

AFTERWORD

This binder will serve as a guidebook and working plan—the product of countless hours of assessment, discussion and decision-making by dedicated and committed community groups and individuals. Implementing downtown improvements is a dynamic process that will involve many discussions and decisions over time. The plan will require continuous monitoring and periodic adjustment. All strategic plans require updating; priorities change with time and reassessment is a necessary part of the planning process. The framework of the plan, however, should remain intact. It is based on a physical infrastructure of considerable value and on inherent qualities and human values that are unique to Northville.





City of Northville Downtown Studies Public Engagement Strategy

Two study efforts preceded the City of Northville Downtown Strategic Plan study. In 2004 the City of Northville worked with the Gibbs Planning Group, Inc. to prepare The City of Northville Downtown Retail Market Study and in 2004 and 2005 the City Council appointed a committee of eleven citizens to develop a viable vision for downtown Northville resulting in the Northville 2010 Downtown Steering Committee final report. All three study efforts engaged the community through various meeting formats. All of the meetings were open to the public; many were designed as participatory workshops and the public was encouraged to comment at each meeting. Below is a list of 45 total meetings, assigned to each study effort:

Gibbs Planning Group, Inc.

The City of Northville Downtown Retail Market Study

September 27, 2004 Public Kick off Meeting
Oct 4 - 8, 2004 Gibbs holds 10 focus groups 12 stakeholder meetings
October 7, 2004 Steering Committee Meeting
October 26, 2004 Steering Committee Meeting
November 29, 2004 Steering Committee Meeting
December 9, 2004 Gibbs Public Presentation
December 13, 2004 Steering Committee Meeting

Downtown Steering Committee

Northville 2010 Downtown Steering Committee

January 5, 2005 DSC 1 Meeting
January 12 2005 DSC 1 Meeting
January 18, 2005 DSC 1 Meeting
January 26, 2005 DSC 1 Meeting
February 1, 2005 Public Workshop at Sr. Community Center
February 3, 2005 Public Workshop at Sr. Community Center
February 7, 2005 DSC 1 Meeting
February 10, 2005 DSC 1 Meeting
February 17, 2005 DSC 1 Meeting
February 2, 2005 DSC 1 Meeting
March 9, 2005 Public Workshop at Township Hall
March 17, 2005 DSC 1 Meeting
March 23, 2005 DSC 1 Meeting
May 2, 2005 Special Meeting of City Council to receive DSC 1 Report

Beckett & Raeder, Inc.

City of Northville Downtown Strategic Plan

August 29, 2005 Kick off DSC 2 Meeting (with BRI)
October 5, 2005 Public Workshop at Sr. Community Center
October 17, 2005 DSC 2 Meeting (with BRI)
Week of Oct 17-21 BRI completes 17 Stakeholder meetings
October 27, 2005 DSC 2 Meeting (with BRI)
November 10, 2005 DSC 2 Meeting (without BRI)
November 17, 2005 DSC 2 Meeting (with BRI)
December 12, 2005 DSC 2 Meeting (with/o BRI)
December 20, 2005 DSC 2 Meeting/ Public Presentation by
subconsultants (with BRI)
January 12, 2006 DSC 2 Meeting (with BRI)
January 25, 2006 Joint Planning Session at City Hall
February 16, 2006 DSC 2 Meeting (with BRI)
February 22, 2006 Public Workshop at High School
March 2, 2006 DSC 2 Meeting
March 3, 2006 DSC 2 Meeting with BRI.
March 15, 2006 DSC 2 Meeting (with/o BRI)
March 20, 2006 BRI presentation to City Council at Council Meeting
March 25, 2006 DSC 2 Meeting (with/o BRI)
April 6, 2006 DSC 2 Meeting (with BRI)
April 29, 2006 DSC 2 Meeting (with/o BRI)
May 11, 2006 DSC 2 Meeting (with/o BRI)
May 18, 2006 DSC 2 Meeting (with/o BRI)
May 25, 2006 DSC 2 Meeting (with/o BRI)
June 26, 2006 Public Presentation



Throughout the process the BRI Team will provide multiple opportunities for community interaction and input. This will be facilitated first and foremost by a project Downtown Steering Committee (DSC) with broad based representation. In addition there will be ten, one-on-one interviews, a community visioning workshop and a joint planning session.

Downtown Steering Committee

The BRI Team proposes that a DSC be organized for the Downtown Strategic Plan project. This group should be comprised of a diverse group of between eight to ten stakeholders. Participants should include representation of the Downtown Development Authority, Planning Commission, Parks and Recreation Commission, Chamber of Commerce, downtown merchants, property owners, residents, City staff, and others who have a stake in the future of your downtown.

The DSC will work very closely with the project team throughout the course of the project, directing us to sources of background information, reviewing assumptions and providing feedback at important project milestones (see project timetable). The broad base of the DSC provides a management tool for keeping the project on target and ensuring that the BRI Team always receives carefully considered direction from the City.

Though specific meeting dates have not been set, we anticipate there will be four DSC meetings: one to kick-off the project and explain the process; two meetings during the Physical Design and Land-Use Plan task, and a final meeting to work with us on the Implementation Strategy. The DSC should also plan on being involved in the Community Vision Workshop and the Joint Planning Session.

Stakeholder Interviews

Ten, one-on-one confidential interviews will be conducted to enable the BRI Team to learn relevant viewpoints that will have a bearing on the development of the plan. The selected stakeholders should be a diverse group with varying viewpoints/perspectives.

Community Vision Workshop

This is a community wide workshop open to everyone who would like to attend. For your planning purposes please see the attached workshop guide for further information.

Joint Planning Session

BRI will coordinate a Joint Planning Session to specifically discuss a framework for future business district revitalization. Information compiled from Tasks 1 –5 will be reviewed and will serve as background information. The intent of the Joint Planning Session will be to discuss and bundle future downtown activities, programs, and projects under a comprehensive revitalization approach addressing physical improvements and design, organization, promotions and marketing, and economic development.

