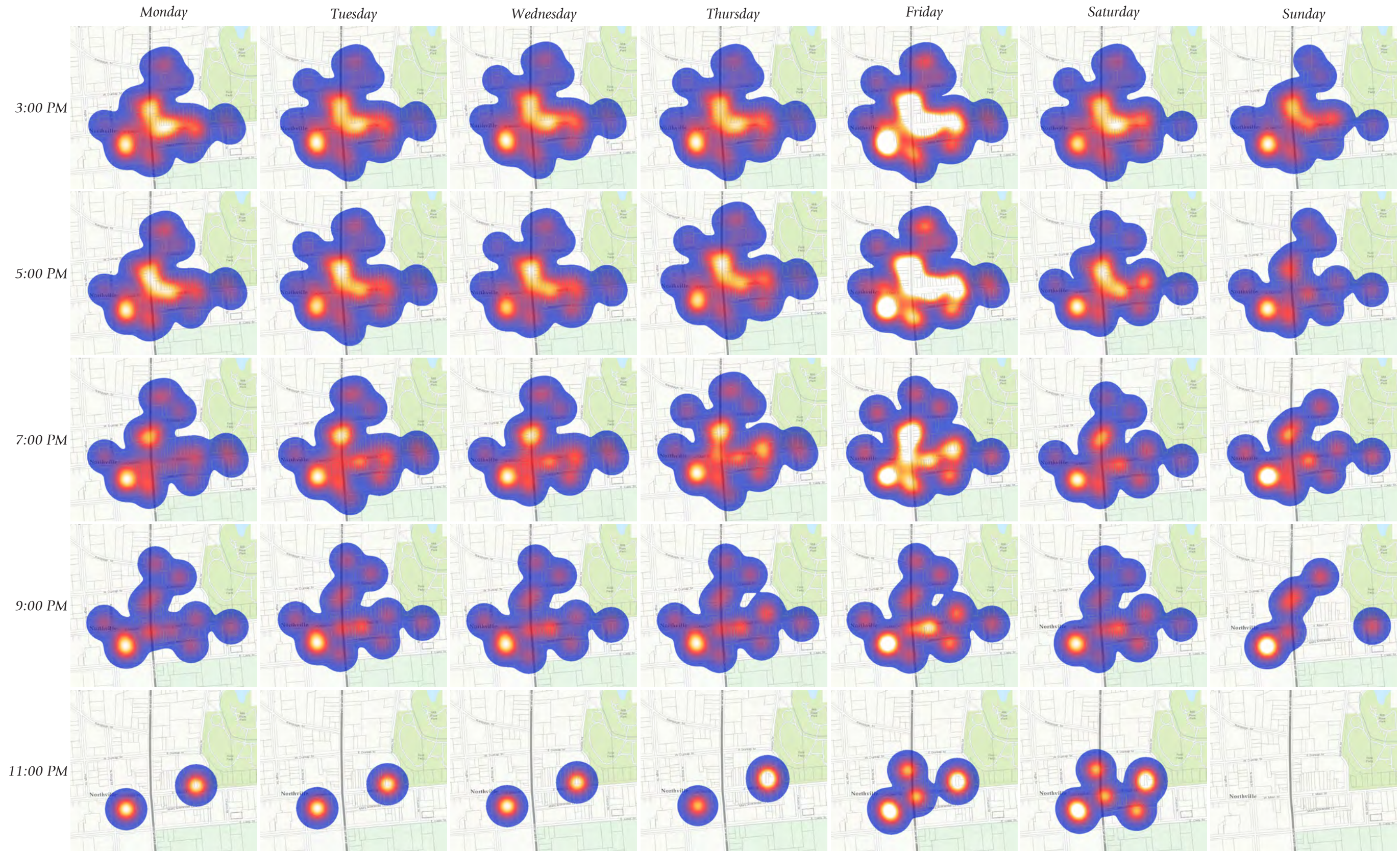
Business Inventory

Data Sources: Michigan CGI Data Library, City of Northville

-  DDA Boundary
-  Parcels
-  Building Footprints
-  Rivers
-  Roads
-  Institutional
-  Office
-  Retail
-  Restaurant

Section Three

hours of operation heat map matrix



Graphic: Hours of operation heat map matrix

open outside of regular business hours, and therefore, acts as the only business with any pull factor in this area. Less active zones include the South Quad, Civic Center, Northwest Edge, and Mill Race District.

Most businesses within the downtown operate within standard business hours, but many close their doors soon after the evening commute. On Mondays through Fridays, at least 50% of the downtown retail and restaurant establishments will remain open after 5 pm but these numbers are further reduced by half by 7 pm as highlighted in Appendix E, Hours of Operation Table. On Saturdays, only 48% of businesses remain open past 5 pm, which is reduced to 33% by 7 pm. This could be significant loss of potential sales, especially when considering the most popular reason to visit downtown Northville is to dine. For visitors who come on Saturday evenings to enjoy a nice dinner, only one-third of retail and restaurants will be open for them to explore. On Sundays, the numbers are even smaller: only 26% of retail and restaurants remain open at 5 pm and 21% at 7 pm. Later into the evenings on any given day, the same handful of restaurants illuminate the downtown with active businesses, but this represents a significantly small grouping of downtown businesses.

Businesses in the downtown area should collaborate with one another to create one day per week, or twice per month, when extended store hours could drive a new campaign of shopping, eating, and visiting. These days could coincide with regularly scheduled downtown events or surround a seasonal theme, such as “Summertime Saturdays” or “Festive Fridays.” A significant group of businesses could remain open later into the evenings when people are actively dining in the downtown, creating synergy among the downtown businesses and land uses, while providing additional retail options for downtown visitors. Another measure of demand could be a “sticky note” program, offering would-be customers the chance to let the keepers of a closed shop know when missed sales opportunities are occurring by leaving a sticky note on the business door.

This issue is also related to the more general idea of coordination events across the various facets of downtown. The DDA is an appropriate entity to coordinate the events calendar, book activities, and handle the operational aspects of occurrences in the Town Square and other locations in the downtown. This level of involvement with the downtown’s programming builds relationships with individual business owners and yields an overall sense of familiarity with the intricacies of their setting that can help address barriers and resistance to more standardized regular hours.

Circulation and Parking

Street Patterns

Downtown Northville is generally a two-way grid pattern. This allows for many circulation options. The exceptions are: Church Street flows one way from East Main to Cady, and Mary Alexander Court flows one way from

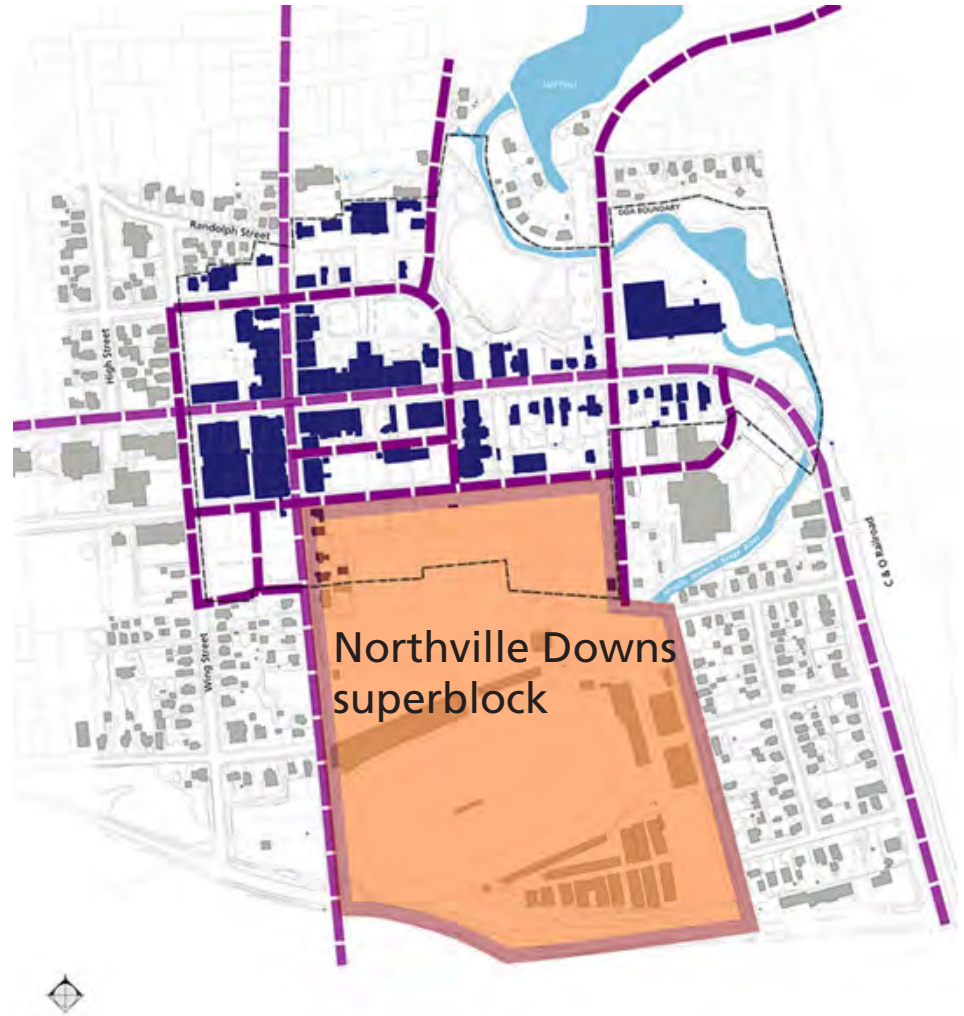
Graphic: What factors would increase your frequency of visits to Downtown Northville?

Online Survey

Patron Intercept Survey



Graphic: Street pattern circulation



Hutton to Center. A key focal point occurs at the Town Square area of Main Street, where there is a pedestrian island with an historic clock and plantings placed within it. This both slows traffic and signals to drivers that pedestrians are a priority in the downtown.

There are fewer circulation options on the south side of downtown at the Northville Downs superblock. Here the limited number of cross-town streets causes undue pressure on the main streets in downtown. The graphic entitled "Street Pattern Circulation" shows how cars can freely move around the downtown compared to the limited number of choices around the Northville Downs where there is no thoroughfare.

Nonmotorized Orientation

For a pedestrian, Northville is a compact and eminently walkable community. It prides itself on its pedestrian-friendly environment. There are numerous benches placed throughout the downtown, intersections

that offer refuge and shortened crossing distances, and the overall walking distances are short enough to encourage residents and visitors to wander through town.

Through years of study and observation, urban designers have concluded there is a marked drop-off rate in the willingness of a pedestrian to walk beyond a five minute or quarter mile range. The Physical Assessment map delineates a quarter mile radius, the distance most people are willing to walk for many common occasions. The circle encompasses the entire downtown and extends well into the adjacent neighborhoods. About 80% of people will not walk a greater distance unless conditions are very good and interesting. Neighborhoods and downtowns—those among the very best, of which Northville qualifies—pedestrians may be willing to take a ten-minute walk (half-mile radius).

If there are any significant physical barriers, such as difficulty getting across railroad tracks, dead-end streets, sidewalks that abruptly end, the radius drops significantly. In a town like Northville with a well-connected grid pattern, the quarter mile radius is a very reasonable distance that people will be willing to walk. It is important to note that this willingness will also decrease when the routes are not stimulating and do not provide the ability to rest in the shade or find a bench. This is critical for children and many older adults.

Numerous pedestrian cut-throughs provide important linkages from parking areas to Main and Center Street. Some cut-throughs are more attractive than others, but all play an important role in providing access from parking areas to shops so customers can actually “park once” and easily connect to their destinations. Cut-throughs are found in Blocks 2, 3, 6, 7&9, although the majority are within block 6. Several of these cut-throughs are privately owned. The DDA should continue its ongoing discussions with property owners to ensure that these cut-throughs remain open and viable. Options to ensure public access can include easements, purchase, or development agreements, to name a few.

Another component influencing the likelihood of a pedestrian to walk the quarter mile distance is the continuity of building facades and the minimization of automobile conflict points. The Walkability Assessment map breaks down the streets within the five-minute walking radius into four categories according to their pedestrian experience. Streets rated “A” are very pedestrian-friendly, walkable streets with connected building facades and minimal driveways interrupting the sidewalk. Streets rated “B” are still within a viable business district, but one that is less pedestrian-friendly due to an absence of connected building facades and presence of multiple curb cuts, adjacent parking lots, and increased interaction with vehicles. Streets rated “C” are primarily vehicular in nature and are used for building service and deliveries. These streets are not very walkable. Finally, streets rated “D” are alleys. These often contain dumpsters or loading docks, are typically unsightly, and have trucks pulling in and out of the driveways.



Photo: Pathways through Ford Field

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The aim of a downtown is to create a loop of streets rated “A.” Having a loop of walkable streets creates a pleasant circular route for visitors to continue walking through the downtown area. “A” streets, due to the uninterrupted facades, typically see higher levels of pedestrian traffic and therefore command higher rents per square foot than other similar buildings on “B” and “C” streets. Currently, the “A” streets in Northville form a “T” within the core of downtown. This means that pedestrians likely walk within this area but probably do not venture outside of it unless it is to return to their vehicles.



The Walkability Assessment map illustrates the pedestrian cut-throughs in the core of downtown. There are three connections from the parking area on Block 6 to the North Center Street business area. An ideal mid-block pedestrian cut-through also exists from the Block 3 parking lot to the West Main Street businesses. Owners of the Northville Square have created an internal cut-through to connect the Block 1 parking area to their internally accessed shops and to the West Main Street businesses. This north-south connection continues through the 120 West Main building into the Old Church Square public parking lot. The two pedestrian cut-throughs connecting East Cady Street to East Main Street are well designed and direct. However, only a limited number of customers choose this route due to the perceived distance, lack of visual interest, and the uphill climb.



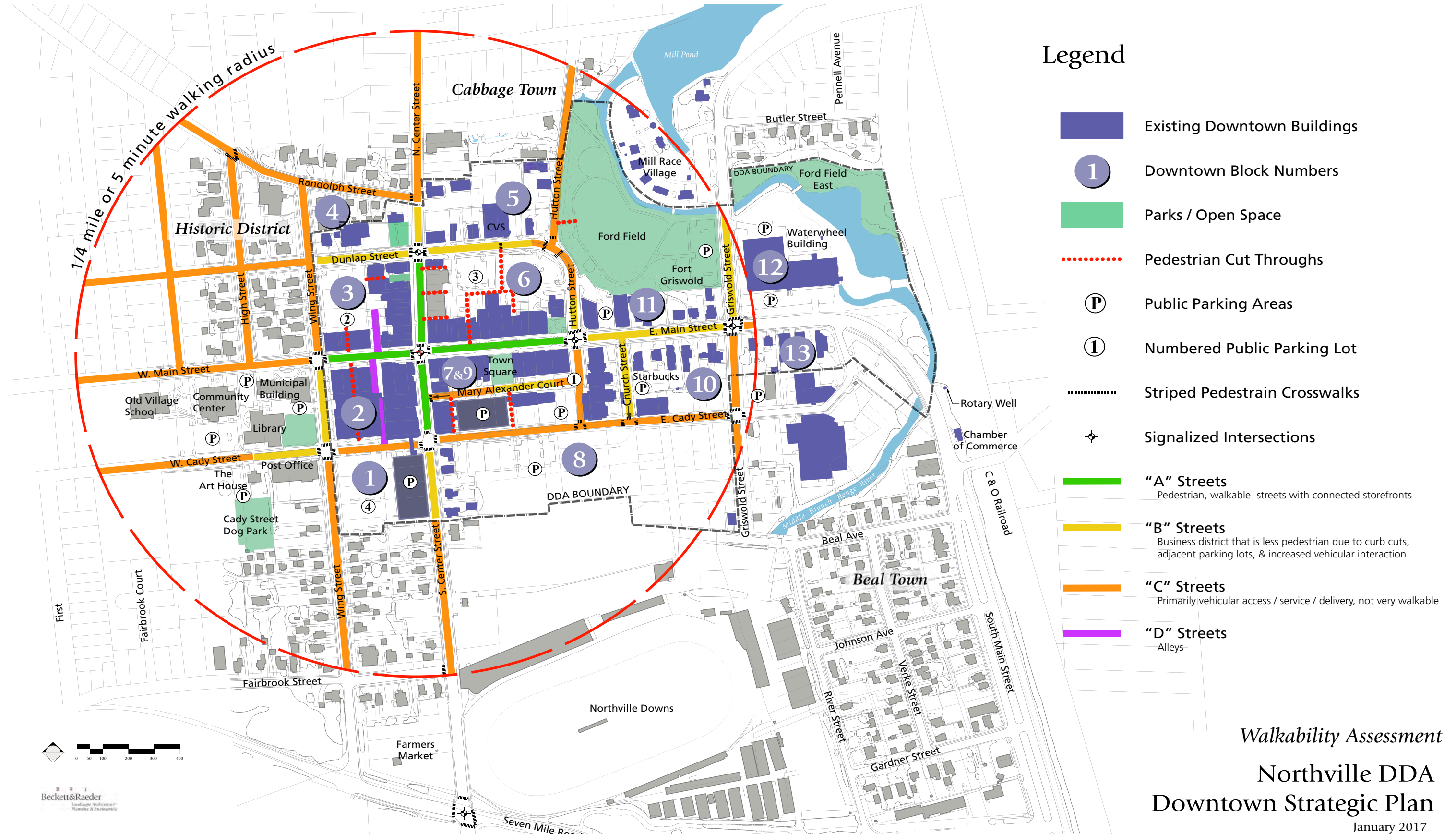
The newly constructed Comerica Community Connection provides a direct pedestrian cut-through from the Marquee Lot in Block 6 to the shops on East Main Street. This access route is architecturally interesting and contains historic photographs of Northville. The connection is well-integrated into the façade architecture of the East Main Street shops, and is visually prominent in the Marquee Lot, guiding visitors from the parking to the cut-through. The Marquee Lot has been improved with additional sidewalks that further direct visitors to the Comerica Community Connection.

