

Northville DDA Design Committee Meeting
Monday, October 12, 2020, – 8:00 am Via Zoom



City of Northville is inviting you to a scheduled Design Committee Meeting via Zoom.

Join Zoom Meeting: <https://us02web.zoom.us/j/81995690078>

Meeting ID: **819 9569 0078**

Join by Cell phone: **1-312-626-6799**

Meeting Agenda

1. Entrance Signs and Branding Update
2. Project Updates (Attachment 2)
 - A. Covid 19 Improvements and Costs (Attachment 2.A)
3. Outdoor Dining (Attachment 3)
4. Prioritize Projects
5. Next Meeting – November 9, 2020
6. Adjourned



Design Committee Updates

Bench Program

All of the benches from the first round of purchases have been sponsored and the plaques and the benches have been installed. A second order of 10 benches have been ordered and the DDA has already had 3 of the benches sponsored. We have continued to have a great deal of trouble with the vendor Conceptual Site Furnishings. We had an order placed when the Pandemic began and we have not received any plaques or benches since that time. Communications have been poor with our reprehensive failing to call back or respond to emails. We have looked into switching vendors but have been unable to find a vendor that produced a similar product for the same price. We have approximately 5 of the old wooden benches left over from the original MainStreet '78 that still need to be retired.

Downtown Mural

DDA Board, members expressed support for a horse racing themed mural at Main and Centre Streets rather than a historic photo of the downtown. Fabrication and installation are estimated at \$9,300 which is approximately \$3,000 less than the original estimate. DDA staff would like to have the DDA Board authorize the expenditure to get started, however, with the Pandemic, staff is unsure if the funds will be needed for other more pressing expenditures. \$5,000 was budgeted in 2019-20. A budget amendment would need to be approved by the DDA Board in order to complete the project.

Entranceway Signs

The City Council approved all of the designs for both the entranceway signs and the branding project. The DDA has begun the implementation of the branding project with new business cards, stationary, note cards ordered with the new logos. A new sign and graphics for the DDA office signage will need to be fabricated. Shirts and wearables with the new logos are under consideration. The DDA is working with or current web designer to upgrade our site with the new branding package. This project should be completed by the end of the year.

The DDA turned over the project to DPW to oversee construction drawings and bid specifications for the entranceway signs.

Fire Pits

The Design Committee has reviewed a design proposal from Ore. The fire pits look similar to the existing fire pits but only weigh 55 pounds so, would be easier to handle. The fire pits come in a variety of finishes, and has the glass cylinder wind-break. The units could include either remote start or timed on/off, and includes an emergency off button. This would allow the DDA to program the fire pits to turn on and off at specific times and would be used more often. The units are approximately \$10,000 for a pair of the fire pits, plus, handling and installation. This project will most likely not be completed this year.

Bike Racks and Hoops



DDA staff worked with the bike stores to get additional bike racks out the past 7 months. It appears that more people were walking and riding bikes into the downtown and needed a place to park them. Racks were placed at each of the entrances to the social district. Single hoops and additional racks should be ordered over the winter to be ready for spring time. Signage was also place downtown to remind bikers to walk their bikes through the social district.

Tables & Chairs

Tables and chairs were moved from Town Square to Old Church Square to accommodate the increase in visitors to the downtown. In the summer, the DDA ordered more tables and chairs that were installed on Center Street near Main. They have been utilized by visitors listening to music and having an adult beverage in The Twist. Requests have been made to add even more tables and chairs in roadway for listening to music and adult beverages.

Banners:



Cross Street Banner – Estimate for Cross Street banners range from \$19,00 - \$78,000. A decorative pole by Signs for Crannie was estimated at \$45,000. The \$19,000 pole is a straight metal pole with no finial or base. The DDA had \$35,000 budgeted last year.

Walkway Banners – Set of banners was design for the C3 but never implemented. Should we revive? There are no cost estimates with this project.

Holiday Banners – The DDA recently had Social District banners fabricated for 18 downtown light poles. The cost was roughly \$60 a banner. The winter banners would be up beginning on December 1 and be up for the entire month of December. The Chamber of Commerce banners will be installed for the month of November with their Veterans program.

Induction Lights Retrofit

The City's new Sustainability Committee has been meeting and discussing the use of LED vs. Induction lighting for the retro fit kits. They are recommending Induction. DDA staff has an estimate for the kit itself which is \$187.80. In addition, a mounting bracket is required. The DDA has one estimate from out lighting company to manufacture the bracket for \$ 53 a pole. Ward has reached out to Rick Cox, to see if he can manufacture the part locally. DPW has indicated that they are too busy and do not necessarily have the correct licensing to install all of the kits and the DDA will need to contract out the labor. There is a current budget of \$30,000.