Attendees at the Joint Planning Session should include three representatives from each the City Council, Planning Commission, Downtown Development Authority, Historic District Commission, and the Downtown Steering Committee. Since this is a working session, ideally the group should be no larger than 20 individuals.



APPENDIX: DOWNTOWN MAKEOVER

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC DOWNTOWN MAKEOVER SUBCOMMITTEE: (J.WADSWORTH, J. HUMPHERIES, D. BINGHAM, D. COLE, GREG PRESLEY, M. RUSSELL)
STAFF INVOLVEMENT: (T. SINCOCK, L. WARD)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/26/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRI report scheduled for distribution on or about 6/1/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) related to the downtown; specifically addressing the priority of the following components resulting from several public meetings and countless DSC meetings.
 - a. The Town Square (Gazebo Area)
 - b. Integrating the Farmer's Market into downtown
 - c. Encouraging sidewalk cafes and outdoor seating
 - d. Improving the connection to Ford Field
 - e. Creating non-motorized connections and developing clearly identified pedestrian circulation systems with the downtown
 - f. Improving the appearance of the streetscape and parking lots.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. Gibbs Report dated July 25, 2005.
2. Downtown Steering Committee Final Report dated April 2005.
3. BRI Scope of Work document.
4. Draft Physical Assessment document.
5. Northville Ordinance, Chapter 74, Article IV. 'Sidewalk Cafes and Outdoor Seating'.

B. **Objective:** To identify issues and opportunities in the downtown those was not specifically addressed in the BRI report and to supplement their recommendations. Implementation of the recommendations will require additional detailed study and subsequent community and municipal approvals.

TOWN SQUARE

1. Provide more green space and shade by removing parking, vehicular circulation.
2. Replace gazebo w/ multi-purpose structure
 - program year-round events.
 - revenue generating opportunities.
3. Coordinate programming with Chamber of Commerce, Arts Commission, Marquis Theater, Parks, etc. (first Fridays, carriage rides, and santa)
4. Provide bathrooms.
5. Engage adjacent businesses including Mary Alexander Court.
6. Provide pedestrian connections (physical and visual) to Mary Alexander Court.
7. Coordinate development with Mary Alexander Improvements.
8. Provide handicap accessibility
9. Consider water feature

10. Retain drinking fountain
11. Retain Sculpture
12. Survey spectators/merchants about existing and perhaps larger venue.

FARMER'S MARKET

1. Market is not to be divided or separated to multiple locations
2. Preference for location with high visibility-intersection or major roadway; signage will be necessary with any move.
3. Next move should be of permanence-do not want to move more than once.
4. Need a large market to attract the major farmer tenants (100 stalls min)
5. Block 6 is too small
6. Prefer the Foundry Flask area at the bend in East Main Street, but understand that someone would have to buy the land - not probable
7. Block 1 or 9 provides the best alternatives - a lot of space to spread out and closer to downtown
8. Vendor's prefer to stay where they are until it is certain they have to leave or a better alternative emerges

We decided the next step is to do some brainstorming on the Block 9 possibility, as it is closest to the downtown core

SIDEWALK CAFES and OUTDOOR SEATING

1. Evaluate ordinance to encourage merchants to provide outdoor seating.
2. Evaluate leasing arrangements and fees.
3. Provide furniture material and placement guidelines to merchants. Explore expanding seating toward curb.
4. Allow merchants to choose furniture unique to their business, but that follow the guidelines.
5. Possible locations: Town Square, Village Mall; along Main, Wing and Cady, Old Church Square, Small space behind Masonic Temple on Center Street, Pedestrian Cut through areas,

IMPROVE CONNECTION TO FORD FIELD

1. Create visible connection from Hutton Street
 - Locate to encourage pedestrian attraction from downtown
 - Provide architectural element to reinforce entry, special interest (Bell Tower; significant to Northville's history)
 - Provide Key Map of downtown businesses.
2. Provide safe pedestrian crossing to refuge plaza
3. Design access slope with handicap accessible option from Hutton Street. (Elevator / escalator or Ramp)
4. Programming opportunities within town should spill into park / Mill Race Village. (Festivals in the park)
5. Incorporate historical markers referencing Henry Ford, Rouge River, and Historic Village.
6. Strengthen connections to neighborhoods.
7. Install bathrooms, storage and possibly concessions building
8. Develop pedestrian access along east side of Hutton
 - Remove chain link fence and install decorative metal fence for safety, but affording views into park. by selective tree removal and slope restoration
9. Install park sign and enhance Hutton Street entry with similar treatment to Griswold Street entry.

STREETScape

A. Landscape

1. Replace street trees with canopy tree appropriate to climate, image, space requirements.
 - use trees to identify streets/districts to diversify species.
 - cluster in planters to afford views to merchants.
2. Install trees/landscape in raised beds

- raised beds to accommodate seating
 - 3. Eliminate tree grates, guards.
 - find appropriate method to display memorial/donation plaques.
 - 4. Employ better maintenance practices.
 - consider using outside sources with strong horticultural practices.
 - 5. Provide more planters at building entries.
 - provide shop owners with pot suggestions methods of purchase.
 - 6. Install hanging pots from streetlights.
 - could highlight intersection
 - 7. Install drainage, irrigation in all planting beds.
- B. Improve Mary Alexander Court.
1. Could be closed for scheduled events to attract pedestrians
 2. Investigate modifying to two way circulation
 - address business deliveries and utilities
 - enhance rear entries of business to encourage patrons to enter.
 3. Unified treatment (theme/character)
 4. Enhance Mary Alexander Streetscape to make it more pedestrian friendly while still accommodating vehicular traffic.
- C. Paving
1. Replace declining concrete pavers with clay pavers, or combination w/concrete.
 - pavers should highlight pedestrian bulb outs at intersections.
 - avoid cold patching pavement that has settled. Replace in kind.
 - use non-corrosive de-icing products.
 - consider installing snow melt system. (to eliminate 'snow mounds')
 - paver band at curb would enable ease of maintenance to expose utility lines w/o interrupting pedestrian circulation
 - clean sidewalks daily. (City and/or merchants)
- D. Street Furniture
1. Purchase and install additional planters and litter receptacles to match existing.
 - Note: the City may want to consider changing suppliers due to the price of the existing models. All street furniture should be of high quality and durability. Existing furniture could be concentrated in one area (i.e. Town Square)
 2. If wood benches are desired annual maintenance should be performed to maintain quality and longevity.
 3. Evaluate bike rack locations and relocate to convenient locations. Consider replacing with simple 'loop'.
- E. Lighting
1. Maintain historical fixture throughout the DDA
 2. Replace fixtures along Dunlap to match historical to achieve uniform appearance.
 3. Consider replacing high pressure sodium light source with metal halide to improve color rendition, visibility and safety.
 - Cost benefit analysis of replacement should be completed
 4. Introduce more banners to highlight community events/seasons.
 5. Install hanging baskets with seasonal color; maintain and irrigate.