Northville has become a destination for numerous bicycling and running clubs due to its terminus on Hines Drive. Cyclists can ride nearly twenty miles one way between Dearborn at its southeast end and Northville at its northwest end along this popular vernal river route. Northville is also a popular stopover for mountain bikers using the nearby Maybury State Park bike trails. Individuals and groups often begin and end their ride in downtown Northville, riding out Main Street to Beck and from there to the park’s entrance. Less active, but still used, is the road route west along Seven Mile to Whitmore Lake.

Photos: Pedestrian alleys create a shorter distance from the parking lot to the storefronts.

This volume of bicycling activity represents an opportunity for Northville to develop a relationship with the cycling community. A respite station serving cyclists can catch the attention of itinerary planners, and nearby offerings for refreshment, supplies, and entertainment can convert this public investment into support for the private sector. Wayfinding enhancements will help integrate these varied nonmotorized connections into a coherent network.

Graphic: Walkability Assessment



Beckett&Raeder
Landscape Architecture
Planning & Engineering









Walkability Assessment
Northville DDA
Downtown Strategic Plan
January 2017

Map: Parking Inventory

NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY

Parking Inventory

Data Sources: Michigan CGI Data Library, City of Northville

-  DDA Boundary
-  Parcels
-  Building Footprints
-  Rivers
-  Roads
-  Private Lots
-  Public Lots
-  Number of On-Street Spaces per Road Segment



Parking

Parking is adequate within the downtown area and surrounding character zones. Parking options are available immediately surrounding the downtown in the South Quad area, and multiple surface lots and parking structures are found within the downtown zone also. On-street parking exists in each of the character zones, conveniently adjacent to businesses and public gathering spaces. On-street parking, surface lot parking, and parking structures were inventoried for the entire DDA district, as illustrated in the Parking Inventory map.

The City has done a good job of providing on-street parking in downtown. Business owners benefit from on-street parking because it is the most convenient and valuable type of parking. Parking on the street serves another purpose as well, acting as a natural traffic-calming device. These spaces serve as a buffer between pedestrians using sidewalks and cars moving along the street. Survey respondents, both those familiar with the parking conditions and those who were experiencing them, agreed that adequate parking is available in the downtown. The data clearly indicated that parking does not represent an impediment to visiting.

No matter how well executed, parking management remains a priority in any successful downtown, and there will always be issues to address. In Northville, the use of on-street and other close-in parking spaces by employees of downtown businesses creates the perception that parking is inadequate. There is also a difference in perception between those willing to park far off in a shopping mall parking lot contrasted with those disinclined to park a half block from a store in the downtown even if it is closer than the mall.

The hesitancy to use perimeter surface lots may also be in part due to the lack of interesting pedestrian connections. An example is the abundance of parking options in the South Quad area that require the pedestrian either to walk up Center through the inactive block between Cady and Main, or through the service-oriented Mary Alexander Court area. Improving north / south connections may provide incentive to park in perimeter lots, thereby easing the demand in the downtown area.

There are parking areas ringing the downtown, both in surface lots and two-level decks. There are also on-street parking spaces. With minor exceptions, most of the surface parking lots are either unscreened or do not have pleasing identifiable edges. This kind of streetside appearance looks unkempt and unappealing. Public parking should be readily identifiable, aesthetically pleasing, and consistent in appearance to distinguish it from private parking areas. A good example is the recently re-designed Marquee parking lot in Block 6. The addition of planting islands with pedestrian walkways and a larger setback from the road including a sidewalk and



Photo: Rear parking helps to preserve the streetscape



Photo: Full surface parking lot in the middle of the day

Section Three

plantings have improved the aesthetics of this lot. The walkways through the parking lot lead visitors from the Comerica Community Connection to Main Street shops and the Town Square. Design standards could be incorporated into the Zoning Ordinance to encourage uniform development of such appealing features as buffers, vegetation, and connectivity.



Photo: A streetscape with historic lampposts, a bench, awnings, active storefronts, and flowers is truly pedestrian-friendly

Maintenance is another parking management issue which must be addressed. Northville's substantial parking assets require a methodical approach to ensure that they receive the attention they need to continue to serve their role in the community. They should be evaluated for structural and cosmetic issues, and a work plan developed that addresses priority, phasing, and funding of improvements. These assets commonly comprise a significant portion of a DDA's budget, and funding streams should be clearly delineated and matched with project activities. A maintenance manual should be developed that outlines the long-term approach needed to optimize the life of this capital investment.

Character Defining Features

Parks and the Public Realm

Downtown Northville has a limited number of public gathering spaces. Ford Field is a successful active recreation area. The Town Square is a medium-sized plaza with a modern bandshell, tables with umbrellas, plantings, decorative lighting, and a fountain. It hosts live music events that draw many visitors to the heart of downtown. Entrances to shops and a public restroom surround the well-maintained Old Church Square. The park next to the Library on the northeast corner of Wing and West Cady Street is a quiet green area with canopy trees and an exceptional specimen elm. The role of several of these parks as community gathering spaces could be strengthened.



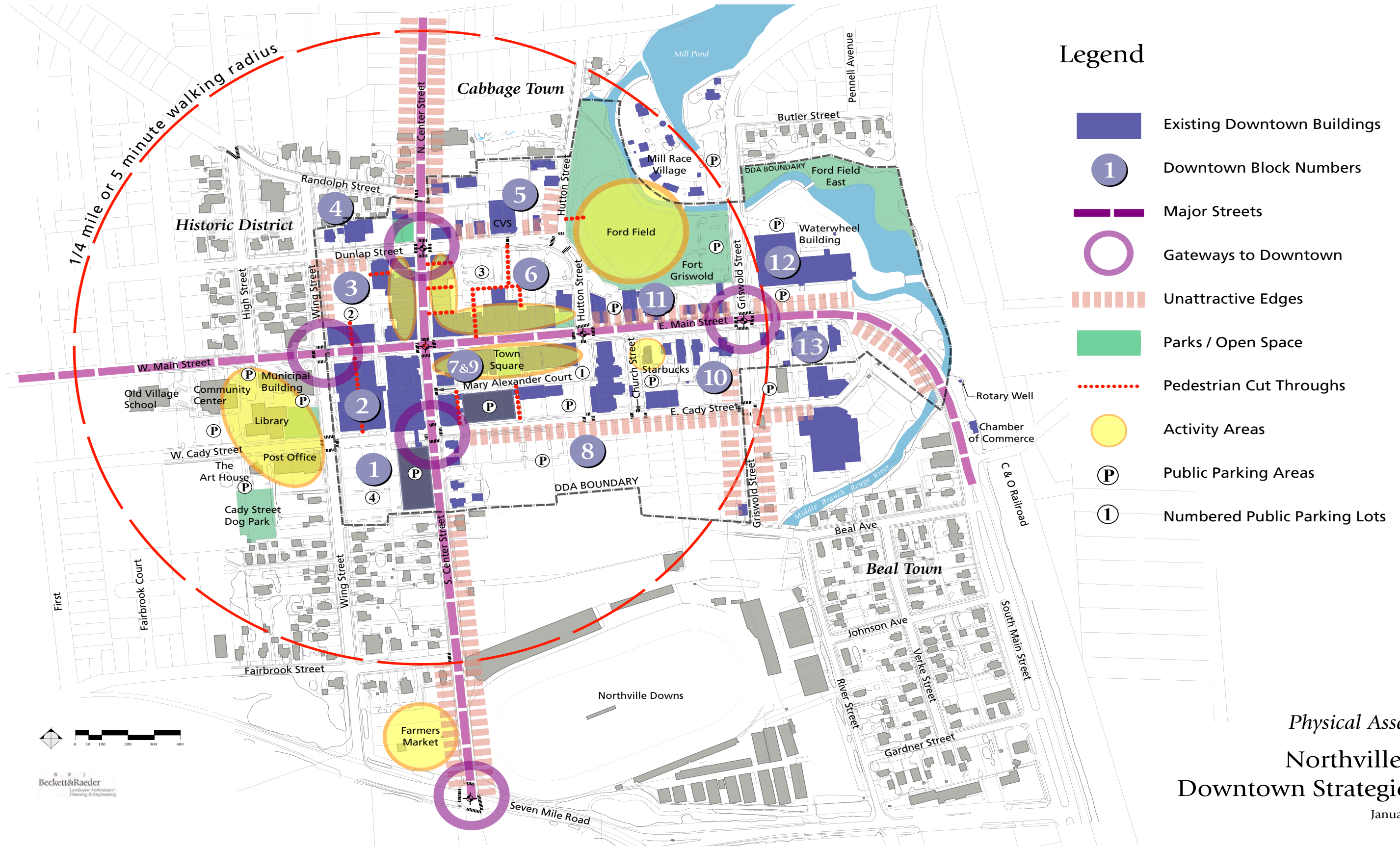
Photo: Tree-lined sidewalks provide shade for pedestrians.

The prevalence of sidewalk cafes and outdoor dining has improved in the past years and should be continued. Hutton Park for instance, the once-small public park at the northeast corner of Hutton and East Main Street, is now used by Poole's Tavern for outdoor café seating. The DDA also implemented a Platform Dining program for restaurants to build outdoor seating in the parallel parking spaces outside of their cafes. Dining platforms currently exist at Table 5 (126 East Main) and LeGeorge (124 East Main). Outdoor sidewalk cafes contribute to the feeling of a vibrant downtown and help draw interest to the restaurants.

Landscape, Lighting, Paving, and Street Furniture

At the time of the previous physical assessment in 2006, many of the trees downtown were weak and noticeably suffering. Poor pruning practices

Graphic: Physical assessment



Legend

- Existing Downtown Buildings
- 1 Downtown Block Numbers
- Major Streets
- Gateways to Downtown
- Unattractive Edges
- Parks / Open Space
- Pedestrian Cut Throughs
- Activity Areas
- P Public Parking Areas
- 1 Numbered Public Parking Lots



Beckett & Raeder
Landscape Architecture
Planning & Engineering

Physical Assessment
Northville DDA
Downtown Strategic Plan
January 2017

had resulted in many trees appearing unnatural and misshapen. There was a general lack of healthy tree canopy and many of the trees blocked window displays and storefront signs. Since then, the DDA has undertaken a Streetscape Enhancement Project that has made many improvements, including replacing trees. Now, the downtown sidewalks display a lovely mix of filtered sunlight and shade from healthy tree canopies. The project also implemented curb bump-outs to improve pedestrian crossing distances and provide for outdoor dining, replaced crumbling and buckled sidewalks, improved lighting energy efficiency and uniformity, and created a more cohesive look between planters and site furnishings. This has greatly improved the aesthetics of the downtown core.

However, the improvement of the streetscape in the core creates greater disparity between the recently improved areas and those that were not renovated. Streetscape improvements should be continued in phases throughout the DDA boundary to further improve the image of downtown. Alleys represent another opportunity to implement upgrades and create multimodal connections between the streetscape and the parking lots.

Downtown Wayfinding Signage

Phase I of the wayfinding project recommended in the 2006 Strategic Plan was completed in the fall of 2015. The intent of the project is to provide visitors to Downtown Northville with assistance in reaching their desired destinations, increase community identity, support and enhance the community's sense of place, and to create an overall unified signage and wayfinding system. Phase I included the fabrication and installation of 20 Downtown Directional signs and 27 Downtown Parking signs. Phase II signs are located just outside of the downtown and are designed to direct visitors to the Northville Community. Primarily located on 7 and 8 Mile Roads, the ten signs will be installed in the summer of 2017. Entry signs and business directories which are consistent with the wayfinding design would further the cohesive image.

Other Opportunities

Community character is the long-term result of efforts large and small, and two additional efforts with the potential to significantly impact the overall impression of the downtown merit mention here. The first is the Historical Marker program which integrates historic photos of Downtown into public areas. This was recommended in the 2006 Strategic Plan and has progressed since; its enhancement of the downtown warrants continuation. The second is a mural project. The "Old Glory" mural commissioned after the September 11 terrorist attacks and restored in 2014 demonstrates the community-building potential of such an undertaking. Where appropriate, a mural project which has received the support from the community and the Historic District Commission can seek to build upon such physical and the relationship-building success.

Graphics: Wayfinding signage

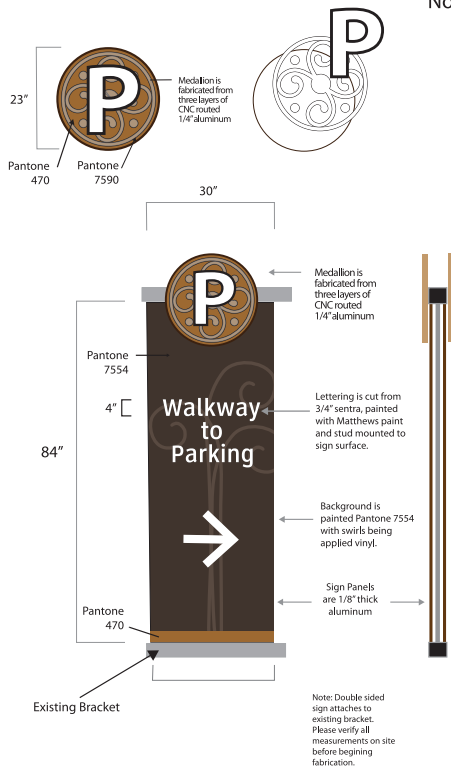


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Note: All vector sign patterns will be supplied by Bizzell Design Inc.



PROJECT # DDA - 1-16
 SHEET # 1-7
 SEPT. 1, 2016

Market Analyses



Retail Market Analysis

To support development of this strategic plan, Beckett & Raeder invited LandUseUSA to conduct a comprehensive retail analysis that identifies market gap opportunities for new merchants, independent entrepreneurs, artisans, and a few small chains. Recommendations in this section of the plan are designed to be realistic and attainable without having adverse or negative impacts on established businesses. The analysis is organized by priorities for boosting downtown business.

Priority 1: Event Space

While Northville is already a destination for small events, there is still opportunity for growth, specifically in the diversity of event venues offered. Some examples include both indoor and outdoor space such as riverfront boardwalks, public plazas, gardens, and a boutique hotel. Furthermore, event space coupled with complimentary retail would enhance the patron's experience downtown. Both types of businesses could benefit from supporting each other through cross-marketing, branding and promotions.

Based on a sampling of Northville's retail inventory and observations, the results suggest types of retail that could help support small event venues. Another event-related opportunity is to position downtown Northville as an "Arts and Creative Industries" downtown. This concept builds upon the number of existing art-related businesses, performance venues, and artisans within the downtown area. It further differentiates Northville from Plymouth and other dining districts such as Royal Oak and downtown Detroit.

Priority 2: Retail Basics

Northville is surrounded by other desirable shopping destinations, including Twelve Oaks Mall, and therefore there is a need to intercept its own residents as well as shoppers from other communities. New retail space that serves shoppers' basic, regular household needs would be ideal. Downtown Northville could achieve its full retail potential with development of a new mixed-use project that includes at least one build-to-suit anchor that is relatively small. Some small brands may be ideal because they can help serve the community while generating cross-shopping traffic that supports smaller merchants. This particularly applies to the following retail categories:

- Hardware store
- Furniture store
- Appliance and Electronics store
- Office Supply store
- Specialty food store
- Kitchen Supply
- Shipping Services
- Toys, Educational Supplies
- Sporting Goods

Section Four

All of these retail categories would rely on year-round clientele rather than seasonal shoppers. They typically need between 2,000 and 8,000 square feet of gross leasable area.

Aside from anchor stores, Northville could benefit from smaller retail space for the following types of businesses:

- Photographer
- Paper and artisan supply
- Hobby, craft, and costume supply
- Fabric and silk floral supply
- Travel agency

Smaller retail spaces provide businesses the opportunity to tap into the small events industry that has emerged as a niche in downtown Northville. New and replacement stores are needed to provide supplies and services that support national holidays, local events, and family celebrations.

Pending a more dynamic retail scene and a small event industry, Northville could also possibly support a boutique-style hotel. The recommended format is an anchor to a mixed-use area with ample public space to attract both residents and visitors, as opposed to the conventional detached hotel surrounded by huge parking lots with amenities reserved only for hotel patrons.

Priority 3: Refill Vacated Niches

The last priority is to work with craftsmen and artisans to find small spaces, such as kiosks and booths, to cultivate and incubate new products. If priorities 1 and 2 are fulfilled, then it may be inevitable that artisans follow to fill important niche gaps. Because small businesses are often more vulnerable than national chains, they tend to locate on the periphery of cities where rent is cheaper. However, businesses benefit from visibility to traffic, being part of a network of successful businesses, and pedestrian access among other factors that attract businesses to a downtown core.

National Chains Expanding in Michigan

LandUseUSA researched which chain stores are growing nationally and also within the state of Michigan. Over 300 national brands are planning to open new stores in Michigan over the next two years. Below are retail categories that might realistically locate in downtown Northville and can be targeted in a business recruitment strategy:

- Complete Nutrition
- Medicine Shoppe
- Merle Norman
- Sally Beauty
- Dunkin Donuts
- True Value Hardware

- FedEx Office
- Books-A-Million
- PaperSource
- Learning Express

However, not all of these companies should be pursued because they can threaten the success of some of the existing downtown stores. Instead, downtown Northville should consider brand name stores in retail areas not yet fulfilled by local business to bolster, not compete with local businesses.

New Retail to Support Small Events	Status	Build-to-suit
Merle Norman or Sally Beauty	New Store	Yes
Rochester Big & Tall (Tux)	New Store	Yes
Formal Gowns (not bridal)	New Store	Yes
Women’s Intimates	New Store	-
Children’s Party Dresses	New Store	-
Blick Artisan Supply	New Store	Yes
Hobby, Craft, Costume	New Store	-
Fabric, Silk Floral Supplies	New Store	-
Wedding Cake, Cupcake Bakery	New Store	-
Travel Agency	New Store	-
Tea Room	New Establishment	-

Table: Retail ideas to support event venues

Business	Replace / Expand
Bee’s Knees Pottery	Add Gallery
ColorfulLaura Creative Studio	Add Gallery
Urban Pearl	Replace
Merci-N	Replace
American Spoon	Replace
Bark Ave. Chocolatier	Replace

Table: Possible opportunities to replace or expand

Site	Speculated Use	Corner, Cross Street
Northville Downs	Mixed- Use	South of Cady Street
Corner House	Mixed- Use	NWQ Cady and Griswold
Foundry Flask	Mixed- Use	SEQ Main and Cady

Table: Available sites and opportunities

Source: LandUseUSA

Residential Target Market Analysis (TMA)

LandUseUSA also completed a comprehensive housing study that follows a Target Market Analysis methodology and approach. Results have demonstrated a small market potential for attached housing units in the near term. The low market potential is also a reflection that housing options, other than single family detached, are basically non-existent in the city. As a result, there is little to base demand and market preference. Because Northville does not have many attached unit options, it is losing households with a preference for smaller units to neighboring communities, in particular to Novi and Northville Township. The City continues to attract those who are primarily seeking detached homes due to its supply of this type of housing. In order to intercept owners and renters who are more inclined to choose attached units, Northville will have to shift to a bolder approach to redirect development away from detached units.

