





The Outreach and Engagement Strategy

The successful outcome of the planning process relied on the active participation of the community. The public outreach process established a solid foundation for enlisting the community support and interest, and the shared commitment needed for development of the Downtown Strategic Plan.

Throughout the process the BRI Team provided multiple opportunities for community interaction and input. This was facilitated first and foremost by the broad based representation of the DSC. In addition there were one-on-one interviews, a community visioning workshop, a joint planning session, and a public workshop. The public outreach and engagement strategy is described in more detail in the Appendix, pg. 139.

The Community was engaged at several different levels, allowing citizens to share their ideas about the direction of Northville's future.

Downtown Steering Committee Meetings

There were eighteen DSC working meetings through the course of the project. The public was invited and encouraged to attend these meetings. All meeting materials were posted on the City and DDA websites. Toward the end of the planning study, the DSC formed three subcommittees to monitor and enhance the plan. The three groups: the Parking Subcommittee, the Downtown Makeover Subcommittee, and the Marketing Subcommittee met on a regular basis to review the plan recommendations. Three subcommittee memorandums responding to the recommendations and suggesting next steps are included in the Appendix, pg. 143.

Stakeholder Interviews

Seventeen interviews were conducted to enable the project team to learn relevant viewpoints that have a bearing on the development of the plan. The selected stakeholders were a diverse group including business owners, residents, governmental representatives, and Downtown Steering Committee members with varying viewpoints and perspectives. A summary of interview comments is included in the Appendix, pg. 165.

Community Vision Workshop

Over 95 residents, business owners, community members, and City officials all interested in voicing their ideas about downtown Northville participated in the visioning session on October 5, 2005. The session consisted of a series of brainstorming exercises in which small groups of participants worked together to formulate ideas about downtown Northville. Community leaders facilitated the small group discussions.

During the workshops, participants outlined issues concerning Northville's downtown. They focused on particular areas of concern, such as parking and the downtown business mix, then recorded their ideas and established priorities by voting for those most important to them. Finally, they shared their results with the entire audience. The ideas that came out of each small group were diverse, but they also had many commonalities. A summary of comments is included in the Appendix, pg. 153.



Joint Planning Session

In the spirit of the mission statement, a Joint Planning Session was organized as a forum for working together to establish priorities for the revitalization of downtown Northville. The first part of the evening was spent talking about what had been learned from the community through the visioning and interview process, what was observed during the assessment phase, and opportunities that emerged through this process. During the remainder of the evening, participants discussed specific projects, how they can be accomplished, and their level of priority.



Attendees at the Joint Planning Session included representatives from City Council, the Planning Commission, the Downtown Development Authority, the Historic District Commission, the Downtown Steering Committee, the District Library, the Parks and Recreation Commission, the Northville Central Business Association, and the Chamber of Commerce.

Public Workshop

A public workshop was organized to update participants about the status of the project and receive feedback about draft opportunities. A PowerPoint presentation was given to help participants visualize possible results. During the presentation participants were asked to answer questions on a feedback form. At the end of the presentation, the audience was invited to comment on the project and ask questions of the project team. A summary of comments and results from the feedback form are included in the Appendix, pg. 175.