F. Signage

1. Consolidate signage to remove appearance of clutter. This will require a City wide study.
2. Employ unified design standards.
3. Encourage pendant mounted signage for businesses to provide pedestrians with wayfinding system and human scale.
4. Consider installing "Stop for pedestrians in Crosswalk signage" at major crossings
5. Establish design and maintenance standards for all signs frames. (Building mounted pendant and A frames)
6. Improve wayfinding throughout the City.
 - Install more key maps throughout City (Chamber, Griswold, Cady Street, City Hall, Post office, Parking Lots, Ford Field/Historic Village).
7. HDC review – why charge for review of sign application?
8. Educate merchants by providing design suggestions – Present to NCBA.
9. How can DDA participate?
 - Facade improvements
 - Design fees
 - Low interest loans through local banks.
10. Enhance Gateways
 - South Main, Seven Mile, Eight Mile, Expressways, Northville Township.

PARKING LOTS

1. Screen utilities, dumpsters, grease bins, etc.
2. Replace declining plant material w/ appropriate species.
3. Use landscape islands to break up expanse of asphalt provide shade, divide circulation.
4. Install pedestrian linkages through parking lots; highlight w/ plant material, architectural detailing and signage.
5. Enhance rear entries of all businesses to invite patrons into business and utilize as cut through.
6. Enliven existing pedestrian cut through/ connections to parking lot by supplementing with Plant Material, Furniture, Lighting, Gateways and Murals.
 - Determine ownership, maintenance responsibilities and access easements

GREEN SPACE AND POCKET PARKS

1. Enhance existing and install additional opportunities for people to gather in sun and shade.
2. Encourage public art throughout City.
 - Consider ordinance to provide developers incentive program to provide public art for new projects.
3. Consider installing fountain in newly designed town square and other locations.
4. Examine pedestrian linkage within town and reaching out to Edward Hines Park, Fish Hatchery, Ford Field and Ford Field East. Provide necessary signage.
5. Improve neighborhood connections.
6. Provide daily maintenance.

A. Old Church Square

1. Program activities in plaza
2. Provide tables, chairs and umbrellas
3. Provide sign for public restrooms

B. Small area behind Masonic Temple, north of the Eagles club.

1. Destination could encourage people to venture south of Main Street
2. Discuss possibilities with current land owners and business owners

C. Hutton Street Park

1. Maintain park as destination
2. Improved layout would afford more usable area adjacent to street.

D. Library Park

1. Continue to schedule events/festivals in park (similar to the City's 50th birthday celebration).
2. Coordinate with Library, and others to provide opportunities to program uses in the park.

NON-MOTORIZED CONNECTIONS

1. Goal: To become a leading –edge community in saving energy and reducing the need for car parking; create a bicycle-friendly community
2. Two types of bicyclists should be considered:
 - Serious with all the gear; they need food, water and restrooms and are just beginning of ending a 25 to 50 mile ride on Edwards Hines Drive, South Lyon or Ann Arbor.
 - Casual riders possibility with children in tow, coming into town from Northville Township, or Novi. They may transport their bikes on a car rack, or ride around for the day.

A. Suggestions:

1. Host a public meeting for bicyclists and ask what they want to see. This is another way to create awareness.
2. Place bike racks at the entrances to town and in sight of store fronts. (See Salem parking study, Page 10).
3. Provide large bike racks pulling kid-carts.
4. Remove signs saying: No bikes-be bicycle friendly.

B. Additions:

1. Signage throughout town
 - “walk your bike” should be painted on the side walk on both ends and on both sides of Main Street.
 - “Main Street straight ahead” signs posted to bring newcomers in from Edward Hines Drive on Seven Mile path at River Path. .
 - Collaborate with Community Financial Credit Union, Water Wheel Health Club, The Village and other businesses to locate bike racks appropriately.

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC PARKING SUBCOMMITTEE (M. ERNST, D. BINGHAM, L. PARKS, A. SOMERSHOE)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/26/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRi report scheduled for distribution on or about 6/1/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) of parking conditions, requirements, compliance and anticipated need in Northville.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. Gibbs Report dated July 25, 2005.
2. Downtown Steering Committee Final Report dated April 2005.
3. BRi Scope of Work document.
4. Draft Physical Assessment document.
5. MapInfo Draft Report dated October 26, 2005.
6. Carlisle Wortman Memorandum dated December 20, 2005.
7. BRi Project Memorandum dated February 16, 2006.
8. Carlisle Wortman Report dated February 23, 2006.
9. Notes from March 3, 2006 meeting with John Iacoangeli (BRi)
10. Director of Public Works (Jim Gallogly) comments responding to BRi Draft Recommendations for Additional On-Street Parking Spaces (undated but distributed March 25, 2006).
11. 1988 HRC Traffic Study Report
12. Parking made Easy: A Guide to Taming the Downtown Parking Beast, Oregon Department of Transportation, June 2001.
13. Parking Guidelines for Downtown Kirkland, May 2004.
14. Northville Downtown Business Owners Survey, April 2006.
15. Northville Ordinance, Division 2 Parking Authority, § 82-151 et seq.