Nationwide housing preferences are changing. Single-person households are now a larger portion of the market, and multi-generational households, as well as households with unrelated members, are rising. Many people, across all demographics, are looking for alternatives to detached homes. As cities lag to catch up to alternative housing types, the concept of “missing middle housing” has come to the forefront of planning. Missing Middle Housing refers to building formats that are under-represented or missing from the city, and usually includes townhouses, row houses, live-work units, accessory dwelling units, and lofts or flats above street-front retail. Missing Middle Housing formats may have a similar footprint or lot size as a single-family home, but they generally accommodate more people and have more communal space.

Some of the missing middle housing types are:

- Duplex (adjacent or stacked)
- Bungalow Court
- Carriage House
- Fourplex
- Small multiplex
- Townhouse
- Live/Work
- Courtyard Apartments

The Target Market Analysis, under a seven-year aggressive scenario, reveals that there is a maximum annual potential for 50 attached units in the City of Northville, and 129 detached units for a total of 179 units. An aggressive scenario is based on current migration patterns and lifestyle preferences. Specifically, this analysis is based on 71 lifestyle clusters and the 16 target markets that are likely to prefer attached units, and prefer urban settings over suburban and rural.

The Aggressive Scenario graph shows the annual market potential for Northville. The 50 attached units for Northville are broken down by upscale and moderate markets. The majority of those who would move into Northville are looking for upscale attached units (88%).

Graphic: Missing middle housing



Missingmiddlehousing.com is powered by Opticos Design. Illustration © 2015 Opticos Design, Inc. 

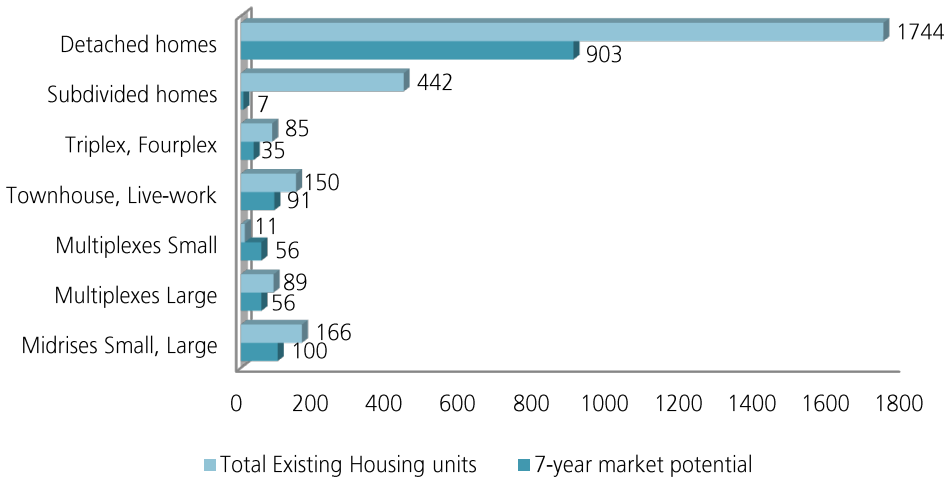


Chart: 7-Year housing market potential, aggressive scenario

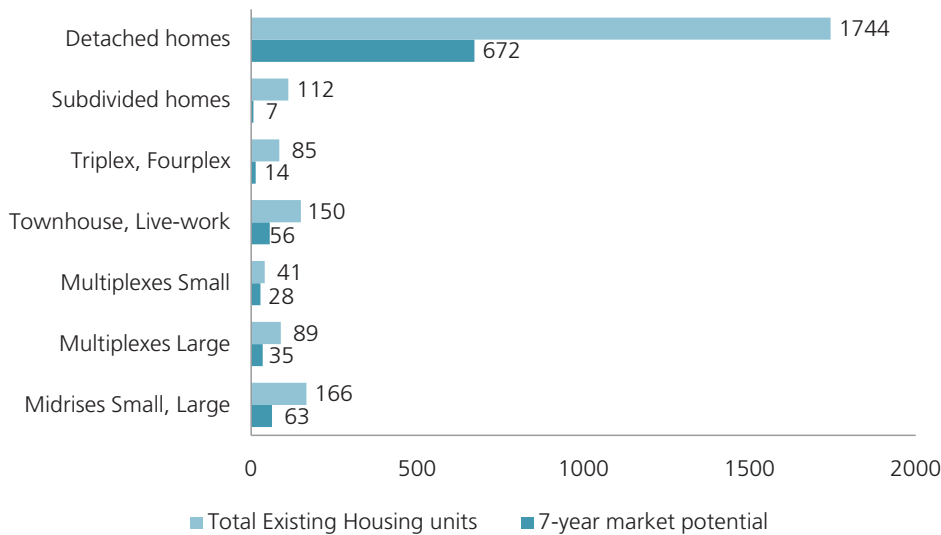


Chart: 7-Year housing market potential, conservative scenario

Source: LandUseUSA

All of the lifestyle clusters identified in Northville are partial to detached homes, meaning that market potential for attached units would be generated by newcomers.

Although most lifestyle clusters in Northville want to live in single-family detached homes, deeper analysis shows that there is little to no need to build more homes of this type. Under both a conservative and an aggressive scenario, there would still be a sufficient supply of detached units. On the other hand, the results reveal considerable potential for attached units, given the current supply does not meet the expected demand. Results also show that for every 8 households that are seeking a townhome, rowhome, or live/work space, there is only one unit available.

Community members have questioned whether Northville Downs can be converted into housing. Due to its size, if the land were sold as one parcel, it could support about three years' worth of residential development, or about 180 units per year. Because the other neighborhoods are built out, this property is one of the only viable locations for residential development.

The current price per acre is a barrier to the type of housing development Northville needs: attached units. Another factor that influences the build-out of the property is the location of the floodway and floodplain, which reduces the buildable acreage of the site. The property should remain a viable option for mixed-use development due to its size and adjacency to the downtown.

Real Estate and Redevelopment Potential

The City of Northville and its Downtown Development Authority are in a position to play an active or supporting role in a number of development opportunities poised to occur over the course of the planning horizon. The degree to which the community is able to advance and then benefit from these opportunities will depend in a large part on its groundwork.

The Redevelopment Ready Communities (RRC) certification program through the Michigan Economic Development Corporation is designed to help communities create a streamlined and predictable development

climate. After October 2017, engagement with the program will carry the added benefit of offering a path to State community development funds.

Planning elements form the first phase of RRC certification. In addition to maintaining its updated master plan, the Cady Street Sub-Area Plan should be used as a basis to refine conceptual designs for Cady Street and the Northville Downs property. An economic development strategy could be developed, such as an arts and creative industries master plan to consider the potential of nurturing those sectors in the downtown of the sort produced in collaboration with the non-profit Creative Many (formerly known as ArtServe Michigan). Possibilities such as the expansion of the DDA District or the feasibility of establishing a Principal Shopping District (PA 120 of 1961) as a means of providing funding to for promotional coordination should be considered. Alignment of these efforts creates a strong, multifaceted approach toward a clearly articulated result.

Zoning tools are available to assist communities in achieving the desired built result. Northville's Planned Unit Development (PUD) ordinance should be reviewed and streamlined to reflect redevelopment ready best practices and remove the tiered and burdensome layers of review. Density bonuses should encourage the most intense development in the community's core. Incentives can be provided in the zoning ordinance to reward property owners and developers who incorporate LEED (Green) technologies in their buildings, such as, solar, geothermal, green stormwater infrastructure, and building materials.

With planning and regulatory systems in place, the community can then begin to actively seek implementation. An infographic should be prepared that summarizes the results of the retail and residential market assessments for the development community. Once published, a meeting with local realtors and regional commercial real estate brokerages can be coordinated to disseminate the information. Collaboration is also advised with realtors and property owners/managers to establish an up-to-date web based exchange on available properties in the downtown. The sales analysis should include an exact delineation of the Middle Rouge concourse, floodway, and floodplain found on the southeastern portion of the Northville Downs property, so that the zone can be identified as a potential public open space and incorporated into the 5-year Parks and Recreation Master Plan for possible MDNR acquisition grant funding.

Section Four

Based on these analyses, many properties poised for development and redevelopment currently immediately adjacent to the DDA. Though outside it, the development of each of these areas has a direct relationship to the downtown district. The properties best positioned are located in the following areas.

1. *West Main Street*

This district contains several Northville institutional and government-related uses including Northville Municipal Building (administration, police and fire), U.S. Post Office, Library, Community Center and the Old Village School. All of these uses bring a wide variety of residents into the downtown. These buildings are served by surface parking lots along the north side of West Cady Street.



Photo: Northville Downs is a possible location for redevelopment

2. *South Quad*

The South Quad is bordered by Wing Street to the west, Griswold to the east, surface parking north of Northville Downs to the south, and Cady Street to the north, with a small addition above Cady from Church to Griswold. Currently, much of this area serves as free all-day parking for the downtown in surface lots, the lower-level of the Cady Street parking deck, and the upper-level of the MainCentre parking deck.

3. *Cady Town*

This district falls outside the DDAs boundaries, but it is an area of strong potential and influence directly adjacent to the downtown area. This is an interesting area due to the proximity of the river, the large area of open space, the interesting tight curve on Cady Street, and the industrial character of the historic Belanger Building. The recent redevelopment of the Belanger Building to the new Village Workshop, which offers small business incubator space, classes, and even hosts events, has the power to transform this zone into an active, commercial and small business destination through its adaptive reuse. The Foundry Flask & Equipment building and property provides a 4.7-acre redevelopment opportunity.

4. *Northville Downs Property*

This 45-acre plus parcel is recognized as “available for sale.” The southeast portion of the property is located within the floodplain but the buildable remaining acreage, roughly twenty acres, is adjacent to Center Street and Cady Street, and the downtown proper. Due to its sheer size, any change in the use of this property will affect the overall core of the community.

Graphic: Redevelopment sites



NORTHVILLE DOWNTOWN DEVELOPMENT AUTHORITY
**Northville Downtown
Development Authority
(DDA) Boundary**

- Data Sources: Michigan CGI Data Library, City of Northville
- DDA Boundary
 - Parcels
 - Building Footprints
 - Rivers
 - Roads



Physical Design and Land Use Framework

The Framework Plan

The City of Northville's Framework Plan embodies the long term vision for its downtown. The framework is based on community input, physical assessment, and market studies. The objectives of this plan are to:

- Expand retail, dining, and entertainment opportunities,
- Integrate sites that have the potential for redevelopment into the downtown,
- Continue promotions and events which draw residents and patrons to the downtown,
- Continue physical improvements that enhance the appearance and increase the use of the downtown district, and
- Ensure that the downtown is connected to adjacent neighborhoods and provides a safe, convenient pedestrian and nonmotorized network.

Opportunities

The Retail Market Analysis shows demand for local and national chain stores. Post-recession, national chains are expanding across the country, including in Michigan. As noted in the retail assessment, Northville residents have household and per capita incomes that are well above State and Federal income levels, indicating potential support for retail and entertainment venues. The City of Northville, therefore, has an opportunity to attract businesses to its well maintained downtown. This section examines how physical design and land use can contribute to that desired outcome.

The downtown is walkable, and residents have consistently ranked its atmosphere very highly. In general, residents are pleased. Infill development will keep downtown dense and walkable, and draw more people. Opportunities to brand downtown and market it more cohesively would help to achieve the aforementioned objectives. Northville DDA has made investments in landscaped medians, curb extensions, and shortened crossing distances. These investments improve the quality of patrons' experience, and can contribute to increased foot traffic—a huge benefit to store owners. The opportunities lie in expanding these practices throughout the entire quarter-mile radius to provide a seamless and pleasant walk.

Housing projections show that the majority of those moving into and within Northville are seeking upscale and moderate housing. If Northville can capitalize on this push for high-end attached units, it can draw in younger residents that neighboring communities cannot accommodate. Also, Northville has a sizeable elderly population that may need to trade a detached home for a smaller, attached unit. This was expressed at the community informational meeting.



Photo: Farmers' market



Photo: Public plaza

Community members have asked about the potential of redeveloping Northville Downs into retail or housing opportunities. This land is currently privately owned by a proprietor who would like to sell the property as one parcel, as opposed to breaking it up.



Image: An example of events to market the downtown retail

Downtown Northville is also known for its home-town events, as evidenced by responses received from the various surveys and at the Community Information Meeting. There is an opportunity for one entity to promote, coordinate, and maintain the event calendar and program in order to increase its effectiveness, reach, and usability.

Constraints

The current zoning ordinances do not allow for enough mixed-use opportunities that combine housing and commercial that are critical for a dense, urban downtown. A lack of density constrains both the business community, which misses out on foot traffic, and also for residents who prefer to live in smaller, attached units.

Another constraint voiced by the community was the limited hours of retail stores, which do not accommodate working households. Secondly, a lack of nighttime entertainment options means Northville residents head elsewhere, like Plymouth.

The City understands that with an aging population, and the desire to attract millennials, housing typologies such as townhomes, rowhomes, lofts, and flats must be developed.



Photo: An award winning beautification project

Future “Preferred” Vision

From community engagement exercises there has emerged consensus on a broad collective vision for downtown. The preferred vision for Northville is a downtown that maintains its historic character and its well-maintained atmosphere. Residents would like to see a more diverse array of retail, dining, and entertainment options that span all ages and income groups. They envision mixed-use development downtown that includes second floor housing units above ground floor commercial. Most importantly, they prefer development that can reconcile its architectural quality with the historic character of the city.



Photo: Well-designed amenities and landscape features enhance the retail experience



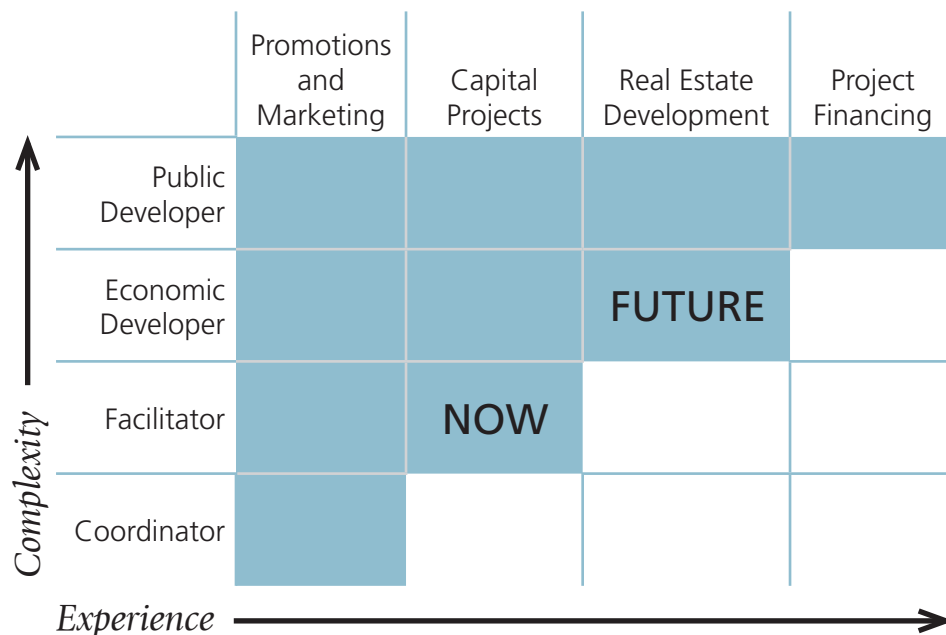
Implementation Strategy

Action Program

Overview

The Action Program includes five components: physical design, parking, marketing mix, economic restructuring, and organization. Together, these form the action program for the strategic plan. Each of the components is discussed in detail and based on input received through the course of the planning process; each item was assessed to determine which factors were outside the control of the DDA and which items can be influenced and implemented by the DDA. This action program is designed to provide a coherent guide to decision-making in the coming years, though of course the implementation of each individual item will be informed by discussion, exploration, and investigation of the particular circumstances in play. Further, recommendations noted in the action program may require additional evaluation and will likely require consensus and approval by the City Council.

The Action Plan Program, is based on traditional and transformational strategies that move Downtown Northville toward the future “preferred” vision. Traditional strategies will focus on the continuation and completion of physical improvements, wayfinding, pedestrian connections, modifications to the local zoning ordinance, and resolving overall coordination of the Town Square events. The transformational strategies focus on redevelopment opportunities, expansion of the DDA district, evolution of the DDA from a “facilitator” organization to an “economic



Action Plan Tasks

The process to get to the Action Plan involved several critical steps:

1. Review of past accomplishments since the adoption of the 2006 Strategic Plan.
2. Assessment of existing conditions and market opportunities.
3. Discussion of material and initial action plan review in two joint sessions with the City Council, Downtown Development Authority, Planning Commissions and Historic District Commission.
4. Review of information compiled and suggested action strategies at a Community Informational Meeting, and
5. Three sessions with the Steering Committee to complete the final Action Plan. This involved two discussion sessions on the Action Plan and a Steering Committee prioritization survey.

developer,” positioning the downtown as an arts and creative industries district, and establishing a new committee within the DDA organizational structure that is focused on economic restructuring.

Design Opportunities

The Northville DDA and City have collaborated successfully on several physical design and enhancement projects, including the Town Square, streetscape improvements in the downtown core area, pedestrian walkways, and landscaping and lighting projects. As noted in the physical assessment portion of the report, the downtown core has been improved but its edges remain unpolished, and the contrast in quality and appearance is noticeable. Although funding is an issue in the near future, the DDA should program for the eventual enhancement of downtown's edges.