Recently the Sustainability Committee met with a representative for ERC and energy coalition group. ERC has recently expanded their offering to include Induction Lighting. The City is exploring using ERC to replace all of their existing lights in City facilities and parking lot and street lighting outside of the downtown with LED. The program works like this – ERC pays for the exchange of out of date lighting with new high energy efficient lighting. ERC is paid back by sharing in the cost of the reduced energy bills. There is no out of pocket expenses for the City. If the DDA were to move forward it might be a good way to implement the upgrade of the remaining 80- 100 lights to Induction lighting.



Covid Impact to Budget 3/15 - 9/21				
Category	Item		Debit	Budgeted
DPW	Labor for Social District		\$348	
Design	Maintenance Equipment		\$1,529	
Design	Social Districting Garbage Pick up		\$1,600	
Design	Street Light Banners		\$1,200	
Design	Garbage Cans		\$2,183	
Design	Tables and Chairs		\$2,655	
Design	Umbrellas		\$4,464	
Marketing	Signs		\$5,491	
Marketing	Graphic Design - Social District		\$1,750	
Marketing	Graphic Design - signs and banners		\$1,275	
Marketing	A Frame Signs, sign brackets		\$540	
Marketing	Music		\$6,151	\$31,000
Marketing	Print Cards		\$254	
Marketing	Event Insurance		\$780	
Organization	Laptop		\$1,267	
Organization	Speakers and cameras for Desktop		\$207	
Organization	Plexiglass shields		\$150	
Organization	Electronic Meetings		\$1,466	
Organization	Closed Captioning		\$351	
Organization	Masks		\$42	
Organization	Training - Webinar		\$45	
Parking	Water Barrels		\$2,816	
Revenue	For events (Sponsorship that we lost)		\$14,500	
Revenue	Grants for Reimbursement		-\$18,866	
			\$36,564	

Northville Downtown ... a sharing experience

Goals of this proposal

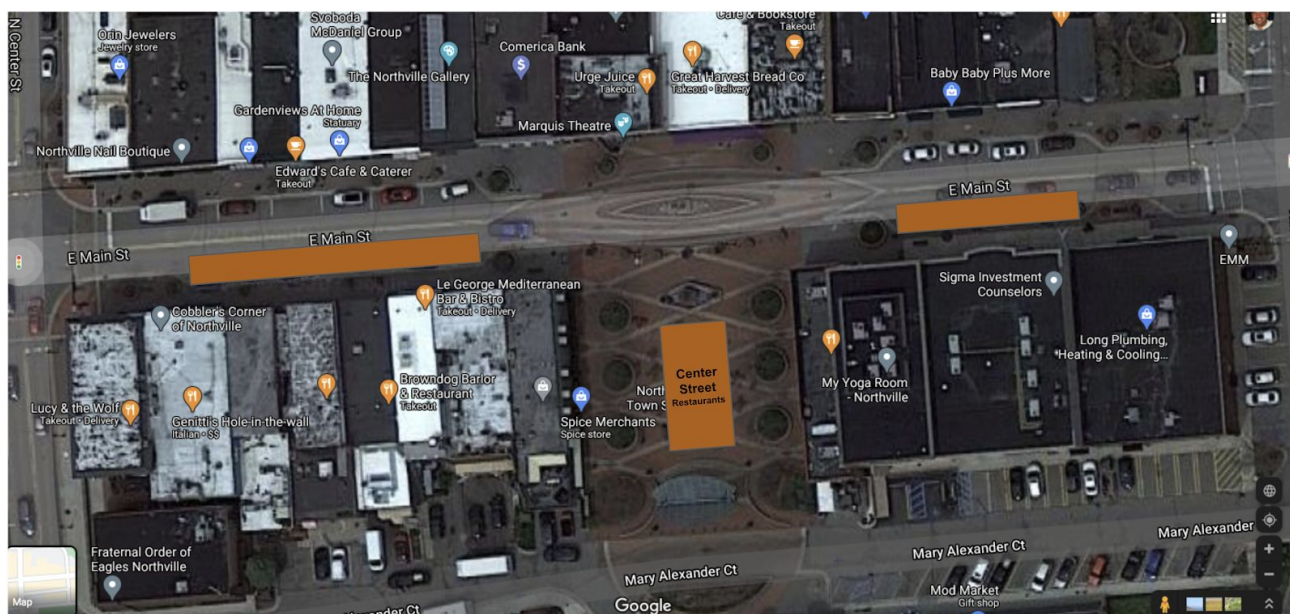
I believe that there is a unique opportunity to extend the initial success of closing down vehicle traffic in parts of downtown as a response to help local businesses through the COVID-19 crisis. As the colder months approach keeping downtown “alive” will mean adapting to a very different environment. The following summarizes the adaptation I believe will be successful for this fall/winter and even for future ones, with or without COVID.