B. Initial thoughts:

Based on work and exhaustive accumulation of relevant data and related suggestions, BRi has supplied us with substantial information with which we, as a community, can move forward with our long and short term parking strategies. One of our challenges is to quantify the input from citizens, municipal officials, merchants and all other stakeholders.

C. Outline of Further and Future Work to Be Done:

1. **Further Parking Analysis** Supplement accumulated data with ongoing Occupancy Studies as well as Intercept Surveys as suggested by BRi on March 3, 2006. Our current occupancy data is for the limited period of 2-3 days in December 2005, February 2006 and March 2006. Supplemental data will enhance accuracy of both use and occupancy.
2. **Work to be completed** Qualify and quantify subjective data such as results of Public Workshops, Merchant Survey and public comments. We feel there's a great need to formulate some stated assumptions so that analysis is accurate and meaningful.
3. **Further data collection** In addition to above, we should accumulate information from other similar communities. The occupancy and intercept survey data should be an on-going process. We should inventory and analyze information about future growth potential in and surrounding downtown Northville.
4. **Further data analysis** ✓ Evaluate and summarize current conditions ✓ Is our current parking ordinance valid and appropriate for our community ✓ Evaluate parking management strategies, etc.
5. **Conclusions** BRi's report, comments and input from community leaders, citizens, merchants and other stakeholders, have provided us (DSC) with a significant foundation for future action. The stakeholders have spoken about how decisions are to be made (See DSC Mission Statement) "...improve...downtown...balanced growth...historic character...cooperative process..."

We therefore ask that this DSC Subcommittee be authorized to continue beyond the date of anticipated expiration and execute the above tasks. We feel an appropriate time frame for written recommendations would be 120 to 150 days from the date of BRi's Final Report.

6. **Recommend creation of Parking Authority** We further request the DSC's support in recommending to Northville City Council appointment, pursuant to Ordinance, "Division 2. Parking Authority" such body. We would also emphasize that this body's work would be evolutionary in nature. One of our current challenges is lack of comprehensive data to support one recommendation or another.

MEMORANDUM

TO: NORTHVILLE DOWNTOWN STEERING COMMITTEE & NORTHVILLE CITY COUNCIL
FROM: DSC MARKETING SUBCOMMITTEE (J. HUMPHRIES, D. COLE, L. MALPEDE)
SUBJECT: APPENDIX TO BECKETT & RAEDER FINAL REPORT
DATE: 5/31/2006

This subcommittee, organized April 29, 2006 has reviewed accumulated documents since October 2005. Our original charge was to:

- 1) Review the draft opinion from BRi and make recommendations to enhance the final BRi report scheduled for distribution on or about 6/22/06, and
- 2) Act as an internal DSC body to evaluate the general issue(s) of marketing and promotion, specifically addressing the marketing implementation plan for Northville.

A. Progress to date:

Our review of material accumulated included all notes, meeting minutes, draft reports and distributed handouts. We focused emphasis on:

1. BRi Scope of Work document.
2. Draft – City of Northville Downtown Strategic Plan
3. Draft - Strategic Plan Schedule

B. Initial thoughts:

To identify issues and opportunities in the downtown which were not specifically addressed in the BRi report and to supplement their recommendations. Implementation of the recommendations will require additional detailed study and subsequent DDA, Chamber, NCBA, and municipal approvals.

C. Outline of Future Work to Be Done:

1. Develop Brand Identity and Marketing Implementation Strategy

- a. Reflect the strategic plan; those elements will be acted upon.
- b. Define elements of brand identity
 - Logo/tag line
 - Provide specific requirements for font, color, media usage
 - Design variations with consistent elements for different target markets
- c. Establish advertising and promotion campaign
 - Conduct media inventory audit
 - current media budget for participating organizations (i.e. DDA, Chamber, NCBA)
 - segment by type of media
 - create calendar of current advertising placements
 - Define target markets
 - Identify media that will provide greatest access to defined markets; should consider the following:
 - broadcast
 - electronic
 - print
 - signage
 - cross promotion (intra-business, business-event, event-event)
 - special events (create committee to discuss current events managed by community organizations, individual event objectives/evaluation).
 - Create media placement schedule

D. Outline of Future Work to Be Done:

1. Develop Brand Identity and Marketing Implementation Strategy (CONTINUED)

- a. Create public relations campaign. Outline campaign and implement in conjunction with advertising and promotion campaign.
- b. Develop comprehensive marketing calendar
- c. Review on determined time basis current retail mix of downtown businesses. Adjust marketing campaigns to reflect reality.
- d. Review ordinances that effect the implementation of marketing strategies
- e. Develop evaluation criteria
- f. Business retention
 - Integration of marketing and promotion campaign
 - Improve communications with property and business owners
 - Develop inventory of properties for new businesses/expansion
 - Encourage mixed use development patterns by providing incentives for developments, a combination of retail, entertainment, recreation and/or public uses.
 - Encourage a mix of compatible uses that ensure activity at all times by providing incentives for uses that are open past 5:00pm.
 - Provide educational workshops for business owners
 - See Beckett & Raeder report
- g. Business recruitment
 - Integration of marketing and promotion campaign
 - See Beckett & Raeder report

2. Staffing For Marketing and Promotion Projects Staffing decisions (i.e., hiring a consultant vs. hiring in-house vs. combination) should be further discussed with the DDA, Chamber, NCBA and City Council.





October 5, 2005 Community Visioning Workshop Draft Summary—October 13, 2005

Residents, business owners, community members, and City officials all interested in voicing their ideas about downtown Northville participated in the visioning process 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.

During the workshops over 95 participants outlined some of the 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.

Presented here, organized around the brainstorming exercises, are the results.