Replace Business Directories

Replace the business directories in the Downtown area consistent with the Wayfinding design.

East Main Street Streetscape

Create a plan to design an improved streetscape on the north side of East Main Street from Hutton Street to Griswold. Create buffers between surface parking lots and the sidewalk.

Improve connection to Ford Field and the Mill Race District

Determine historically significant components. This is a multi-phase effort. Phase One is for the DDA to sponsor a community-based design process to prepare a preferred master plan for Ford Field that includes a re-evaluation of policies affecting utilization. Phase Two is have the preferred plan incorporated into the Northville Parks and Recreation 5-Year Master plan so that portions of the plan are eligible for MDNR grant funding. Phase Three is to use the plan and probable costs for a fund development drive to provide funding for local match for the grant and non-eligible grant items. Phase Four is project implementation.

Traffic Signalization

Upgrade the signal at Griswold and Main Street to mast arms. Establish a policy that span wire traffic signals are replaced with mast arms as opportunity allows. In addition, although costly, evaluate the potential to bury or relocate overhead utilities.

Alley Improvements

Consider improvements to alleys so that they function as multimodal connections between the streetscape and parking lots.

South Center Street Streetscape

Continue streetscape improvements at a less intense level on South Center

from Cady Street to Edward N Hines Drive, except where improvements are already completed. Bury overhead utilities.

North Center Street Streetscape

Continue streetscape improvements at a less intense level on North Center from Dunlap to Lake Street. Bury overhead utilities and improve buffering of surface parking lots.

Street Lighting

Complete the conversion of HPS lights to induction lighting. There are approximately 80 lights remaining for conversion.

Downtown Mural Project

Implementation, where appropriate of mural project that received support from the community and HDC.

Historical Marker Program

A continuation of the 2006 recommendation to integrate historic photographs of the downtown into public areas. This is a continuation of the Comerica Community Connection display.

Entry Signs

Coordinate with the City on the installation of Entry Signs consistent with the Wayfinding signage system.

Façade Program

Subject to availability of funds, look at reinstating the former façade assistance Program.

Marketing Mix Opportunities

Like many downtowns, the success of the retail market is dependent on the independent retailers and their respective business goals. Although the retail market assessment identified upwards of 50,000 square feet of new retail opportunities and potential product lines, and the customer and patron survey noted consumer concerns and expectations, many of the observations and suggestions are outside the control of the DDA. For example, although patrons and consumers would like expanded hours of operation, this situation is strictly the decision of existing merchants. Retail trends indicate that 65%-75% of retail sales occur after 5 pm and on the weekends. A review of downtown Northville business hours indicates that many retailers are closing between 5 pm and 6 pm on most weekdays and on weekends. As a result, potential retail dollars are missed because of the disparity in retail buying behavior and actual hours of operation. The Steering Committee determined that mandated uniform business hours are outside their regulatory control. However, although it is not outlined in the Action Program, it is suggested that the downtown businesses utilize a "sticky note" program to inform those businesses that close between



Photo: An example of the existing wayfinding signage Downtown



Photo: Existing pedestrian cross-walk in the central area of Downtown

Section Six

5pm and 6pm the missed opportunity for customers and potential sales. The program works by placing post-it-notes® on the door of the closed business when a customer comes to that business and is turned away due to the closure. The appearance of the sticky notes denotes the missed opportunities.

Although merchants have indicated the impact of e-commerce on sales the retail industry maintains that brick-and-mortar stores still account for 90% to 94% of actual sales. Per retail insiders, young adults frequently research their products and merchandise on-line prior to making in-store purchase. Similarly, Amazon is often used not as the point of purchase but as a verifier of price; the actual purchase is made in the store. The retail market study verified what residents and patrons opined in their survey responses; the desire for retail stores that carry items that are less frequently acquired on-line: clothing, accessories, personal care products, jewelry, and food. To strengthen the connection between consumers and downtown businesses a suggested program, called the "10% Shift," be evaluated where residents promise through a pledge program to expend 10% of their disposable retail/dining expenditures on downtown businesses. Those participating are given pledge cards and upon presentation to a downtown business after a sale have their pledge card number entered into a quarterly drawing for a downtown gift certificate.



Photo: Opportunities for first floor retail exist in the central business district

There is limited area within the Northville business district for new retail development without encroachment into surface parking lots or redevelopment of the Northville Downs. Strategies that existing retailers can use to boost sales include improvements to the "silent" salesperson: the retail store. The traditional width of a historic downtown building provides less than 10 seconds for a patron to walk by the store, assess the display, and make a decision on going inside. Depending on the location of the entry, this time frame can be reduced to less than 5 seconds. As a result, store appearance, cleanliness, professionalism of the front window display, store signage, and ambient lighting can all play an important role in attracting customers.

Another issue is the need for retail recruitment and retention activities. Due to limited DDA staff capacity, retail retention activities are the most effective. With limited staffing, retail recruitment is the most effective when it is through a collaboration with a business association or group of independent entrepreneurs; business owners prefer to talk with business owners. The DDA can assist recruitment efforts by providing support such as demographic and market information printed materials, and maintain up-to-date information on the DDA web site including available properties. This can be a cooperative effort with the local real estate community and property owners, where they provide the DDA properties available for retail lease/sale in exchange for a link to their respective firm websites.

Lastly, retail migrates toward rooftops, people, and activity nodes. With limited DDA funds and staff capacity issues, a retail recruitment option is to focus available funds on event advertising and channeling efforts to

Retail Market Opportunities

What we know	Cannot Control	Can Control
Retail market has trade area of 120,000 residents with a per capita income close to \$50,000; can support 50,000 square feet of retail-related businesses plus a boutique hotel	The rate of absorption in the downtown market	Recruitment efforts, preparation of an infographic executive summary with market information
Encourage extended hours of operation	Can't control with existing businesses, only encourage	Can control through a Special Use Permit, but will require a public policy in the Zoning Ordinance
Develop the downtowns as an entertainment and arts event venue (Priority 1) based on observations and recommendations from the market assessment.	Can't control the internal retail experience	Prepare an arts and creative industries master plan for the downtown (creativemany.org)
Retail stores must continue to improve customer experience. It's more about engagement and relevancy.	Can't control the internal retail experience	Create an external customer experience through special events programming
Retail sales increasing through omnichannel retail strategies. This is a multichannel approach to sales that seeks to provide the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in a bricks and mortar store.	This is a local retailer initiative	Education on how to create omnichannel retail opportunities
Opportunity for two restaurants (one ethnic)		Recruitment, possibility of property option and solicitation
Refill Vacated Niches (Priority 3)	The location and timing of availability	Recruitment assistance

Residential Market Opportunities

What we know	Cannot Control	Can Control
Annual market potential for 129 detached houses and 50 attached residential formats (Aggressive); 96 detached houses and 29 attached residential formats (Conservative)	The rate of absorption in the downtown market	Identifying redevelopment sites; upper floor renovations; and assisting with redevelopment opportunities; zoning changes to permit residential uses in the Central Business District
Upper story apartment renovation	The rate of absorption in the downtown market	Property owner assistance; design

Section Six

leverage the recommendation from the retail market assessment to position Northville as an Arts, Creative Industries, and Events district.

The target market assessment examined the housing market that currently exists within or adjacent to the study area, and the market demand for new housing based on lifestyle preferences and migration rates into and out of the market area. The assessment concludes that Northville could support an additional 129 detached single family housing units per year and 50 attached units, including townhomes and lofts. The housing assessment finds that downtown Northville offers many of the urban amenities (art, architecture, entertainment, culture, recreation) that appeal to Baby Boomers (50+ years), the "Generation X" market of professionals (30s and 40s) and "Millennials" (also known as "Generation Y" and "Echo Boomers," between 20 and 30 years old).

As noted previously, the extent of demand for other housing options (lofts, townhomes, etc.) is limited by their absence in the market. As a result, the market assessment for 50 attached housing units may be significantly higher. This really cannot be assessed until a project is implemented that has these units, to ascertain their price point and absorption rate.



Photo: A high quality, well maintained structure near the Downtown core

Sponsor the preparation of an Arts and Creative Industries Master Plan
Collaborate with the non-profit Creative Many (formerly known as ArtServe Michigan) to prepare an arts and creative industries master plan for the downtown.

Executive summary of Retail Market and Residential TMA
Preparation of an infographic (no more than 4 pages) that summaries the results of the retail and residential market assessments.

Informational Meeting with Local Realtors and Regional Developers
After the executive summary is published coordinate a meeting with local realtors, and regional commercial real estate brokerages.

Downtown Property Exchange
Collaboration with local realtors and property owners/manager to establish an up-to-date web based exchange on available properties in the downtown.

Redevelopment Opportunities

What we know	Cannot Control	Can Control
Foundry Flask & Equipment Co. (4.7 acres)	Availability of property	Development review process; Incentive packaging; density bonuses
New retail space (Specialty grocery store)	Availability of property	The location through procurement of option and incentive packaging
Location for a Boutique Hotel	Availability of property	The location through procurement of option and incentive packaging
Cady Street Redevelopment Area	Availability of property	Utilization of ROW and parking lot
Redevelopment of Northville Downs	The timing for redevelopment	Vision, expectations and available application of incentives

Business Assistance Team

Collaborate with the Chamber of Commerce on the formation of a Business Assistance Team that would provide free technical assistance to local businesses in the areas of marketing, advertising, business finance, and operations.

Economic Restructuring Opportunities

As noted in the physical assessment section, the compactness of downtown Northville gives it its special charm and character but it also limits its ability to leverage market opportunities. Leveraging market opportunities in this case, residential and retail, will depend on the willingness of the DDA and City to engage in public-private partnerships.



Photo: Musical events held in the central business district

Downtown Northville is a very compact business district that is defined by its adjacent historic and well-maintained residential neighborhoods. Apart from parcels along the south side of Cady Street and several surface parking lots, there is very little land available for development within the DDA district. Properties poised for development / redevelopment include properties outside the DDA district boundaries as well as the institutional uses along West Main Street west of Wing Street, the former Foundry Flask Building east of Griswold and south of Cady Street, and the Northville Downs property.

Revise Article 20

Planned Unit Development (PUD) - Review and streamline the PUD process to reflect redevelopment ready best practices and remove the tiered and burdensome layers of review.

Redevelopment Ready Community (RRC) Certification

Work the City to achieve Redevelopment Ready Community designation from the Michigan Economic Development Corporation (MEDC).

Refine the Sub-Area Plan for Cady Street corridor and the "Downs" property

Subject to expansion of the DDA District, use the Cady Street Sub-Area Plan as a foundation refine the design for Cady Street and the Northville Downs property.

Density Bonuses

Revise the Cady Street Overlay to allow for 4 story development in the PR-1 zoning district.

Potential Land Acquisition

The southeastern portion of the Northville Downs property is within the Middle Rouge concourse, floodway and floodplain. Once the exact location of the floodway and floodplain are determined this zone should be identified as a potential public open space and incorporated into the 5-year Parks and Recreation Master Plan for possible MDNR acquisition grant

funding

LEED Bonuses

Provide incentives in the zoning ordinance that reward property owners and developers who incorporate LEED (Green) technologies in their buildings, such as, solar, geothermal, green stormwater infrastructure, and building materials.

Affordable Housing Bonuses

Allow increased dwelling unit density if affordable housing units, defined as 120% of area median income, are included.

Organization Opportunities

The Northville DDA has done an admirable job of maintaining and enhancing the vitality of the business district. Since the last strategic plan, the DDA has accomplished many of the recommendations embedded in the Action Plan including streetscape improvements, development of the Town Square, parking lots, wayfinding, and marketing.

Downtown Development Authorities provide a spectrum of services and statutorily can be involved in a variety of project types. The degree of complexity of services and project involvement is not related to the size of the community but rather the composition of the board, capacity and availability of staff, and the authority vested to the board by the elected officials. The chart at the beginning of this chapter illustrates DDA involvement by degree of project complexity and experience (skill sets) of the DDA board members and staff. Reviewing its past accomplishments, the Northville DDA can be classified as a “Facilitator” DDA because it facilitates activities between groups such as the City, Chamber and merchants’ association. These activities can include marketing, events, promotions, and coordinating meetings and reviews on upcoming capital projects. In order to leverage the market opportunities identified in the retail market assessment and the residential target market assessment it needs to evolve into an “Economic Developer” DDA. Functionally, this type of DDA is more involved in real estate development through collaboration with private property owners, developers, and the DDA board. It is not uncommon for a DDA to option property, prepare conceptual plans to advance community expectations for projects, and assist with arranging and procuring financial incentives.

Contractual Position with City

Evaluate with the City the need for, and use of, an intergovernmental agreement to jointly fund a contract professional to assist with economic development projects for the DDA and City.

Joint Planning Session

Conduct a semi-annual (Spring and Fall) program review session with



Photo: Streetscape in the central business district

the DDA, City, Planning Commission and HDC to determine areas of collaboration and identify milestone projects.

Cost Sharing Arrangements

Agree on a methodology to determine DDA-related expenses that should be reimbursed to the City. This methodology would be used annually for budget preparation and adoption.

Towns Square event coordination

Designate the DDA as the entity assigned to coordinate the calendar, book events and activities, and handle operational aspects that occur in Town Square.

Principal Shopping District

Establish a Principal Shopping District (PA 120 of 1961) as a means of providing funding to coordinate marketing, advertising, promotion and management of events, an operation of Town Square.

Expansion of DDA District

Expansion of the DDA District to include institutional properties along West Main Street west of Wing Street, properties either side of Cady Street east of Griswold, and the Northville Downs properties.

Board Members

Currently the DDA has unfilled Board positions. Recommend that consideration be given to Millennial professionals working or living in the downtown district.



Photo: A recently constructed parking structure in the Downtown area

Parking Opportunities

Based on patron and resident survey results, downtown parking is not a significant issue. Seventy-four percent (74%) of the respondents taking the online survey (n=873) indicated they had no trouble parking in the downtown. Similarly, the patron survey (n=176) found eighty-nine percent (89.8%) stating they had no problem with parking. The field assessment noted that the downtown has 2,431 public surface and deck parking spaces, 520 private spaces, and 380 on-street parking spaces. The field assessment also noted that numerically there is a sufficient supply of parking but demand for parking is the strongest in the core area of the downtown. As noted in the 2006 Strategic Plan, perimeter parking lots that have ample spaces are less used. Factors affecting utilization include distance, indirect routes to the core downtown area, perception of safety especially in the evening. The focus isn't providing more parking, but maintaining the surface lots and decks that the City and DDA manage. As development occurs on the edges of the downtown, those spaces which are now underutilized will become more used.

Parking Incentive Program

Evaluate the parking incentive / credit program regarding parking credits for retail, professional office, and personal services specially foxed on rewarding property owners who require professional offices and other non-retail uses on upper floors.

Parking Lot Lighting

Conversion of HPS parking lot lights to induction/LED.

Surface Parking Lot Buffer and Perimeter Landscape

Improve buffering of the surface parking lot on Dunlap and Wing, Dunlap and Hutton with masonry walls and plantings where appropriate. These design standards could be incorporated into the City Zoning Ordinance to encourage the uniform appearance of off-street parking facilities.

Parking Maintenance Study

Preparation of a comprehensive public parking lot and deck maintenance evaluation study, including an assessment of each surface lot and deck, prioritization of maintenance improvements and probable estimates of cost.

Conclusion

The accomplishments of the Action Plan will be determined by a variety of funding, policy, and capacity outcomes. Throughout the discussion leading to the preparation of the Action Plan, the issue regarding DDA staff capacity was raised, as well as the review of cost-sharing between the DDA and City for services. Staff capacity and funding are intertwined factors which the City and the DDA need to evaluate in order to fully realize the scope of the projects and programs outlined in the Action Plan prepared by the Steering Committee. The plan embodies several transformational goals for the DDA. These include DDA involvement in economic development focused on the redevelopment of properties primarily outside of the current DDA boundaries, and expansion of the DDA to include those properties. Further, the Action Plan recommends that the DDA evolve from its current role as a project and program “facilitator” to a role more aligned with promoting and coordinating economic development. As such, the Action Plan recommends the formation of a fifth DDA committee called “Economic Restructuring” which relies on the talent of local Realtors and design professionals in the community.

The Northville DDA has shown by its last success that it has the ability to accomplish projects and programs and the actions outlined in this Strategic Plan springboard from that determination.

Action Program

Design Committee Strategies

Action Plan Item	Responsible Party	Priority
Replace Business Directories	DDA	High
East Main Street Streetscape	DDA and City	High
Improve connection to Ford Field and the Mill Race District	DDA with assistance from Northville Parks and Recreation, and the City	Moderate
Traffic Signalization	City with DDA assistance	Moderate
Alley Improvements	DDA	Moderate
South Center Street Streetscape	DDA and City	Moderate
North Center Street Streetscape	DDA and City	Moderate
Street Lighting	DDA and City	Moderate
Downtown Mural Project	DDA and HDC	Low
Historical Marker Program	DDA, HDC, and Northville Historical Society	High
Entry Signs	City with DDA Assistance	High
Façade Program	DDA	Moderate

Marketing Committee Strategies

Action Item	Responsible Party	Priority
Sponsor the preparation of an Arts and Creative Industries Master Plan	DDA (Sponsor); formation of a Steering Committee with Art and Creative Industries that would manage the process.	High
Executive summary of Retail Market and Residential TMA	DDA	High
Informational Meeting with Local Realtors and Regional Developers	DDA	High
Downtown Property Exchange	DDA with collaboration from local Realtors®	Moderate
Business Assistance Team	Chamber with assistance from the DDA	Moderate

Economic Restructuring Committee Strategies

Action Plan Item	Responsible Party	Priority
Revise Article 20: Planned Unit Development (PUD)	Planning Commission	High
Redevelopment Ready Community (RRC) Certification	City	High
Refine the Sub-Area Plan for Cady Street corridor and the "Downs" property	DDA with assistance from the Planning Commission and HDC	High
Density Bonuses	Planning Commission	High
Potential Land Acquisition	City and Parks and Recreation	Moderate
LEED Bonuses	Planning Commission	High

Organization Committee Strategies

Action Plan Item	Responsible Party	Priority
Contractual Position with City	DDA and City	High
Joint Planning Session	DDA, City Council, Planning Commission and Historic District Commission	High
Cost Sharing Arrangements	DDA and City	High
Towns Square event coordination	DDA	High
Principal Shopping District	DDA and Downtown Businesses	Moderate
Expansion of DDA District	DDA and City	High
Board Members	City Council with assistance from DDA	High

Parking Committee Strategies

Action Plan Item	Responsible Party	Priority
Parking Incentive Program	DDA, City, Planning Commission	Moderate
Parking Maintenance Study	DDA	High
Parking Lot Lighting	DDA	Moderate
Surface Parking Lot Buffer and Perimeter Landscape	DDA with assistance from the Planning Commission	Low



Appendix A: Stakeholder Questions and Responses

Stakeholder Questions - Northville Downtown Plan Update

Q1 What is your image of the downtown district?