- ❖ Make the downtown a **seasonal attraction**, which requires that some things are deliberately different in the colder months compared to the warmer months
- ❖ Succeed through **sharing** versus a plan that requires individual (business) investment
- ❖ While the culinary experience will be at the core, **sustain the benefits for other businesses** throughout the “Social District”; in other words, motivate people to wander through downtown

My proposal focuses on the section of Main Street, between Center & Hutton, including the plaza near the clock. I suppose maintaining the closure of Center Street will be increasingly challenging over time as this is the main route through Northville.

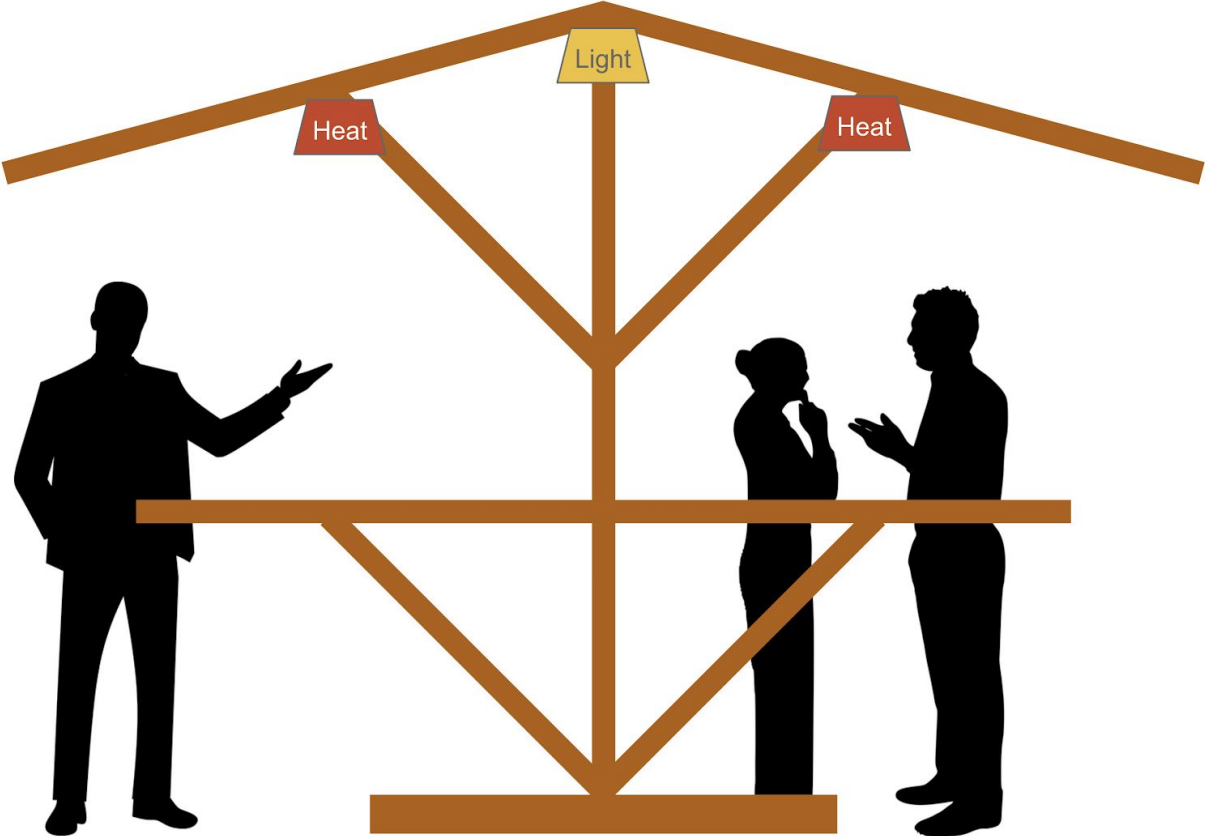
The image below shows the two main elements of the proposal.