Exercise One: Understanding the Present

Participants felt proud about Northville's downtown in the following (the highlighted comments received the most votes):

- Historic heritage / Architecture
- Friendly, charming character
- Outdoor concerts / events
- Small town look / atmosphere
- Walkability; pedestrian friendly
- Farmer's market
- Kid safe
- Schools
- Traffic flow
- Parks
- Sense of community
- Family friendly
- Free parking
- "Connectedness"
- Ford Field / Mill Race

Participants were sorry to see the following things in the downtown (the highlighted comments received the most votes):

- Poor retail mix / lack of variety
- Need more restaurants / family restaurants
- Need more parking

- Loss of historic buildings
- Too quiet at night
- Lack of downtown green space
- Town needs to grow
- Community “red tape”
- Town is a little too small
- Wasted space
- Lack of practical retail stores
- Lack of teen entertainment
- Vacant store fronts
- Poorly maintained parking lots
- Maintenance of store fronts / backs
- High business turnover
- Northville Downs
- Exposed dumpsters / grease bins
- Lack of bike racks

Exercise Two: Events, Developments and Trends

During this exercise, participants shared their concerns about issues and trends facing the future of Northville’s downtown. Discussion was focused around major topics including density / height / scale, the farmer’s market, historic preservation, business mix, open and green space, entertainment and arts, parking, linkages, and infill opportunities.

Density / Height / Scale

Many participants felt that the scale of the downtown is pretty good at present. They stated that a three to four story maximum height was important to maintain. They also felt that variations in height were preferable. Building design and character were considered equally, or even more, important.

- Three story maximum height
- More residential opportunities in downtown
- Moderate in DDA area; higher in Belanger/Car Wash area
- Building design and character is most important
- Vary heights
- Diversity in design
- Three to four stories
- Expand DDA boundaries
- Keep buildings at current height and fill in voids
- Diversity in height

Farmers Market

While there was an overall opinion that the Farmers Market is nice, numerous improvements could be made to the current market. Many thought that it should be more centrally located downtown and that it needs to expand what is offered as well as its hours. There could be more varieties of food choices, crafts and other goods. It should be a year-round market with seasonal items. It was noted that currently

around the market there is a parking problem on market day. Some felt that a permanent covered structure, such as the one in Ann Arbor's Kerrytown, would be a benefit.

- Longer hours
- More food varieties
- Better connections to downtown
- Needs to be more centrally located downtown
- Year-round market with seasonal items
- Covered
- Parking is a problem
- Needs to expand
- Permanent structure

Historic Preservation

Many stated that it was important to preserve the history and heritage of the downtown, as long as it didn't hinder new development. There was a sense that the new could blend with the old without making the downtown look too much like a staid museum area. Judging by the consistency of responses, the history and character of the downtown are major priorities of any planning effort in Northville. There was a lot of positive feedback about the new Long building going up on Main Street. Historic guidelines should be enforced and preservation ordinances should be enacted in line with the surrounding residential districts.

- Historic walking tours
- Not as a living museum
- Historic district enforced equally as residential district
- Important to preserve, but shouldn't hinder other development
- Process needs to be streamlined
- Should be City's number one priority
- Enforce historic guidelines
- Enact ordinances for preservation
- Blend the new with the old

Business Mix

There was a major consensus that there was a crucial need for stores that carried staple, essential items downtown and not just high-end stores. For instance, stores that carry hardware, books, music recordings, groceries, and items for teenagers. It would also be helpful if hours were extended to cover periods beyond the standard workday and into evenings and weekends. A greater mix of retail with residential above would improve the draw of Northville residents in the downtown and create a market for more local needs stores. Anchor stores in the downtown would also help draw residents who now shop outside of town in the surrounding area. A number of participants noted that the restaurants could be more diverse, have longer hours, and cater more to families.

- Need more daily needs / essentials stores along with high end
- Greater mix for teenagers/hardware/bookstore/music/restaurant
- Extend hours
- Need anchor stores
- More restaurants and entertainment
- Rent stabilization
- Vendors' booths at social affairs
- Kid friendly is important
- Mix residential and retail
- Currently doesn't draw Northville residents

Open and Green Space

Much of the interest in this topic focused on Bandshell Park downtown due to its central location. Options for the park included closing off the adjoining street and replacing it with a green area; and some proposed closing Mary Alexander Court to vehicles to create more greenspace / public use areas. In general, there were recommendations for more pocket parks in the downtown, including art with any green / open space, and integrating bike and walking connections. There was the sense that Ford Field would get greater use if the connections from downtown were more clearly defined.

- Integrated with bike / walking connections
- Integrate art with green space
- Connected to the businesses
- Close off Mary Alexander Court and "Gazebo" (Bandshell) park
- More green in gazebo area
- Centralized
- More benches
- Pocket parks
- Better use of Library greenspace
- Block off street and parking adjacent to Bandshell Park and put in green space
- Improve link to Ford Field
- More trees
- Live entertainment in Ford Field

Entertainment and Arts

There was a positive response to family related festivities in the downtown area. The current events held periodically throughout the year are well received. There's a general sense that more regularly held events would be even better. These include evening activities and weekend festivals of a diverse nature, some of which would help create a more varied nightlife as well as entice youth and families to enjoy the downtown. Also mentioned was an interest in allowing for sidewalk cafes, as they do in other towns in the state. Much of the entertainment can be generated by downtown businesses in order to minimize the need for the use of public funds to draw people downtown. Two specific places mentioned as use areas were the Bandshell Park and the Library lot.

- More constant and regular
- Use bandshell more
- Diverse genres of music
- Sidewalk cafes
- Public should not incur additional expense
- More diverse night life
- Augment art commission
- Need a movie theater
- Portable bandstand in Library lot
- Youth friendly

Parking

There is a perception that parking is inadequate in the downtown area. Some participants liked the idea of expanding the current double deck system already in use in the downtown along Cady. Others liked the idea of keeping parking at street level or below. In either case, specific criteria are necessary to make good decisions for a comprehensive parking plan in the CBD. Participants liked the free parking currently offered around town. Whatever the decision, it needs to be aesthetically pleasing and integrate with the existing downtown structures.