Answered: 17 Skipped: 0

#	Responses	Date
1	A vibrant shopping and dining area with family centered entertainment and activities. Small town feel.	9/19/2016 10:38 AM
2	People living and working downtown.	8/23/2016 11:11 PM
3	I have a very positive image of our downtown and my friends and family have all been impressed when they have visited. I would use the following to describe it: Quaint, historic, inviting, charming, family friendly.	8/22/2016 9:48 AM
4	Safe, clean, friendly, well-maintained with wonderful historic charm.	8/21/2016 10:19 AM
5	Quaint, quiet, streets roll up early.	8/19/2016 7:42 PM
6	A well-maintained, attractive, manageable and somewhat sleepy, downtown.	8/19/2016 3:38 PM
7	Quaint downtown	8/17/2016 6:45 PM
8	A Historic, Family Oriented Community.	8/17/2016 3:11 PM
9	Struggling to grow	8/16/2016 5:06 PM
10	Inviting, comforting, fun	8/16/2016 11:13 AM
11	Quaint, inviting and clean. Welcoming.	8/15/2016 1:13 PM
12	Very pretty small town	8/11/2016 9:15 PM
13	Quaint. It has a few things that fulfill specific needs in the area.	8/8/2016 6:26 PM
14	Quiet Downtown area	8/4/2016 2:11 PM
15	very up and coming area, with lots of potential, not fully tapped.	8/3/2016 8:43 PM
16	I have lived in Northville for 5 years and have seen continued improvement efforts to make downtown attractive and inviting. I think there is an important balance of tradition and historical elements, but blended with some initial attempts to appeal to a more modern or contemporary perspective. I think Northville would be wise to offer more convenient hours of business (evenings and weekends) for stores and restaurants. I think that it is clear that the City embraces the arts and embraces the local schools. The downtown is generally clean, accessible and attractive.	8/3/2016 3:38 PM
17	Clean, well maintained.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q2 Assess the vitality of the business district.

Answered: 17 Skipped: 0

#	Responses	Date
1	Seems that businesses are doing well (low turnover of storefronts recently). More and more people seem to be walking around on nights and weekends.	9/19/2016 10:38 AM
2	Keep service businesses out of retail first floor.	8/23/2016 11:11 PM
3	I separate the business district into three groups; retail, professional and hospitality. There are a number of professional service providers (law, financial, real estate, dentistry, etc) which is an important element for steady daytime foot traffic. My opinion is that the hospitality/entertainment mix is good. We have nice variety of bars and restaurants without too much saturation. I would put retail last in my 3 business segments. I find that most of our shops have early closing hours and some are not open on Sunday. Just this past Thursday, I passed through town around 8pm and found the restaurants packed and people walking around Main Street. Virtually every retail store front was closed for the night.	8/22/2016 9:48 AM
4	Could be better - several spaces for lease.	8/21/2016 10:19 AM
5	On a scale of 1-10 I'd rate it a 5	8/19/2016 7:42 PM
6	Though most properties are occupied, it doesn't seem very lively/vibrant most days of the year.	8/19/2016 3:38 PM
7	I think it lacks vitality. Seems to be a sleeper community	8/17/2016 6:45 PM
8	The businesses that end up here, seem to enjoy it and do very well. There seems to be a perception by others who are looking for a location to set up business that Northville it is a quite town. In our industry, Family Office / Private Equity, people are surprised to hear we are based out of Northville due to that perception because Networking and Lead Generation is so important in our industry.	8/17/2016 3:11 PM
9	wanting to but need more life downtown	8/16/2016 5:06 PM
10	I define "vital" as the presence of people on the streets and in stores/restaurants. In short, people are visible. Here is what I observe: In the morning -- weekdays and weekends -- Main/Center streets are bustling with folks (even in winter). Such a great vibe. In the evening, less people are around downtown -- unless its a warm summer night. Sidewalks roll up (most days, even weekends) by @ 10 pm.	8/16/2016 11:13 AM
11	Seems to be thriving to me.	8/15/2016 1:13 PM
12	Mix of successful venerables and struggling retailers	8/11/2016 9:15 PM
13	It is not very diverse, limited in its ability to attract a multiplicity of people	8/8/2016 6:26 PM
14	The business district is getting better but still is lacking in unique businesses that will draw people to Northville	8/4/2016 2:11 PM
15	6 out of 10	8/3/2016 8:43 PM
16	This is not my area of expertise, but my perception is that this is something the DDA is cautiously working toward, while maintaining the integrity of the City.	8/3/2016 3:38 PM
17	There are times it looks pretty sleepy. I'm comparing this to downtown Plymouth where there are always people walking around.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q3 What types of changes or improvements would you like to see in the district?

Answered: 17 Skipped: 0

#	Responses	Date
1	The large empty lots between Northville Downs and Cady St should be developed (Northville Downs could go too) into mixed use space (residential condos, professional business, store fronts, and restaurants) and additional downtown parking. Relocate the Parking Garage at Cady and Center and develop the East Cady St block from Main St. to the Presbyterian Church with stores and restaurants. Also, the large lot behind the Marquis Theater could be relocated/redeveloped or at the least improved to be more visually appealing. We desperately need a specialty/organic grocery shop in town. The Kroger that replaced Hillers is a huge disappointment.	9/19/2016 10:38 AM
2	Lofts	8/23/2016 11:11 PM
3	I think the retail sector could be improved by the addition of a couple brand name retailers to add to the mix of boutique type shops we already have.	8/22/2016 9:48 AM
4	More green space. Shops open later.	8/21/2016 10:19 AM
5	More marketing to local and surrounding residents. A bigger variety of restaurants. Less professional services on Main Street and more retail.	8/19/2016 7:42 PM
6	Besides bringing in a greater variety of businesses, and maybe improving the quality of the festivals, I don't see a need for improvement.	8/19/2016 3:38 PM
7	More restaurants and shops.	8/17/2016 6:45 PM
8	We need to combat the perception that Northville is a quiet town and find more ways to keep people in town longer. It seems like people "pop in" to Northville rather than spending the day.	8/17/2016 3:11 PM
9	more restaurants and condos	8/16/2016 5:06 PM
10	More retail businesses open in the evening. Maybe not until 9pm, but at least 7-8pm. I have heard the tale that 'people don't shop in the evening'. Northville has a reputation of stores NOT being open in the evening (except restaurants)... so it would take time to change the reputation.	8/16/2016 11:13 AM
11	Continue to enhance appearance. The racetrack is the ugliest thing in town, and represents the greatest opportunity for improvement.	8/15/2016 1:13 PM
12	Fewer empty store fronts	8/11/2016 9:15 PM
13	Encourage restaurants to be open later or bring in companies that would allow me to bring people to visit in the evening. Everything closes too early.	8/8/2016 6:26 PM
14	More current retail shops that offer unique products that will draw people into the city. Stores that also stay open in the evening. More unique dining would be nice too. Also, events in the winter to bring people to the area.	8/4/2016 2:11 PM
15	More activity, more community involvement, and more out of the box activities.	8/3/2016 8:43 PM
16	Parking is always a big issue. I think that is becoming a bigger issue each year. Some roads leading to downtown are deteriorating and pose some challenges to residents and visitors. I see that as a priority. Aside from that, continuing to make Downtown a place that people gather and enjoy (including evenings.) Plymouth seems to always have an active downtown compared to Northville. Also, the Farmer's Market area could really be improved by construction some dedicated, permanent and covered areas for vendors to set up each week. Right now it is an unattractive parking lot setting across from a race track.	8/3/2016 3:38 PM
17	Better connection to Ford Field (from the steps). Parking lot improvements on the south side of Cady St (currently gravel, not inviting). Improved pedestrian connection for gravel Cady Street parking lot to downtown & Ford Field. Additional residential units.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q4 What types of new businesses would you like to see?

Answered: 17 Skipped: 0

#	Responses	Date
1	Continue to draw the small specialty retailers and restaurants. No chain or big box type stores if possible. More professional office space to lure young professional business owners to the area would help draw more retailers and restaurants.	9/19/2016 10:38 AM
2	Gourmet food store	8/23/2016 11:11 PM
3	Youth-centric retailer (clothing etc for teens/young adults). Hardware store. Butcher Shop/Deli.	8/22/2016 9:48 AM
4	Restaurants/bars. Antiques. Outerwear/athletic apparel. Venue for acoustic/jazz/other music (bistro, cafe...?)	8/21/2016 10:19 AM
5	Retail stores that will attract millennials.	8/19/2016 7:42 PM
6	Retail - aimed at families (toy store, specialty grocery, gift) Space for pop-up shops Dining - mexican, brew-pub (with good beer and food)	8/19/2016 3:38 PM
7	Food, and shopping	8/17/2016 6:45 PM
8	Since it is such a family oriented community, more items for kids to do would be beneficial. Possibly something like a Movie Theatre or even a small Bowling Alley. Something that requires a little bit of time to potentially promote 1 or 2 meals and shopping while in town. I also think there is room for another upscale dining experience. I was asked recently where to go in town for a really nice white table cloth dinner and a good bottle of wine. Of course I thought of Garage and Table 5 but realized there was room for more. If you look at a Birmingham or even Plymouth there are several options to choose from. Possibly a raw bar or an upscale steak house. It would seem as though a national retailer would be beneficial as well to draw additional people into the city and supporting other retailers while in the city.	8/17/2016 3:11 PM
9	restaurants	8/16/2016 5:06 PM
10	I would love (1) home improvement / hardware-type store -- but I know that is unlikely because it is so hard to compete with the big box stores (e.g. Home Depot). (2) Fresh produce store. (3) a 'buy local' gift store (Starring does very well showcasing local artists). It is too bad the Michigan store closed. It seemed to carry less and less merchandise over the past 2 years. (4) A store that carries children's toys (we had two, then one, now none) There is a Plymouth toy store that is great -- and seems to thrive!	8/16/2016 11:13 AM
11	Restaurants and outside dining.	8/15/2016 1:13 PM
12	Restaurants, services and niche retail.	8/11/2016 9:15 PM
13	Restaurant primarily, but retail for men would be nice.	8/8/2016 6:26 PM
14	Trendy retail shops & Unique Dining	8/4/2016 2:11 PM
15	kid friendly, activity driven, destination shops, independent retailers,	8/3/2016 8:43 PM
16	I feel like we do pretty well with restaurant options, but perhaps more clothing retail and unique home décor. A small hardware or home supply is helpful, too.	8/3/2016 3:38 PM
17	Casual restaurants, outdoor dining opportunities.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q5 Are there any problems/barriers toward redevelopment & revitalization? What, where, and why?

Answered: 17 Skipped: 0

#	Responses	Date
1	Northville Downs - I believe this is the largest tax payer in Northville and losing this revenue for a period of time while property is developed may be hard on Northville. Small but very vocal section of the community will be against most types of proposed development. Will need a strong marketing campaign to draw supporters to be vocal	9/19/2016 10:38 AM
2	Need to lure more affluent people to live in condos	8/23/2016 11:11 PM
3	One barrier that I think a developer will face in Northville is our property value. As our property values rise, redevelopment plans will get more expensive which will ultimately end up in high rent figures for those projects that come to fruition. This barrier then becomes relevant in two phases of the development life cycle - the developers initial construction cost (land acquisition) and the facility operation cost (occupant rent).	8/22/2016 9:48 AM
4	The racetrack takes up a lot of space. Immediately upon entering the city from Sheldon, the first image is unsightly and not very welcoming. The racetrack seems difficult to work around. I completely support maintaining the quaint, historic feel of the town - some may see restrictions on chain businesses as a barrier, but I support such restrictions and believe only independent, local businesses should have the opportunity to thrive in our town.	8/21/2016 10:19 AM
5	Our image as well as lack of foot traffic businesses do not view the high rents a worthwhile investment. I have heard complaints that First Friday's are not as fun as they once were, possibly due to no more drinks.	8/19/2016 7:42 PM
6	I think the population of Northville is the biggest barrier to any change. As new residents (1 year) of the city, we have been surprised at our fellow residents' hesitancy (and sometimes downright refusal) to accept any type of change.	8/19/2016 3:38 PM
7	I would imagine businesses would need more people living downtown to survive.	8/17/2016 6:45 PM
8	Again, I feel like we are fighting a perception here rather than a reality. I believe there is a perception that it can be difficult to develop in Northville because there are additional constraints due to it being a Historical Community. I can speak from personal / professional experience that it is certainly not the case but I believe the perception is there. Somehow we need to combat this perception with Developers. We are also fighting the perception that Northville is a quiet town so you won't get the foot traffic you would get in other areas. You do see it a bit in the area where retailers close a little earlier than maybe in other communities. This is a little bit of a chicken or the egg in that the retailers close early because they are not getting the foot traffic to justify keeping the doors open at those times but it would seem as though there could be a way to keep people in town longer. There does seem to be a misconception that Northville is for older generations which I don't believe is true at all but a perception that I think takes younger families to Plymouth or South Lyon.	8/17/2016 3:11 PM
9	I think the city council drags things on too long for developers	8/16/2016 5:06 PM
10	The new Mayor's unsupportive attitude toward's existing business and business that try to locate in Northville. Seems like barriers are at the forefront more than common sense rules, regulations, and enforcement. The elimination of First Friday wine samples is the most glaring debacle. The city government (administrators and police) have made NO effort to find a way to make it work, within the framework of existing law and regulations. That was such a successful monthly event for businesses and much enjoyed by the community. Very VITAL event (see your Q #1).	8/16/2016 11:13 AM
11	None that are evident.	8/15/2016 1:13 PM
12	High lease rates for foot traffic and location	8/11/2016 9:15 PM
13	I'm not sure what the barriers are other than the area is predominantly empty nesters or older couples. Encourage young professionals to come in to the area somehow.	8/8/2016 6:26 PM
14	Space and an older generation of people that are happy with a quiet downtown area.	8/4/2016 2:11 PM
15	cant be afraid of out of box thinking, and city manager or city council cant be bottle neck to a new level of excitement of the city and what it has to offer.	8/3/2016 8:43 PM
16	Not that I am specifically aware of. I would like to see the City work with the local schools in what appears to be efforts to consider options Old Village School and the Main St. School buildings. Also, it seems that the future of Northville Downs may be a big question mark? Any potential improvement or redevelopment of that property would have a notable impact on the Downtown area and community as a whole.	8/3/2016 3:38 PM

Stakeholder Questions - Northville Downtown Plan Update

Q6 How could local government be of assistance in downtown redevelopment & revitalization? Is there anything local government does to hurt downtown redevelopment & revitalization efforts?

Answered: 16 Skipped: 1

#	Responses	Date
1	Taxes are high and should be looked at to see how tax incentives to new business or a lowering of the tax rates to all residents/businesses would impact services. In the past there were issues with outdoor seating at restaurants. Maybe this has become less of an issue of late, but I think the ability to sit outside and have a good meal draws many people to the area.	9/19/2016 10:38 AM
2	Stop being so hard on Cady Syreet development.	8/23/2016 11:11 PM
3	I can't really comment on whether or not local government is hurting downtown redevelopment. What I can say is that local government can certainly help attract foot traffic by organizing events that are held in the downtown area. I would hope that local government would look favorably on issuing permits for community activities like festivals.	8/22/2016 9:48 AM
4	Continue to support community events - festivals, parades, etc. Love the food truck/art fair, buy Michigan now, Victorian festivals - we need more promotion of these events. A lot of people I know are unaware that events are taking place. I actively check "downtown northville" social media and spread the word, but many members of our community aren't active on social media. Amerman elementary fence along eight mile is unsightly - could be improved both for safety of children on playground and appearance.	8/21/2016 10:19 AM
5	They approve too many lame events that do not benefit local businesses and irritate residents. They could work closer with the Chamber to host fewer but better events.	8/19/2016 7:42 PM
6	In the short time we've been here and the few meetings we've attended, I would say that some of the council members/the process and procedure involved in city government, has had an air inaccessibility.	8/19/2016 3:38 PM
7	I think local government should help businesses by making more accessible parking. Seems to me moats spots are taken by 9 am which means employee parking	8/17/2016 6:45 PM
8	Obviously incentives are always beneficial when trying to get businesses downtown whether they be tax based or grants but there are certainly pluses and minuses to those programs for a City. I think local government does a tremendous job in supporting the growth of the community.	8/17/2016 3:11 PM
9	Yes, I think they have their own vision instead of a growth and try to keep it small so not to deal with changes	8/16/2016 5:06 PM
10	See my response to #5.	8/16/2016 11:13 AM
11	N/A	8/15/2016 1:13 PM
12	Work with landlords to provide comparable data for leases. Provide matching funds for business improvements. Provide marketing for downtown area.	8/11/2016 9:15 PM
13	Local government seems to hinder anyone from straying to far from the 'image' of northville.	8/8/2016 6:26 PM
14	If there was a way to zone the first floor retail spaces so that they couldn't be taken by offices.	8/4/2016 2:11 PM
15	personal agendas have to be put aside, change is hard, however steady monitored change is what any progressive community (like ours) needs to have to keep on top to hold and attract new families to our community. Look at Bloomfield Twp, once a thriving community, now trying to reinvent its self while closing schools and consolidating because they let the "Bloomfield Twp" ora cloud their judgement on staying one of Michigan's top communities, just 1 example.	8/3/2016 8:43 PM
16	I can't say that I am informed enough to make an intelligent and valid comment in this area. I do know Mayor Roth and trust his leadership and perspective.	8/3/2016 3:38 PM

Stakeholder Questions - Northville Downtown Plan Update

Q7 What improvements would you like to see in the areas that influence the downtown district?