- ❖ Shared, covered dining/socializing spaces on Main Street; the structures are using the parking spots on the southern side of Main Street, leaving ample space for snow removal equipment or emergency vehicles
- ❖ A structure in the plaza that would allow restaurants located on Center Street to participate



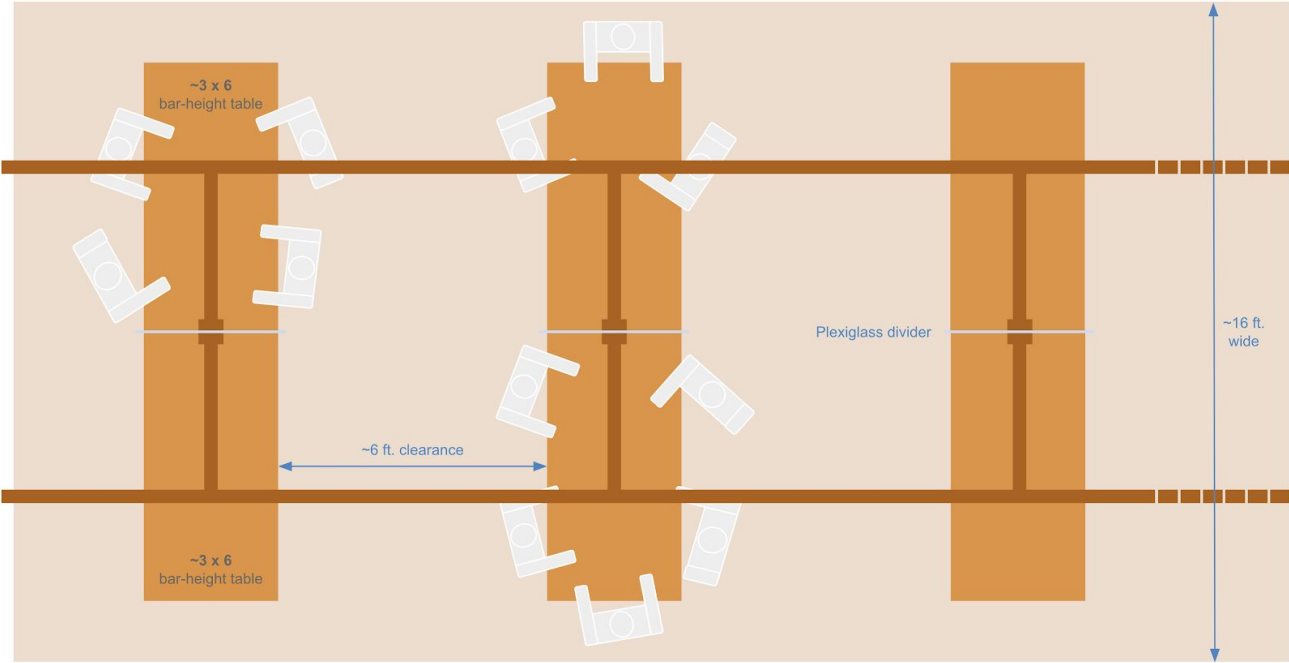
Main Street

A simple wooden structure with bar-height tables would be set up along Main Street. People can bring their food and beverage from the restaurant to these tables. The tables are **not** dedicated to any specific restaurant, they are **shared** spaces. Heating and lighting can be added as needed. The type of “cold weather” food and beverages served should lend itself to this outside, bar-height setup; e.g. bowls of stew or soup, potato latkes, ...