- Low, spread out profile
- Promote walking
- Double decks
- Need more
- Keep it free
- Street level or below—no decks
- Specific criteria needed for a comprehensive parking plan for CBD
- Add 2 to 3 story deck at Cady and Wing
- Aesthetically pleasing

Linkages

Linkages include connections within the downtown area as well as connections to places or events on the outskirts of town. In town, there is a sense that there needs to be accessibility between the lot surrounding Edward's Café and Main Street, and a better connection to Ford Field and the Mill Race. Linkages from downtown to outer connections include Hines Park, Maybury State Park, and events on the outskirts of town. Ways to facilitate these connections are through accommodations for tour busses and the creation of bike trails, horse trails, walking paths, and seating areas.

- Accommodations for tour busses, bike trails, horse trails, walking paths, and seating areas
- Better connections to downtown for events on town outskirts
- Bike path on railroad right-of-way
- Tie Mill Race into a downtown connection
- Lack of accessibility from Edwards parking lot to Main
- Bike linkages to Hines Park / Maybury State Park

Infill Opportunities

Infill opportunities need to be consistent with historic preservation and density / height / scale standards.

Exercise Three: The Preferred Future

During this exercise, participants used what they had outlined in the previous exercise and developed future scenarios that would resolve these issues and improve the downtown. Participants were asked to imagine the community as they would like to see it in 10-15 years. The following is a list of those images / ideas that were developed by participants and voted favorably by most participants. These are all described as if they were in the present.

Restaurants

- Outdoor seating
- Sidewalk cafes throughout downtown that promote neighborliness

Oriented to Pedestrians and Bicycles

- Conducive to bicycles and walking
- People of all ages walking through town
- Better access into town for bikes and pedestrians
- A theme that highlights non-motorized uses: "It's good enough to walk to!" in order to promote healthy living
- More bike racks to promote bicycling

Green / Open Space

- Close some streets to create more pedestrian use areas
- Bandshell Park as a "park"
- More green spaces
- More trees, plants and flowers lining the streets
- North end of Northville Downs parking lot purchased by City for public use; possible site for Farmers Market
- Pocket parks
- Ford Field is busy with activities such as art fairs, ice skating and so on
- Bandshell area could lease to outdoor concessions

Farmers Market

- Permanent structure
- Year round
- Greater diversity – foods and crafts
- More closely integrated with the downtown

Residential in Downtown

- High density housing along Center Street
- Business people, designers, young professionals living downtown for both play and work – no need to go elsewhere

- More residents living in Lofts on Main/Center
- Family residents, lofts, and town homes in downtown
- Affordable rents

Architecture / Historic Character

- Buildings maintain historic character
- Upgrade building infrastructure and preserve history
- High quality renovations

Parking

- Integrated with greenspace
- Enough parking to alleviate parking problems
- Deck behind Mags
- Parking on the periphery
- Park downtown

Entertainment / Active Downtown

- Marquee open at night – entertainment for the adult community
- Friday night – streets blocked off with multiple outdoor events: music, theater, and stores open
- Evenings active downtown
- Street performers
- Integrate activities: sidewalk sale with walking tours; national little league with coupons for eateries, shops, etc.

Youth Opportunities

- Teen center
- Teen friendly
- Concerts for young people

Commerce

- Anchor stores in downtown (Mags location for instance)
- All shopping downtown – food, clothing, house wares, gifts, shoes, hardware, auto
- Racetrack updated or replaced – something to be proud of with condos, ponds, and green space
- Northville Downs as a lifestyle center – an extension of downtown
- Kerrytown (Ann Arbor) style development in the old Plant on the east side of town
- Redeveloped southeast Griswold / Cady area to entice stores such as Smith & Hawken and Restoration Hardware
- Retail primarily on first floor

Wayfinding / Connections

- A system to direct people to key places in town
- Connections throughout downtown clearly tying different areas together (Cady area, Main Street, and Ford Field, for instance)

Downtown Character

- Maintain small town atmosphere and charm
- European style sense of active lifestyle downtown
- Well maintained
- Dumpsters and grease bins are out of clear view
- Living in a downtown loft looking at a rooftop café
- Main Street as a pedestrian mall (special events, one day a week, or permanently)
- More infill in the central district
- Expanded sense of downtown, particularly in the Mary Alexander Court area
- More cultural experiences / options
- More art in the downtown
- Brick
- Gaslight district
- Northville residents shopping downtown
- Sense of place for specific districts (“Cadytown”)

Exercise Four: Collective Prioritization

Participants voted on the projects / programs that interested them the most. They are, in the order of priority, as follows:

- Better mix of retail, unique stores, and more essential items
- Cafes with outdoor seating
- Maintain small town charm
- More green space
- A Soho of Northville – “Cadytown”
- Stores open at night – an active night life
- Teen activities – a teen center with a great staff
- Permanent structure for a Farmer’s Market – like Kerrytown in Ann Arbor
- Two parking decks
- Loft living above retail
- Live music like the Ark in Ann Arbor
- Bandshell Park expanded with more green space
- Mixed use – live / work facilities
- Hardware store downtown
- Downtown as a village in a European style model
- A motto: “It’s good enough to walk to”
- The closing of streets for pedestrian use
- More consistent downtown architecture
- Small scale parking structures
- MAGS building full with parking behind
- More Common Grill type restaurants (like in Chelsea) – Great food that caters to families
- More entertainment
- Outside evening entertainment
- Better bike and pedestrian access
- Improved racetrack