Answered: 14 Skipped: 3

#	Responses	Date
1	Clean up the corner where the Downs dumps dirt and debris Griswold/Cady	8/23/2016 11:11 PM
2	I feel like we may not be too far off from another development at the property north of the Downs and South of Cady. Or maybe even the Downs itself one day. I think a shopping district that was foot traffic only would be good addition and a positive influence to downtown.	8/22/2016 9:48 AM
3	Increased green space. Maintenance of areas like seven mile between northville road and Marilyn, and northville road south of seven mile. Yerkes area and surrounding businesses are not always inviting.	8/21/2016 10:19 AM
4	The chamber, it hasn't been the same since Laurie Marrs retired.	8/19/2016 7:42 PM
5	?	8/19/2016 3:38 PM
6	A parking deck	8/17/2016 6:45 PM
7	As mentioned, more areas for kids will assist in bringing people to the downtown. I really think the City is on to something with the Friday Night Concerts, Food Trucks and Beverage Tents. It really seems to bring people into town and I am sure it supports the local retailers. It does seem like the town gets quite fairly early.	8/17/2016 3:11 PM
8	a more progressive council	8/16/2016 5:06 PM
9	(1) Minor issue, but a few more bike stands. I see a couple more in town, but there needs to be a simple stand (not fancy) to lock up 1-2 bikes in many areas. Many people ride their bike to downtown now (including me) and I want a place to lock up my bike that is relatively close to the place where I am at. (2) More Food Truck events. Also NO MORE of the trashy BBQ events in Ford Field. Last years rib fest was a nightmare. This year the almost same event -- dressed up as an 'art' fair (it was not) was an embarrassment to our town. Ribs left on the ground for our dogs to choke on after they were gone. Our park fenced off for trashy booze and food set-ups. And, to top it off, a monster truck going in circles in a tranquil area of the park. Simply horrific.	8/16/2016 11:13 AM
10	Stop the sprawl up Center Street. Refocus on enhancing the existing core businesses.	8/15/2016 1:13 PM
11	Create designated long term parking for employees and metered short term parking in the more desirable lots	8/11/2016 9:15 PM
12	More parking and residential housing. Also try to develop a larger downtown area. Main street seems to be the only vibrant part of the district	8/4/2016 2:11 PM
13	Keep up the events, get the word out to township and city residents better about events. Grow the sense of community that we have, and capture the surrounding areas residents to make the downtown northville area their backyard.	8/3/2016 8:43 PM
14	Question is unclear.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q8 Is the downtown a good place to invest? If not, what would make it better for investment?

Answered: 16 Skipped: 1

#	Responses	Date
1	It seems like over the past few years there has been much less turnover of retail stores on Main and Center which I take to mean that you can run a successful business in downtown Northville.	9/19/2016 10:38 AM
2	Yes	8/23/2016 11:11 PM
3	I could see supporting investment in the right type of business but I would refer to my comments in question 5 that property value and rent expense would be big factor in determining if a business can be profitable in downtown.	8/22/2016 9:48 AM
4	Would be better with a greater variety of housing options - right now we offer affordable apartments on the perimeter of the town and million dollar downtown homes/lots. Condos, townhomes, or small single family homes in the 350k-750k range, walkable to businesses, would increase patronage, making the town a better place to invest. Recent school ratings on real estate websites (realtor, Zillow) have decreased significantly for northville schools (from 10/10 to 6 or 7/10) not good for investment.	8/21/2016 10:19 AM
5	Retailers need to stay open later. We need to update our brand and promote why people should spend their money here.	8/19/2016 7:42 PM
6	Probably not a great place - as it is so sleepy. Maybe increasing traffic flow, catering to families, etc. would make it livelier.	8/19/2016 3:38 PM
7	Yes if the foot traffic is there	8/17/2016 6:45 PM
8	We believe it is a good place to invest. When looking at investing in additional buildings, we do have some concerns with the development on 5 and Beck pulling away some folks that would typically come to Northville	8/17/2016 3:11 PM
9	right now if it had more activity it would be a good place but it is stagnant	8/16/2016 5:06 PM
10	My home is the nearest residential-single-family home to downtown. Been a great investment (and home) for me. I really cannot speak to how it is for a business owner. I have heard the rents are high, and the older buildings are not always as well maintained by landlords as they should be. But that is hearsay -- I have no direct knowledge.	8/16/2016 11:13 AM
11	It's been a wonderful investment for us because we own our own building and the business that operates in the building.	8/11/2016 9:15 PM
12	Invest as a resident, or as a business owner? it seems most small businesses do not stay for very long.	8/8/2016 6:26 PM
13	Yes, I believe it is. It could still be better by addressing things previously mentioned in this survey.	8/4/2016 2:11 PM
14	Yes, great solid investment.	8/3/2016 8:43 PM
15	I imagine that some investors may be hesitant given the fact that Northville is often viewed as a daytime business district only. many businesses close down after 5:00 p.m.	8/3/2016 3:38 PM
16	Not sure.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q9 Are there any parking/traffic/transportation issues in the downtown area that need to be improved?

Answered: 16 Skipped: 1

#	Responses	Date
1	Parking is a major issue. Not enough spaces overall. The lot behind the Marquis Theater is poorly laid out and dangerous from a car vs pedestrian perspective.	9/19/2016 10:38 AM
2	Parking structure behind old Mags building	8/23/2016 11:11 PM
3	I live within walking distance so I don't have to deal with parking issues. However, I feel Northville has adequate parking available as compared to other downtown areas of its size.	8/22/2016 9:48 AM
4	Overall parking options are great. Leaving the cvs parking lot (near the drive-thru) toward center street is awkward and seems dangerous at times. I enjoy when police are sitting on eight mile and Randolph because drivers often speed through the Randolph/Taft lights. The left-hand turn signal from northville road onto seven mile traveling East is getting very congested. The condition of the road at/near the racetrack at that intersection is usually poor.	8/21/2016 10:19 AM
5	Rush hour in town is bad. We could us a parking deck across from the post office or rent a portion of Northville Downs and either provide the bike shuttles to destination or vale at the destination.	8/19/2016 7:42 PM
6	More parking as I hints lots could be doubled	8/17/2016 6:45 PM
7	Of course but every downtown does. I do think we need to better advertise Free Parking. Living here, we are quick to forget how big of a deal that is for people. Other communities in the area, parking can be very expensive and difficult. I do think some additional pedestrian walkways would assist in promoting people to walk into town rather than drive. For example, a pedestrian walk near Kroger (formerly Hillers). Seems to be forming into a dangerous area for pedestrians to cross.	8/17/2016 3:11 PM
8	yes a parking deck across from post office	8/16/2016 5:06 PM
9	The Garage Restaurant needs to abide by the parking agreement/commitment the owners made with the city before they were allowed to open. 1) Employees are parking on High Street while they are at work. 2) When private events are held in the back area of the restaurant the guests are (naturally) using High Street for parking because the Garage lot is too small. My recollection is that this IS NOT the agreement./commitment the Garage owners made to the City.	8/16/2016 11:13 AM
10	Permitting left turns onto main Street from Northbound Center Street has been a disaster.	8/15/2016 1:13 PM
11	Yes. The best spots are take. By employees whose are parked in that spot all day. Metered short term parking would allow better access for consumers.	8/11/2016 9:15 PM
12	parking is great, it's easy to park anywhere and walk to a shop.	8/8/2016 6:26 PM
13	There could always be more parking.	8/4/2016 2:11 PM
14	is this a trick question??	8/3/2016 8:43 PM
15	As noted prior, scarcity of parking and deteriorating roads.	8/3/2016 3:38 PM
16	Access and condition of the gravel parking lot on the south side of Cady.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q10 Do you routinely shop downtown? If so, where?

Answered: 17 Skipped: 0

#	Responses	Date
1	Yes. We frequent many of the restaurants and businesses such as: Haven, Table 5, Tuscan, Garage, Edwards, Librabry, Simply Wine, Next Chapter, etc.	9/19/2016 10:38 AM
2	Yes, many stores	8/23/2016 11:11 PM
3	I don't typical shop retail in downtown. I would like to but there are not too many shops that fit my needs.	8/22/2016 9:48 AM
4	Yes. Kroger - wonderful! Dancing eye gallery - fun for gifts and cards. Gardenviews - will only buy during sale. Know friends and family who will not visit because the prices are offensively high. Celebrity pets - great products and love the owner! I also enjoy visiting Lorla's, Salvaged, Haven, Starring the gallery, the Northville gallery, and Rock on Main, but don't often purchase from any.	8/21/2016 10:19 AM
5	Starring Gallery, Dancing Eye, Moon & Me, Gardenviews, Simply Wine & Rock on Main	8/19/2016 7:42 PM
6	Dancing Eye, Rock on Main	8/19/2016 3:38 PM
7	Mostly restaurants and my wife shops at van dams	8/17/2016 6:45 PM
8	Yes. We frequently shot at Alexanders and Rock on Main. Great selections and tremendous customer service.	8/17/2016 3:11 PM
9	I look for more places to eat as there is little shopping	8/16/2016 5:06 PM
10	Yes. All over. I particularly like Starring, Lorla's, Dancing Eye, Van Damns, Moon and Me, and Rock on Main. Great merchandise and wonderful owners/staff. I frequent all of the restaurants, but most prefer Table 5, Rebecca's, Poole's and Lucy & the Wolf, Early Bird. And of course, we have great selection of ice cream shops :) I do most of my grocery shopping at "Krillers".	8/16/2016 11:13 AM
11	Yes - all the restaurants.	8/15/2016 1:13 PM
12	Poole's, Center Street, CVS, Monroe Bank and Trust, Early Bird, Coney Island, Rock on Main	8/11/2016 9:15 PM
13	Primarily frequent restaurants and a bike shop. I've only been to the cobbler a handful of times.	8/8/2016 6:26 PM
14	No, only to dine.	8/4/2016 2:11 PM
15	Little, however I embrace the opportunity.	8/3/2016 8:43 PM
16	If I know there is a store for what I am shopping for then, yes. However, many of the stores are somewhat unique and not always on my higher volume / frequency shopping ventures.	8/3/2016 3:38 PM
17	No, but do get hair cut.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q11 Does downtown have enough parks/green space? If not, where could you see more?

Answered: 16 Skipped: 1

#	Responses	Date
1	It would be nice to have another sizeable green space in the downtown area. Could be an opportunity at the lot behind the Marquis or the lots between Cady and Northville Downs	9/19/2016 10:38 AM
2	More green space	8/23/2016 11:11 PM
3	I feel more green space would be a benefit. Although not in downtown proper, a portion of the former Psychiatric hospital site would make a fantastic park area (I know this has been discussed so not a new idea). Another option in downtown for additional green space would be the area between the Downs and Cady Street that has been discussed for development. It would be nice to see a portion of that become city green space. I was recently in a downtown area that had gone through a renovation and the city added public gathering space that included a small stage, multiple seating areas with fire pits and Wi-Fi. The renovation has helped to draw residents to their downtown.	8/22/2016 9:48 AM
4	No. In or near the racetrack parking lot, especially for farmers market days.	8/21/2016 10:19 AM
5	I think it does the only issue is the number of baseball games at Ford field takes away from residential use.	8/19/2016 7:42 PM
6	Because Ford Field is so close, I feel adding green space to downtown would be redundant. Instead, funds could go to improving Ford Field - starting with permanent restrooms.	8/19/2016 3:38 PM
7	Parks are not best utilization of prime downtown areas	8/17/2016 6:45 PM
8	Yes and No. There are some tremendous parks but someone coming into town may have difficulty finding them so some additional signage may be helpful. There are some area parks that could use a little love and freshening up. In the larger parks, such as Ford Field, it may be beneficial for a public restroom. May keep people in the area longer.	8/17/2016 3:11 PM
9	not much green space but need more retail	8/16/2016 5:06 PM
10	Ford Field and Mill Race are true gems. I frequently walk FF and Mills Race with my dogs. I wish we had a small park/green space at street-level within @ a block of Center/Main. Maybe that will come with a when the race track area is re-developed. (another river walk - would love that!!)	8/16/2016 11:13 AM
11	It would be nice to have a small park on North Center Street somewhere. Perhaps in the old Begonia Brothers spot?	8/15/2016 1:13 PM
12	It would be nice to see the space along E Cady Street turned into a linear park space.	8/8/2016 6:26 PM
13	The area off Cady Street (north of the downs) could use some help. It's an eye sore for the city.	8/4/2016 2:11 PM
14	NO, hopefully the down's converts at some point.	8/3/2016 8:43 PM
15	Northville Downs could be a wonderful park area situated within downtown and have a variety of recreation, sports fields, pathways, green spaces, art work, etc. If the Farmer's Market was improved to be incorporated across the street in a more presentable way, that would be an added bonus.	8/3/2016 3:38 PM
16	Yes	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q12 How comfortable do you feel as a pedestrian/cyclist downtown? How can the pedestrian/cycling environment be improved?

Answered: 16 Skipped: 1

#	Responses	Date
1	Pedestrian - Very comfortable. Could improve sidewalks throughout the downtown area as many are in need of replacement/repair.	9/19/2016 10:38 AM
2	Better lines on road	8/23/2016 11:11 PM
3	Some cities have added lights to their crosswalks that pedestrians can activate prior to crossing which is nice, especially at night. Cycling is a tough topic. Our downtown is small with intersections at each city block so the vehicle traffic is stop and go which means that cyclist can pretty much keep pace with the cars. Whenever you have a situation like this, you basically have to ride in the road with cars. It would be nice to have more lane room for bikes but I'm not sure we have the space to support that.	8/22/2016 9:48 AM
4	Very comfortable as a pedestrian. I don't cycle.	8/21/2016 10:19 AM
5	Safe for the most part. It would be great for cyclists and runners to have a larger part of Hines to use during specified times of the week	8/19/2016 7:42 PM
6	I feel very comfortable.	8/19/2016 3:38 PM
7	Pedestrian seems safe. Not sure about cyclists	8/17/2016 6:45 PM
8	Extremely comfortable. As mentioned in a previous answer, there may be an opportunity for an additional cross walk or two to promote more walking but for the most part, it is very good.	8/17/2016 3:11 PM
9	I think it is good	8/16/2016 5:06 PM
10	Walking is fine for me. Cycling is a bit dicey. I am not sure how that can be improved. Note: See my remark in a previous question about the need for more simple bike stands in town.	8/16/2016 11:13 AM
11	Motorists do not look for pedestrians or bicyclists. Signage and bike lanes may help	8/11/2016 9:15 PM
12	Bikes do not seem to have any place on most street and signs do not head motorists to watch out for them. Pedestrians are fine on the sidewalk.	8/8/2016 6:26 PM
13	very comfortable	8/4/2016 2:11 PM
14	very safe, police do a great job, and the DPW does an excellent job keeping safe.	8/3/2016 8:43 PM
15	I feel very safe walking anywhere. I am not a cyclist, but it seems we provide reasonable spaces / lanes for them.	8/3/2016 3:38 PM
16	provide separation/street trees between sidewalk and street where is does not currently exist (Ex: Hutton St, River St & Griswold north of Beal). Provide better sidewalk or pathway connection from Hines Park (7 Mile & River Street) Improved pedestrian connection from Highland Lakes via Doheny Dr.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q13 What other downtowns do you visit, and why?

Answered: 16 Skipped: 1

#	Responses	Date
1	Plymouth for the dining and shopping. Birmingham and Ann Arbor for the same reasons.	9/19/2016 10:38 AM
2	Plymouth , Ann Arbor	8/23/2016 11:11 PM
3	Brighton: farmer's market, restaurants, playground Royal Oak: restaurants, specialty market Petoskey: Shops, restaurants Westport, CT: Shops, restaurants, green space	8/22/2016 9:48 AM
4	Plymouth - restaurants, shopping, events in Kellogg park.	8/21/2016 10:19 AM
5	Plymouth, it's alive... Lots of activities and good restaurants Royal Oak my teen loves to shop here, I like the bars & restaurants Birmingham, great retail shops and restaurants Detroit great events and awesome restaurant scene	8/19/2016 7:42 PM
6	Milford - better/more/larger variety of restaurants and shopping (and love their new amphitheater) Ann Arbor - size and variety of entertainment/shopping/food Plymouth - restaurants/food	8/19/2016 3:38 PM
7	Plymouth, more restaurant choices	8/17/2016 6:45 PM
8	Birmingham, South Lyon, Plymouth and Novi. We do a lot of work in Birmingham and when there, there is a lot of shopping and entertainment that keeps us in the area. We are a young growing family, and a lot of families our age moved out to South Lyon, Novi and Plymouth which takes us out that way. Younger generations seem to be attracted to those areas.	8/17/2016 3:11 PM
9	Plymouth and Birmingham	8/16/2016 5:06 PM
10	Plymouth, MI: love Kellogg Park and the vitality (bustling with people) of downtown. Port Austin, MI: Love the Farmers Market (as I so enjoy Northville's Farmers Market). Berkeley and Royal Oak. Nice shopping. Midtown and Downtown Detroit -- need I say more. It is alive again!	8/16/2016 11:13 AM
11	Royal Oak, Ann Arbor, Plymouth all for their restaurants	8/11/2016 9:15 PM
12	Detroit, there's a more vibrant life and I can actually meet up with people past 9pm	8/8/2016 6:26 PM
13	Plymouth, Farmington, Ann Arbor, Royal Oak, Ferndale, Detroit	8/4/2016 2:11 PM
14	Plymouth, very "alive" and progressive. Dexter, Very old school, and very out of the box village.	8/3/2016 8:43 PM
15	We go to Plymouth a lot. There is more activity there and a sense a living and breathing downtown.	8/3/2016 3:38 PM
16	Plymouth & Ann Arbor because they are vibrant and always something to do or eat.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q14 Is there anything you frequently visit in other downtowns that Downtown Northville is missing? Could it be successful in Downtown Northville?