Northville Downtown ... a sharing experience

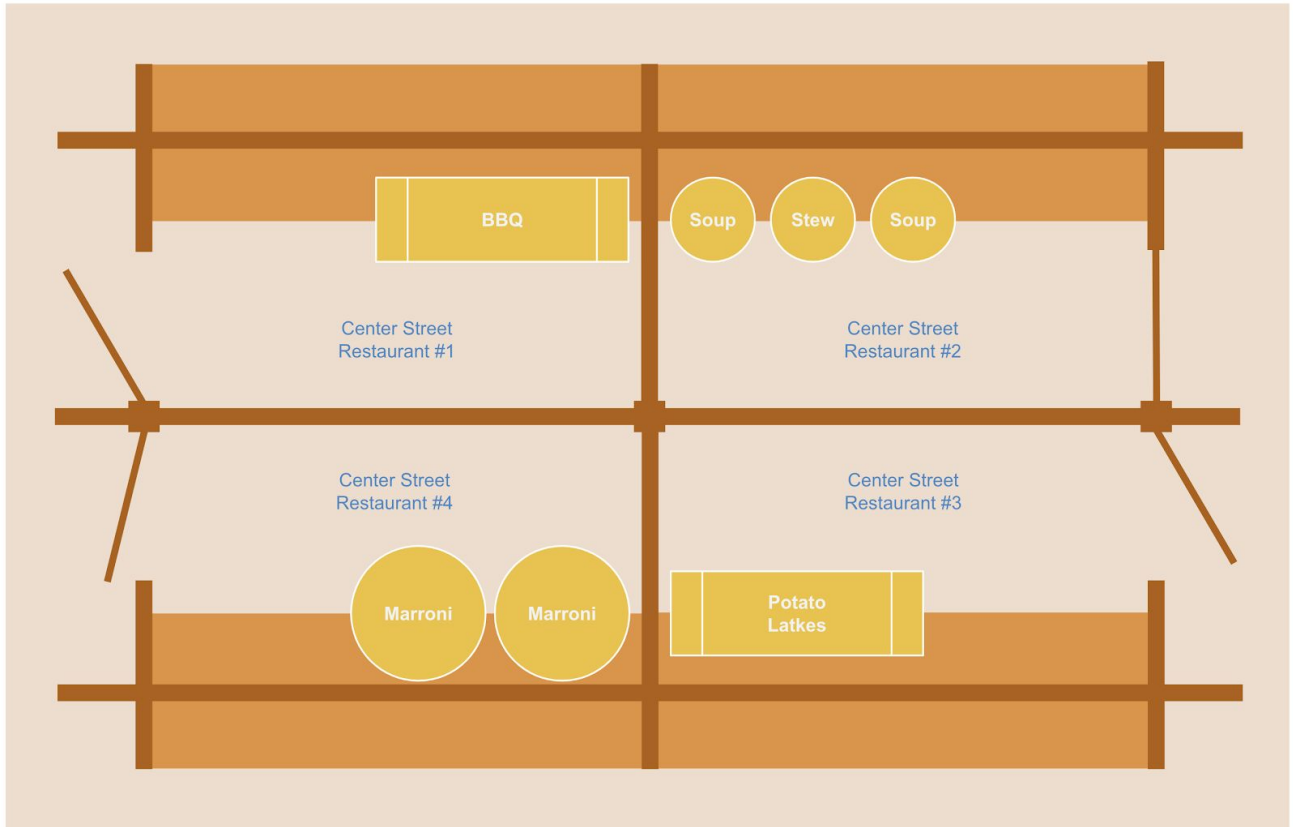
Each structure (2) along Main Street, can house multiple tables. Each table consists of 2 sections, separated by plexiglass. The tables are approximately 6 ft. apart from one another.



Plaza near Main Street clock

The plaza can serve for 4-8 (4 shown below) “food stations” for restaurants from Center Street or specialized, seasonal food by local companies.

For example, Rebecca’s could offer soups and stews, Center Street Grill could offer BBQ, ...



So why is this going to work?

- ❖ **Sharing** is much **more economical** than acting individually
- ❖ Serving seasonal specialties will make people come to town for a different experience. However, this depends on restaurants signing up for some seasonal changes of their menu and/or participating in some of the themed culinary events.
- ❖ Themed, culinary specialties will put downtown Northville on people's strolling map; e.g.
 - Friday = chili night
 - Saturday = hot toddy night
 - Sunday = pea-soup night
 - ... and so on, or something like that
- ❖ It keeps people walking through town, so the other businesses will benefit
- ❖ Making it memorable and fun will have people looking forward to coming back every year ...

What many German cities look like in the cold season of the year...

Obviously this is a pre-COVID picture



Northville Downtown ... a sharing experience

What are some of the culinary specialties that are served; think comforting food and beverages to enjoy while wearing your winter coat ;)



Mulled Wine ... hardly any better way to staying warm
The German word "Glühwein" would translate into **glowing wine**.



Potato Latkes

Marroni ... roasted chestnuts In a league of their own !!!



These stands show up all across central Europe in October and stay around through March. I will go out of my way to buy some of these for my stroll through downtown.

Soups or stews; what more could you wish for on a cold night. Imagining the great competition (creativity) we could have between an American, Lebanese, and Italian soup.



... or, how about some **BBQ**