- Art House is thriving
- Public restrooms downtown

Participants

Esther Newberry	Erwin Tonch	Doug Bingham
Julie A. Herrin	Tom Swigart	Ben Smith
Ann Mannisto	Kevin Hartshorne	Craig Roney
Jean Hansen	Jere Johnson	James Gallogly
Oliver Collins	Anne Smith	Margene Buckhave
Beverlee Lindeen	Drew Malpede	Bob Buckhave
Carol Maise	Phil Rea	Marianne Barry
Paul Kelly	Mark Bishop	Stewart Oldford
Edward A. Smith	Sue Boelter	Marilyn Sullivan
Tom Patterson	Chris VanDam	Howard Payne
Lily Lebree	Martha Nield	Scott Colosimo
Marilyn Price	Stephanie Tartoni	Linda Lestock
Antoinette Mazzoni	Rita Acho	John Kaloustian
Tina Mazzoni	Ron Acho	David Cole
Nancy Darga	William Hundley	Lisa Beyer
Jennifer Luikart	Ken Vantine	Joe Boelter
Cindy Burrows	Dennis Que	Tim Borthwick
Karla DeClue	Gary George	Jenny Bruen
Genie Nehs	John Law	Raymond Reame
Marc Corriveau	Barbara Davies	Eva Reame
Richard J. Corriveau	Sherri R. Mewha	Bill McDevitt
Chris Klebba	Russ Mewha	Maureen Johnston
Louise Kirchner	Jerry Mittman	Terry Mittman
Charles Lapham	Ken Naigus	Jacque Martin-Downs
Michele Fecht	Traci Sincock	
Lisa Malpede	Ron Bodner	
Denise Nash	Michael McClish	
Bob Sabourin	Vickie Chevoor	





Questionnaire Results from October 5, 2005 Community Visioning Workshop

Participants completed a questionnaire asking them to respond to those aspects in Northville they valued the most.

What do you value?	Value										Unanswered
	1	2	3	4	5	6	7	8	9	10	
Height / scale of downtown buildings	3	3	3	5	15	7	13	12	15	15	
Farmers market as a component of the downtown	2	3	3	2	3	10	13	16	18	21	
Historic preservation in the downtown		1			7	8	12	12	15	36	
Variety of goods and services in the downtown				2	2	3	12	15	19	36	2
Open & green space in the downtown	1	1	3	2	8	7	9	15	16	29	
Entertainment & arts opportunities in downtown			1			12	11	22	14	26	
Downtown parking options	1		4	2	7	9	10	20	13	24	1
Linkages to downtown neighborhoods & parks	2		1	2	8	10	18	25	15	16	
Small town character	1	1	1	4	2		8	9	14	51	
Downtown living opportunities	5	1	6	9	8	10	12	11	12	16	1

High scores for each category are highlighted in bold





October 17—18, 2005 Stakeholder Interviews Draft Summary—October 24, 2005

Stakeholder interviews were conducted during October 17th and 18th, 2005 and held in the Club Room of the MainCenter (chosen by the City as a neutral location). A series of questions was prepared by Beckett & Raeder, Inc., and approved by the City, to guide the interview process and to ensure that similar topics were discussed among stakeholders. Seventeen stakeholders were selected by the City and included downtown business owners, school board members, City and township residents, and representatives from the City Council, Planning Commission and DDA.

All stakeholder interviews were held individually and privately, (except where noted on the participants list at the end of this summary) without City representatives present. All interviews are considered confidential—at no time will individual comments be attributed to a specific interviewee. While not considered a scientific survey, the interviews represent a variety of opinions by a broad cross-section of Northville stakeholders.

Below is the summary of responses to questions posed to stakeholders. The responses are loosely organized by topic and are not direct quotes in all cases. A complete list of stakeholders is included at the end of this summary.

What is your image of the downtown district?

- Downtown is the center of community for both the City of Northville and Northville Township residents.
- Downtown Northville possesses small town charm.
- Northville is a safe town with a “good zip code”.
- Northville has a pleasant small town atmosphere.
- Northville is a day-trippers town; locals shop elsewhere.
- If citizens will support the downtown, property values in the City will stay strong. Residents need to understand that the two are dependent on each other.
- Downtown Northville needs to be marketed as a shopping experience. Small town appeal, combined with a viable business mix, could set it apart from the strip mall and mega-mall shopping environment.
- I really enjoy the events downtown: band concerts, civic functions, parades, and festivals.
- Downtown is a friendly community meeting place.
- It is fortunate that downtown Northville does not have a state highway running through it.

- Northville is an “authentic” community, not manufactured. It is important that this image be maintained.
- Northville is physically, very attractive.
- Northville has a sense of community that is very rare today.
- Visitors to Northville sense that our community is somehow a cut above other places.

Assess the vitality of the business district.

- Downtown is being sustained by diminishing discretionary income.
- Sole Sisters is an example of a viable business. We need three or four more business owners with the savvy Lauren (owner) possesses.
- A small core of businesses are doing well.
- The new influx of businesses is helping to boost the vitality.
- More foot traffic on the street will help. I’m hopeful that the art gallery receptions on the first Fridays of each month will help enliven the downtown.
- There is general excitement about the concentration of art galleries as complementary businesses.
- Northville Township residents should be “pouring into shops”. There seems to be an untapped resource in all the new subdivisions.
- Downtown seems to close down early, leaving nothing to do in the evening.
- Less than ten percent of Stampeddler’s business is from Northville customers.
- I don’t like shopping in the women’s clothing stores. The owners are too anxious to sell and are often arrogant. Open and Clothed is an exception and is a wonderful store.
- The greater Northville region is a shopper’s paradise. As such, it will be difficult for Northville to compete.
- We will need a lot more foot traffic to support downtown businesses.
- Downtown has too many touristy gift shops.
- The success of retail will depend on how well businesses are able to piggyback on other successful aspects of downtown such as, the farmers market, festivals and events, activities in Ford Field and the Mill Race Village, etc.
- We have many “hobbysit” retailers. Their businesses often close because of retirement or change of hobby.

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

- Downtown looks tired and should be cleaned up.
- Existing buildings should be preserved.
- There need to be more opportunities for people to use the streets downtown.
- I would like to see more outdoor cafes (mentioned seven times).
- Improve the quality of the storefronts.