Answered: 15 Skipped: 2

#	Responses	Date
1	Retail stores in Northville seem to close earlier on nights and weekends than in other towns. I have never understood why as it seems that it would be a win for the businesses to cater to the large and ever growing amount of people walking around downtown and drawn in for the dining and entertainment activities (especially in the summer)	9/19/2016 10:38 AM
2	Deli	8/23/2016 11:11 PM
3	I travel to Brighton to buy fresh meats from an independent butch and sometimes find the line out the door. I think downtown Northville would support an independent butcher shop.	8/22/2016 9:48 AM
4	Mexican restaurant. Shops for housewares/gifts/jewelry/antiques at reasonable prices. All could be successful. I don't have children but know that many planned communities nowadays are building fountains for kids to play and families to gather in the summers, walkable to businesses - not sure if northville has something like that?	8/21/2016 10:19 AM
5	The question above answers this. Think hip, trendy!	8/19/2016 7:42 PM
6	More restaurants and a greater variety of price points, cuisines and options.	8/19/2016 3:38 PM
7	There are some clothing stores, restaurants and retail stores that take us into the other communities.	8/17/2016 3:11 PM
8	outdoor dining or rooftop	8/16/2016 5:06 PM
9	Regular food trucks in town (for variety and festive atmosphere). A restaurant/bar that has regular music -- folk, irish, jazz (besides Brick's).	8/16/2016 11:13 AM
10	Moderately priced family friendly restaurants	8/11/2016 9:15 PM
11	Food Truck venue, it could work to turn the dirt patch along Cady into a park that turns into a food truck stop on certain days.	8/8/2016 6:26 PM
12	More unique dinning options (stuff that is not bar food). Food truck festivals and other events.	8/4/2016 2:11 PM
13	More sense and pride in our community. We have a gem, one of the best if not the best, and we dont capitalize to the fullest its potential, and full sense of community. Community is job #1, stop the "agendas" and make us ONE strong community.	8/3/2016 8:43 PM
14	Not that I can think of that has not been mentioned.	8/3/2016 3:38 PM
15	Variety of restaurants	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q15 Other issues?

Answered: 13 Skipped: 4

#	Responses	Date
1	None at this time.	9/19/2016 10:38 AM
2	I find it odd that our farmers market is held on a weekday morning. I think it would be a benefit if it were moved to the weekend. I would like to follow up on the comments I made about retail in questions 2,4 and 10. Northville's retail seems to be dominated by art galleries and independent boutiques. This is the type of retail I would expect in a tourist or destination type town. Northville is not a tourist town. I think some additional retail that is more practical for the residents would be a positive addition. My brother lives in Westport, Connecticut and they have a very nice historic downtown much like Northville. Their shopping district has a couple independent boutiques mixed in with a Lulu Lemon, Williams Sonoma, Restoration Hardware, Anthropology and Patagonia. All of these are stand-alone stores on the main street. As a resident, I would like to be able to run into town and pick up a dress shirt, casual shirt or pair of jeans but our boutiques leave you with limited selection. As my wife indicated when I discussed this survey with her, you find something in a boutique and you can almost always find something very similar online or at a larger retailer for better price. So why pay the premium? Our shops are very nice but they are reminiscent of shopping in Northern Michigan tourist town and we are not an "up north" town. Our shops should be more reflective of the needs of our residents.	8/22/2016 9:48 AM
3	None!	8/21/2016 10:19 AM
4	Small businesses struggle here. I would suggest they work together, promoting one another. One suggestion is to make us the "healthiest city". We have some incredible health spots (Spinergy, Bikram, Hines Park Cross Fit, Barre, Planet Fitness, personal trainers,...) but they struggle to survive.	8/19/2016 7:42 PM
5	This survey was not a good method to collect stake-holders opinions. It was too open-ended, and as a result, too time-intensive, for most busy families to actually comprehensively complete. I feel a multiple choice/simple survey would have been more effective, and elicited a great number of responses. After parsing the data from that survey, some town-halls, or coffees (invite only), in which results were shared and dialogue recorded, would have been a better method.	8/19/2016 3:38 PM
6	Used to enjoy the firstfridays. Not sure why they stopped wine and cheese	8/17/2016 6:45 PM
7	I think the stores should have consisted hours.	8/16/2016 5:06 PM
8	I have not mentioned our other 'gems' as examples of what makes Northville stand out (and we cannot lose) Tipping Point -- just love that place. Great plays and (last season) four music nights. I wish the Marquis Theater was used for live music and movies. A few weeks ago, the Marquis had there marquis lights on in the evening -- made Main Street glow!!	8/16/2016 11:13 AM
9	Everything closes much too early and there doesn't seem any desire to encourage young professionals into the area.	8/8/2016 6:26 PM
10	The city businesses just need to become more modern and current. A lot of the businesses are out dated and stale.	8/4/2016 2:11 PM
11	Love this town, lets make it better together. The support is there. Keep the discussion open, and going.....	8/3/2016 8:43 PM
12	(Love the skeletons in the fall.) I think Northville is an wonderful and incredible community. My family is blessed to live here. Safe, clean and friendly. We embrace the past and look to the future. We celebrate with parades and enjoy the arts. That said, we can always get better, too. Thank you for seeking input.	8/3/2016 3:38 PM
13	when the race track redevelops, it would be great to expose the Rouge River and create a river walk & continue it north of Beal Street.	8/3/2016 3:11 PM

Stakeholder Questions - Northville Downtown Plan Update

Q1 What is your image of the downtown district?

Answered: 17 Skipped: 0

#	Responses	Date
1	A vibrant shopping and dining area with family centered entertainment and activities. Small town feel.	9/19/2016 10:38 AM
2	People living and working downtown.	8/23/2016 11:11 PM
3	I have a very positive image of our downtown and my friends and family have all been impressed when they have visited. I would use the following to describe it: Quaint, historic, inviting, charming, family friendly.	8/22/2016 9:48 AM
4	Safe, clean, friendly, well-maintained with wonderful historic charm.	8/21/2016 10:19 AM
5	Quaint, quiet, streets roll up early.	8/19/2016 7:42 PM
6	A well-maintained, attractive, manageable and somewhat sleepy, downtown.	8/19/2016 3:38 PM
7	Quaint downtown	8/17/2016 6:45 PM
8	A Historic, Family Oriented Community.	8/17/2016 3:11 PM
9	Struggling to grow	8/16/2016 5:06 PM
10	Inviting, comforting, fun	8/16/2016 11:13 AM
11	Quaint, inviting and clean. Welcoming.	8/15/2016 1:13 PM
12	Very pretty small town	8/11/2016 9:15 PM
13	Quaint. It has a few things that fulfill specific needs in the area.	8/8/2016 6:26 PM
14	Quiet Downtown area	8/4/2016 2:11 PM
15	very up and coming area, with lots of potential, not fully tapped.	8/3/2016 8:43 PM
16	I have lived in Northville for 5 years and have seen continued improvement efforts to make downtown attractive and inviting. I think there is an important balance of tradition and historical elements, but blended with some initial attempts to appeal to a more modern or contemporary perspective. I think Northville would be wise to offer more convenient hours of business (evenings and weekends) for stores and restaurants. I think that it is clear that the City embraces the arts and embraces the local schools. The downtown is generally clean, accessible and attractive.	8/3/2016 3:38 PM
17	Clean, well maintained.	8/3/2016 3:11 PM

Appendix B: Patron Intercept Survey Results

Northville DDA Intercept Survey

Q1 What day of the week is it?

Answered: 189 Skipped: 0

Answer Choices	Responses	
Tuesday	27.51%	52
Friday	37.57%	71
Saturday	34.92%	66
Total		189

Northville DDA Intercept Survey

Q2 What time of day is it?

Answered: 187 Skipped: 2

Answer Choices	Responses	
11 AM - 3 PM	52.41%	98
5 PM - 9 PM	47.59%	89
Total		187

Northville DDA Intercept Survey

Q3 What block are you in?

Answered: 189 Skipped: 0

Answer Choices	Responses
Block 2	12.17% 23
Block 3	10.58% 20
Block 5	10.05% 19
Block 6	24.87% 47
Block 7 & 9	32.80% 62
Block 10	6.35% 12
Block 11	3.17% 6
Total	189

Northville DDA Intercept Survey

Q4 May I ask the primary purpose of your visit to Downtown Northville today?(Please select one answer)

Answered: 172 Skipped: 17

Answer Choices	Responses	
Shop	8.72%	15
Dine	31.98%	55
Entertainment/Theater	15.12%	26
General Browsing	11.63%	20
Bar	2.91%	5
Work	5.81%	10
Live	4.65%	8
Business/Professional Services	2.33%	4
Walk	13.37%	23
Library	0.58%	1
Post Office	0.00%	0
Banking	2.33%	4
Parks	0.58%	1
Total		172

Northville DDA Intercept Survey

Q5 What do you like about Downtown Northville?(You may select multiple responses)

Answered: 172 Skipped: 17

Answer Choices	Responses	
Convenient	45.93%	79
Atmosphere	76.16%	131
Store Variety	27.91%	48
Parking	18.60%	32
Safety	42.44%	73
Clean	48.84%	84
Restaurant Variety	37.79%	65
Fun Place	34.88%	60
Exciting	15.12%	26
Parks	18.60%	32
Events & Activities	35.47%	61
Total Respondents: 172		

Northville DDA Intercept Survey

**Q6 What, if anything, do you dislike about
Downtown Northville?(You may select
multiple responses)**

Answered: 111 Skipped: 78

Answer Choices	Responses	
Store Variety	20.72%	23
Not Enough Stores	32.43%	36
Too Many Stores	0.00%	0
Vacancies	7.21%	8
Store Hours	36.04%	40
Restaurant Variety	12.61%	14
Not Enough Restaurants	18.02%	20
Too Many Restaurants	0.00%	0
Parking	25.23%	28
Atmosphere	4.50%	5
Safety	0.00%	0
Dirty	0.00%	0
Traffic	8.11%	9
City Government	1.80%	2
Total Respondents: 111		

Northville DDA Intercept Survey

Q7 How long do you expect to stay in Downtown Northville today?(Please select one answer)

Answered: 178 Skipped: 11

Answer Choices	Responses	
30 minutes	7.30%	13
1 hour	21.35%	38
1 hour and 30 minutes	15.17%	27
2 hours	24.72%	44
2 hours and 30 minutes	7.87%	14
3 hours	9.55%	17
3 hours and 30 minutes	2.25%	4
4 hours or more	11.80%	21
Total		178

Northville DDA Intercept Survey

Q8 How often do you come to Downtown Northville?(Please select one answer)

Answered: 146 Skipped: 43

Answer Choices	Responses	
Once per week	16.44%	24
1-2 times per week	15.75%	23
3-4 times per week	30.14%	44
Once per month	23.29%	34
1-2 times per month	6.85%	10
3-4 times per month	7.53%	11
Total		146

Northville DDA Intercept Survey

Q9 Did you have any trouble parking today? (Please select one answer)

Answered: 176 Skipped: 13

Answer Choices	Responses	
Yes	10.23%	18
No	89.77%	158
Total		176

Northville DDA Intercept Survey

Q10 What additional factors would increase your frequency of visits to the Downtown? (You may select multiple responses)

Answered: 158 Skipped: 31

Answer Choices	Responses	
More affordable retail / restaurants	19.62%	31
Increased variety of retail shops	34.18%	54
Increased variety of restaurants	27.22%	43
Increased variety of bars / nightlife	18.35%	29
Improved landscaping and design	2.53%	4
Extended store hours	29.75%	47
Expanded transit options	2.53%	4
Additional entertainment and events	13.29%	21
Better parking options	10.13%	16
Increased park / green spaces	15.19%	24
Nothing, Downtown Northville is perfect!	19.62%	31
Total Respondents: 158		

Appendix C: Online Survey Results

Northville DDA Survey - August 2016

Q1 May I ask the primary purpose of your last visit to Downtown Northville?(Please select one answer)

Answered: 822 Skipped: 57

Answer Choices	Responses	
Dine	46.72%	384
Shop	10.34%	85
Work	7.06%	58
Live	6.57%	54
Library	5.60%	46
Walk	5.23%	43
Post Office	3.53%	29
Entertainment/Theater	3.16%	26
Bar	3.04%	25
General Browsing	2.80%	23
Business/Professional Services	2.80%	23
Banking	1.58%	13
Parks	1.58%	13
Total		822

Northville DDA Survey - August 2016

Q2 What do you like about Downtown Northville?(You may select multiple responses)

Answered: 865 Skipped: 14

Answer Choices	Responses	
Atmosphere	71.10%	615
Clean	63.01%	545
Convenient	57.34%	496
Safety	56.76%	491
Events & Activities	40.46%	350
Restaurant Variety	32.02%	277
Parking	24.05%	208
Parks	19.65%	170
Everything!	19.42%	168
Fun Place	17.80%	154
Store Variety	10.87%	94
Exciting	3.70%	32
Total Respondents: 865		

Northville DDA Survey - August 2016

Q3 What, if anything, do you dislike about Downtown Northville?(You may select multiple responses)

Answered: 837 Skipped: 42

Answer Choices	Responses	
Not Enough Stores	39.19%	328
Store Variety	33.57%	281
Store Hours	31.42%	263
Not Enough Restaurants	30.23%	253
Parking	24.25%	203
Restaurant Variety	19.59%	164
Vacancies	17.44%	146
Traffic	10.75%	90
Nothing, Downtown Northville is perfect!	8.72%	73
City Government	3.58%	30
Atmosphere	2.15%	18
Too Many Restaurants	1.19%	10
Dirty	0.72%	6
Safety	0.48%	4
Too Many Stores	0.12%	1
Total Respondents: 837		

Northville DDA Survey - August 2016

Q4 When you visited last, how long did you stay in Downtown Northville?(Please select one answer)

Answered: 870 Skipped: 9

Answer Choices	Responses	
2 hours	26.44%	230
1 hour and 30 minutes	16.78%	146
1 hour	16.44%	143
30 minutes	11.61%	101
2 hours and 30 minutes	9.77%	85
3 hours	9.54%	83
4 hours or more	7.70%	67
3 hours and 30 minutes	1.72%	15
Total		870

Northville DDA Survey - August 2016

Q5 How often do you come to Downtown Northville?(Please select one answer)

Answered: 809 Skipped: 70

Answer Choices	Responses	
3-4 times per week	32.14%	260
1-2 times per week	27.44%	222
Once per week	14.46%	117
1-2 times per month	10.88%	88
Once per month	9.27%	75
3-4 times per month	5.81%	47
Total		809

Northville DDA Survey - August 2016

**Q6 Did you have any trouble parking?
(Please select one answer)**

Answered: 873 Skipped: 6

Answer Choices	Responses	
No	74.91%	654
Yes	25.09%	219
Total		873

Northville DDA Survey - August 2016

**Q7 What additional factors would increase
your frequency of visits to the Downtown?
(You may select multiple responses)**

Answered: 853 Skipped: 26

Answer Choices	Responses	
Increased variety of retail shops	61.08%	521
Increased variety of restaurants	47.71%	407
Extended store hours	38.34%	327
Increased variety of bars / nightlife	31.42%	268
More affordable retail / restaurants	31.07%	265
Additional entertainment and events	26.96%	230
Better parking options	22.74%	194
Increased park / green spaces	17.58%	150
Expanded transit options	3.75%	32
Nothing, Downtown Northville is perfect!	3.75%	32
Improved landscaping and design	3.28%	28
Total Respondents: 853		

Northville DDA Survey - August 2016

Q8 Please tell me the category into which your age falls. (Must be at least 15)

Answered: 870 Skipped: 9

Answer Choices	Responses
15 or 16	0.11% 1
17 to 19	0.34% 3
20 or 21	0.80% 7
22 to 24	0.57% 5
25 to 34	11.84% 103
35 to 44	24.48% 213
45 to 54	25.40% 221
55 to 64	21.61% 188
65 to 74	10.57% 92
75+	2.76% 24
[Not given]	1.49% 13
Total	870

Northville DDA Survey - August 2016

Q9 May I please have your home zip code? (Please select one answer)

Answered: 776 Skipped: 103

Answer Choices	Responses
48167	54.38% 422
48168	36.98% 287
48374	3.87% 30
48375	3.61% 28
48152	1.16% 9
48335	0.00% 0
Total	776

Appendix D: Follow-up Survey Responses

Northville DDA Follow-up Survey

Q2 Based on your shopping preferences, how satisfied are you with the VARIETY of retail options in downtown Northville?

Answered: 311 Skipped: 0

Answer Choices	Responses	
Very satisfied	5.79%	18
Satisfied	30.23%	94
Indifferent	15.43%	48
Unsatisfied	44.37%	138
Very unsatisfied	4.18%	13
Total		311

Northville DDA Follow-up Survey

Q3 What type of retail do you feel is missing from downtown Northville? Based on your shopping preferences, please rank the types of retail you would like to see in downtown Northville. Please be as specific as possible (i.e. "men's apparel" as opposed to just "apparel").

Answered: 241 Skipped: 70

Answer Choices	Responses	
1st choice	100.00%	241
2nd choice	83.40%	201
3rd choice	53.11%	128

Northville DDA Follow-up Survey

Q4 Based on your shopping preferences, what is the most appropriate number of national or chain retailers in the downtown?

Answered: 304 Skipped: 7

Answer Choices	Responses	
As many as the market supports.	16.12%	49
A few, to serve as anchors with name recognition.	51.64%	157
None.	32.24%	98
Total		304

Northville DDA Follow-up Survey

Q5 Below, please indicate the hour the retail stores should first OPEN at the beginning of the day.

Answered: 311 Skipped: 0

	6am	8am	9am	10am	11am	No Opinion	Total
Monday	0.00% 0	4.52% 14	37.10% 115	42.58% 132	4.52% 14	11.29% 35	310
Tuesday	0.00% 0	5.16% 16	37.42% 116	43.23% 134	3.23% 10	10.97% 34	310
Wednesday	0.00% 0	5.16% 16	37.74% 117	42.90% 133	3.23% 10	10.97% 34	310
Thursday	0.32% 1	5.16% 16	38.06% 118	42.58% 132	2.90% 9	10.97% 34	310
Friday	0.00% 0	4.84% 15	41.29% 128	41.29% 128	1.61% 5	10.97% 34	310
Saturday	0.97% 3	7.44% 23	44.01% 136	40.45% 125	0.97% 3	6.15% 19	309
Sunday	0.34% 1	4.47% 13	12.03% 35	29.55% 86	37.46% 109	16.15% 47	291

Northville DDA Follow-up Survey

Q6 Below, please indicate an acceptable hour for retail stores to CLOSE at the end of the day.

Answered: 311 Skipped: 0

	6pm	7pm	8pm	9pm	10pm	No Opinion	Total
Monday	19.61% 61	21.86% 68	25.08% 78	22.83% 71	2.57% 8	8.04% 25	311
Tuesday	19.29% 60	22.19% 69	26.69% 83	22.19% 69	2.57% 8	7.07% 22	311
Wednesday	18.06% 56	22.58% 70	26.77% 83	22.90% 71	2.58% 8	7.10% 22	310
Thursday	9.32% 29	19.94% 62	30.23% 94	30.23% 94	4.18% 13	6.11% 19	311
Friday	3.86% 12	10.93% 34	22.83% 71	42.77% 133	14.15% 44	5.47% 17	311
Saturday	14.61% 45	7.47% 23	18.83% 58	35.39% 109	18.18% 56	5.52% 17	308
Sunday	54.26% 153	8.87% 25	9.57% 27	7.80% 22	4.26% 12	15.25% 43	282

Northville DDA Follow-up Survey

Q7 If retail store hours matched your preferences, how many more times would you shop downtown per month (than you currently do)?

Answered: 311 Skipped: 0

Answer Choices	Responses
It would not change the number of times I visit the downtown	16.72% 52
1 additional visit	7.72% 24
2 additional visits	27.65% 86
3 additional visits	22.83% 71
4 or more additional visits	25.08% 78
Total	311

Northville DDA Follow-up Survey

**Q8 How satisfied are you with the
NUMBER of dining opportunities in
downtown Northville?**

Answered: 307 Skipped: 4

Answer Choices	Responses	
Very satisfied	14.01%	43
Satisfied	47.56%	146
Indifferent	10.42%	32
Unsatisfied	23.45%	72
Very unsatisfied	4.56%	14
Total		307

Northville DDA Follow-up Survey

**Q9 Based on your dining preferences,
how satisfied are you with the VARIETY of
dining options in downtown Northville?**

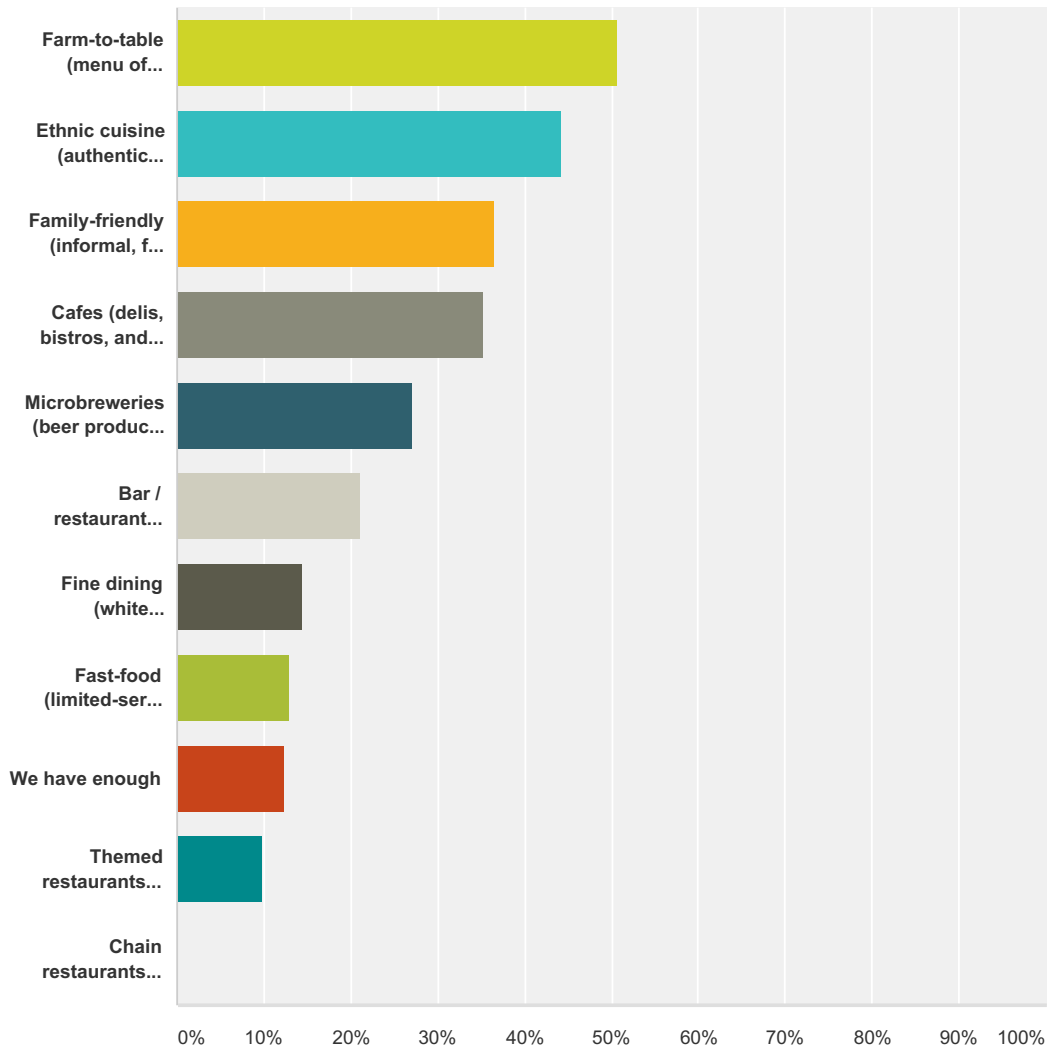
Answered: 307 Skipped: 4

Answer Choices	Responses	
Very satisfied	10.75%	33
Satisfied	41.69%	128
Indifferent	12.38%	38
Unsatisfied	31.27%	96
Very unsatisfied	3.91%	12
Total		307

Northville DDA Follow-up Survey

**Q10 What types of restaurants do you feel are missing from downtown Northville?
Please check all that apply.**

Answered: 307 Skipped: 4



Q11 If you selected "ethnic cuisine," what type of cuisine would you like to see in downtown Northville? Please list as many as you would like.

Answered: 131 Skipped: 180

Japanese George Mediterranean Polish Asian
 Fresh Middle Eastern Mexican Restaurant
 Italian Lebanese Indian Cuban
 Chinese Food Greek Southern French Quality
 Casual

Northville DDA Follow-up Survey

Q12 Please indicate on the matrix below the hours you would like to see restaurants/bars stay open for the types of restaurants you would like to see in downtown Northville. Please fill in as many time slots as desired.

Answered: 289 Skipped: 22

	Morning (6am-Noon)	Afternoon (Noon-6pm)	Evening (6pm-10pm)	Late night (10pm-2am)	24 hours	I would not like to see this in downtown Northville	Total Respondents
Fast-food	48.79% 141	55.02% 159	65.74% 190	28.37% 82	10.73% 31	0.00% 0	289
Fine dining	3.11% 9	32.87% 95	92.04% 266	23.18% 67	0.69% 2	0.00% 0	289
Family restaurants	51.21% 148	69.20% 200	90.31% 261	10.73% 31	0.69% 2	0.00% 0	289
Farm-to-table	34.26% 99	62.98% 182	89.27% 258	12.11% 35	0.35% 1	0.00% 0	289
Ethnic cuisine	10.38% 30	63.32% 183	92.04% 266	16.96% 49	0.69% 2	0.00% 0	289
Themed restaurants	10.73% 31	52.25% 151	85.12% 246	26.30% 76	0.69% 2	0.00% 0	289
Microbreweries	3.81% 11	42.21% 122	76.47% 221	72.32% 209	1.04% 3	0.00% 0	289
Bars / restaurants	3.81% 11	50.52% 146	77.16% 223	78.55% 227	0.00% 0	0.00% 0	289
Cafes	60.55% 175	72.32% 209	77.85% 225	12.80% 37	1.38% 4	0.00% 0	289
Chain restaurants	40.14% 116	58.13% 168	74.39% 215	20.76% 60	4.84% 14	0.00% 0	289

Northville DDA Follow-up Survey

Q13 Do you believe that a mixed-housing neighborhood is appropriate for development opportunities surrounding the downtown?

Answered: 288 Skipped: 23

Answer Choices	Responses	
Yes	56.94%	164
No	21.88%	63
Not Sure	21.18%	61
Total		288

Northville DDA Follow-up Survey

Q14 What type of housing do you think is needed in the City of Northville? Please check as many as you think are needed.

Answered: 288 Skipped: 23

Answer Choices	Responses	
Lofts and flats (one floor of a building with uses other than residential; mostly for lease)	60.07%	173
Detached houses (traditional Northville single family house, does not share walls with other homes; own or lease)	52.08%	150
Townhouse (smaller 2-3 story attached homes; own or lease)	46.53%	134
Small homes clustered around courtyards (detached homes with shared open space; mostly to own)	42.71%	123
Rowhouses (1-3 story attached homes sharing a single facade; own or lease)	36.11%	104
Duplexes (two connected units; own or lease)	12.15%	35
Multiplexes (more than two units in a single building constructed for that purpose; mostly for lease)	11.11%	32
Subdivided houses (one large home retrofitted into multiple dwelling units; for lease)	5.90%	17
Total Respondents: 288		

Northville DDA Follow-up Survey

Q15 Please select your age category.

Answered: 287 Skipped: 24

Answer Choices	Responses
35-44	23.69% 68
55-64	23.00% 66
45-54	21.95% 63
25-34	17.77% 51
65-74	10.45% 30
75+	1.74% 5
22-24	1.39% 4
15-16	0.00% 0
17-19	0.00% 0
20-21	0.00% 0
Total	287

Northville DDA Follow-up Survey

Q16 Please select your home zip code.

Answered: 287 Skipped: 24

Answer Choices	Responses	
48167	58.89%	169
48168	28.92%	83
48375	5.57%	16
48374	3.48%	10
48335	1.05%	3
48152	2.09%	6
Total		287

Appendix E: Hours of Operation

Name	Su_In	Su_Out	Mo_In	Mo_Out	Tu_In	Tu_Out	We_In	We_Out	Th_In	Th_Out	Fr_In	Fr_Out	Sa_In	Sa_Out
Rock on Main Clothing Company	Closed	Closed	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	7:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM
Table 5	Closed	Closed	5:00 PM	10:00 PM	5:00 PM	10:00 PM	5:00 PM	10:00 PM	5:00 PM	10:00 PM	5:00 PM	11:00 PM	5:00 PM	11:00 PM
Le George Mediterranean Bistro	4:00 PM	9:00 PM	Closed	Closed	5:00 PM	10:00 PM	11:00 AM	10:00 PM	11:00 AM	10:00 PM	11:00 AM	11:00 PM	11:00 AM	11:00 PM
Browndog Creamery & Dessert Bar / Chocolates by Renee	12:00 PM	9:00 PM	12:00 PM	6:00 PM	11:00 AM	9:00 PM	11:00 AM	9:00 PM	11:00 AM	9:00 PM	11:00 AM	9:30 PM	11:00 AM	9:30 PM
The Moon & Me	Closed	Closed	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM
Genitti's Hole-in-the-Wall	Closed	Closed	9:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	5:00 PM
Cobbler's Corner	Closed	Closed	9:00 AM	5:00 PM	9:00 AM	5:00 PM	Closed	Closed	9:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	4:00 PM
Lucy & the Wolf	Closed	Closed	4:30 PM	11:00 PM	4:30 PM	11:00 PM	4:30 PM	11:00 PM	4:30 PM	11:00 PM	4:00 PM	12:00 AM	4:00 PM	12:00 AM
UPS Store	Closed	Closed	8:30 AM	7:00 PM	8:30 AM	7:00 PM	8:30 AM	7:00 PM	8:30 AM	7:00 PM	8:30 AM	7:00 PM	9:00 AM	5:00 PM
Bailey & Shamoun Interiors	12:00 PM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	8:00 PM	10:00 AM	5:00 PM
Barbara's Salon Innovations	Closed	Closed	Closed	Closed	9:00 AM	8:00 PM	9:00 AM	5:00 PM	9:00 AM	8:00 PM	9:00 AM	5:00 PM	8:00 AM	4:00 PM
Orin Jewelers	Closed	Closed	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	5:00 PM
Northville Nail Boutique	12:00 PM	5:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	6:00 PM
Van Dam's Boutique	12:00 PM	4:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM
Edward's Café & Caterer	Closed	Closed	7:30 AM	6:00 PM	7:30 AM	6:00 PM	7:30 AM	6:00 PM	7:30 AM	6:00 PM	7:30 AM	6:00 PM	8:00 AM	5:00 PM
Gardenviews	12:00 PM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM
Tiffany Art Glass	Closed	Closed	11:00 AM	7:00 PM	11:00 AM	7:00 PM	11:00 AM	7:00 PM	11:00 AM	7:00 PM	11:00 AM	7:00 PM	11:00 AM	5:00 PM
The Northville Gallery Art & Framing	11:00 AM	5:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM
Comerica Bank	Closed	Closed	9:00 AM	4:30 PM	9:00 AM	4:30 PM	9:00 AM	4:30 PM	9:00 AM	4:30 PM	9:00 AM	6:00 PM	Closed	Closed
Urge	10:00 AM	5:00 PM	7:00 AM	7:00 PM	7:00 AM	7:00 PM	7:00 AM	7:00 PM	7:00 AM	7:00 PM	7:00 AM	7:00 PM	9:00 AM	5:00 PM
Great Harvest Bread Company	Closed	Closed	7:00 AM	7:30 PM	7:00 AM	7:30 PM	7:00 AM	7:30 PM	7:00 AM	7:30 PM	7:00 AM	7:30 PM	7:00 AM	5:00 PM
The Next Chapter Book Store & Bistro	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM	8:00 AM	5:00 PM
The Bee's Knees	12:00 PM	5:00 PM	Closed	Closed	11:00 AM	6:00 PM	11:00 AM	6:00 PM	11:00 AM	9:00 PM	11:00 AM	9:00 PM	10:00 AM	6:00 PM
Baby Baby Plus More	12:00 PM	5:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM
Poole's Tavern	12:00 PM	9:00 PM	11:00 AM	1:00 AM	11:00 AM	1:00 AM	11:00 AM	1:00 AM	11:00 AM	2:00 AM	11:00 AM	2:00 AM	11:00 AM	2:00 AM
Bak Bar	Closed	Closed	Closed	Closed	Closed	Closed	Closed	Closed	5:00 PM	2:00 AM	5:00 PM	2:00 AM	5:00 PM	2:00 AM
Early Bird of Northville	7:00 AM	3:00 PM	6:00 AM	3:00 PM	6:00 AM	3:00 PM	6:00 AM	3:00 PM	6:00 AM	3:00 PM	6:00 AM	3:00 PM	6:00 AM	3:00 PM
Second Streets Hair & Tanning	UNKNOWN													
Starbucks	6:00 AM	10:00 PM	5:00 AM	10:00 PM	5:00 AM	10:00 PM	5:00 AM	10:00 PM	5:00 AM	10:00 PM	5:00 AM	10:30 PM	6:00 AM	10:30 PM
Long Bath Design	Closed	Closed	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	7:00 PM	10:00 AM	6:00 PM	9:00 AM	3:00 PM
Pear-Aphernalia	Closed	Closed	10:00 AM	5:00 PM	10:00 AM	5:00 PM	10:00 AM	5:00 PM	9:00 AM	5:00 PM	9:00 AM	6:00 PM	9:00 AM	5:00 PM
Utopia	Closed	Closed	9:00 AM	5:00 PM	9:00 AM	9:00 PM	9:00 AM	9:00 PM	9:00 AM	9:00 PM	9:00 AM	6:00 PM	8:00 AM	6:00 PM
TrueFit Fitness	8:00 AM	2:00 PM	5:30 AM	9:00 PM	5:30 AM	9:00 PM	5:30 AM	9:00 PM	5:30 AM	9:00 PM	5:30 AM	9:00 PM	8:00 AM	2:00 PM
Wok Asian Bistro	12:00 PM	8:00 PM	Closed	Closed	11:00 AM	9:00 PM	11:00 AM	9:00 PM	11:00 AM	9:00 PM	11:00 AM	10:00 PM	11:00 AM	1:00 AM
Koji	Closed	Closed	11:30 AM	9:30 PM	11:30 AM	9:30 PM	11:30 AM	9:30 PM	11:30 AM	9:30 PM	11:30 AM	10:00 PM	11:30 AM	10:00 PM
Nest to Nest	Closed	Closed	Closed	Closed	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	5:00 PM
New Bangkok Cuisine	Closed	Closed	11:00 AM	9:30 PM	11:00 AM	9:30 PM	11:00 AM	9:30 PM	11:00 AM	9:30 PM	11:00 AM	10:00 PM	4:00 PM	10:00 PM
Scores Haircuts for Men	Closed	Closed	10:00 AM	6:00 PM	8:00 AM	7:00 PM	8:00 AM	7:00 PM	8:00 AM	7:00 PM	8:00 AM	7:00 PM	9:00 AM	5:00 PM
CVS	8:00 AM	10:00 PM	8:00 AM	10:00 PM	8:00 AM	10:00 PM	8:00 AM	10:00 PM	8:00 AM	10:00 PM	8:00 AM	10:00 PM	8:00 AM	10:00 PM
Tuscan Coffee	7:00 AM	10:00 PM	6:00 AM	11:00 PM	6:00 AM	11:00 PM	6:00 AM	11:00 PM	6:00 AM	11:00 PM	6:00 AM	11:00 PM	6:00 AM	11:00 PM
Town & Country Bike and Boards	12:00 PM	4:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM
Town & Country Bike and Boards	12:00 PM	4:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM	10:00 AM	8:00 PM
Lorla's	Closed	Closed	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	6:00 PM	10:00 AM	7:00 PM	10:00 AM	5:00 PM	10:00 AM	6:00 AM