- In general, we need to take better care of what we have.
- We need to protect the historic character of downtown while allowing new development.
- Public restrooms make the downtown seem inviting and friendly, however, building another restroom may not be viable.
- It would be great to have a public restroom at the Gazebo (Bandshell Park)
- First floor spaces need more windows—especially at corner buildings.
- Relocate the Farmers Market to downtown—possibly along Cady Street.
- Relocate the Farmer Market, in a permanent structure, to the north edge of the parking lot at Dunlap and Hutton Streets (where Edward’s Café & Caterer is currently located).
- Relocate the Farmers Market along the river in “Cady Town”.
- Extend the Farmers Market season. It may be difficult to schedule farmers for more than once per week visits due to commitments with other communities.
- Downtown businesses need consistent and longer hours. A coordinated evening schedule would help.
- Customers can’t rely on businesses to be open according to their posted hours.
- We need more restaurants downtown.
- People say that don’t want chain store downtown, then patronize Starbucks and CVS—two of downtown’s most successful stores. Also, remember that Great Harvest is a franchise.
- Office and services should not be on the first level in the heart of downtown.
- Need to be able to see into Ford Field from Hutton Street. Perhaps add some overlooks.
- Ford Field should have a winter skating rink.
- The City needs to pick one or two projects that the community could “rally around”, and then implement them well to achieve necessary momentum.
- Would like to see a system of historic markers downtown. There is a lot of history downtown including the Ford Plant and historic Albert Kahn architecture.
- Northville is part of the Automobile Heritage Route—let’s take advantage of this.
- Improve infrastructure downtown such as downtown streets, sidewalks, parking lots, etc. It’s good to see railings on parking structure repainted.
- Northville will need to respond to the REI Interest Group Inc. new development on the former Northville Psychiatric Hospital property. There could be 700 to 1,000 new single-family homes and retail built on this property.
- Downtown needs to strike a balance between “rolling up the streets at 5:00 p.m.” and the level of activity in Royal Oak (seen as too busy).

What types of new businesses would you like to see?

- Downtown needs more coffee shops.
- We need teen-friendly businesses downtown.
- Children's clothing store.
- Furniture store
- Bookstore (mentioned six times)
- There would be too much competition (Barnes and Noble) for a bookstore downtown.
- Plymouth just opened another bookstore (a Little Professor Store) and it has extended nighttime hours.
- More restaurants for evening dining.
- More restaurants for lunch dining.
- Green Market with specially foods.
- We need an anchor store.
- Hardware store
- Lodging—perhaps bed and breakfast type.
- Focus on recruitment of independent retailers, not chain stores.
- Residents need to be aware that a hardware store will never survive downtown with the close proximity of both Lowe's and Home Depot.
- The current successful business owners may be willing to expand, or lend their expertise in recruiting new businesses.
- Look at Marshall, Michigan as an example of a community with a successful business mix.
- We need more people living downtown. Attracting residents will require more entertainment downtown.

Are there any problems/barriers toward redevelopment & revitalization?

What, where and why?

- Many of the downtown businesses are not economically viable.
- Downtown Northville's future depends on the state's economy. Our entire country is at risk and Michigan is especially vulnerable.
- Regional downsizing will hurt Northville. The downtown may not have enough customer base in the future.
- There is very little support or acknowledgement of volunteer effort (referring to the efforts of the previous Downtown Steering Committee).
- We have been talking about downtown issues for months. It is now time to see some action.
- There have been no shortage of good ideas about downtown; we now need to implement a project.
- The non-profit Art House may be competing with the art classes at Awakening the Artist Inside.
- Absentee owners are a problem as they are not caring for their buildings and are driving up rental rates.
- Businesses renters can't offset losses or seasonal changes in the retail environment with increasing property values. Business owners who own their buildings seem to have an advantage downtown.

- Only the “big ticket” stores can handle the high rents downtown.
- North Center Street is getting stronger and has almost matched Main Street in popularity and foot traffic.
- Northville is a reactive, rather than proactive, community.
- There is huge untapped market in Northville Township. For example, some township parents of third graders in attendance at the Victorian Festival have remarked, “this is the first time I’ve been in downtown Northville”.
- Cady Street redevelopment as housing may be difficult because of views over the racetrack. The plans for Cambridge Place failed in part because costs were too high for residential units with these types of views.

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

- The City is suffering from lack of leadership.
- City Council is not working together.
- City Council seems to over-study everything. There has been very little return of investment on past planning studies.
- City Council does not like to take action.
- The City Council’s decision to contract dispatch and jail lock-up to the Township has made Northville feel less secure. The small town response time has been lost.
- City Council represents the “old guard and old school” of thinking.
- City Council tries to be pro-business.
- The size of City government is disproportionate to the size of the community (i.e. excessive amount of staff).
- The City Council has done a poor job at educating the community about the need for additional parking.
- Leadership is the main problem. City Council needs to take action now.
- There is a common vision for the downtown that City Council needs to recognize.
- The City should not spend money on projects that are not a community priority.
- There is reluctance by the City to seek additional public input.
- The Gibbs Planning study was “a safe report” that didn’t have enough “teeth”.
- There seems to be a “no development camp” and a “pro development camp”. There is too much divisiveness between these two camps. The optimum is somewhere in between these two. Moderate growth seems to make sense.
- City Council seems to employ a “circular” decision making process. The result is everything in Northville is slow to happen or never resolved.
- Small vocal groups make waves which leads to the City Council backing down and not making a decision.

- There is lack of coordination between City departments. People seeking information often get conflicting information from each department. City departments need “one stop shopping” so residents, developers and investors can receive fast and accurate information.
- The DDA does not have a sense of empowerment, and needs stronger leadership.
- The DDA has dollars for reinvestment in the downtown; however, it needs to be better managed on an operational level.
- We need DDA leadership to retain and recruit businesses.
- Ordinances are not reinforced consistently with all projects.
- The City should not try to micromanage. For example, too much time and energy is spent on small issues—such as the issue of installing cross street banners. This type of management makes the City appear anti-business.
- We need the hand-held tracking units for effective parking management. It has taken far too long to get this system of tracking implemented.

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

- With the possible changes to the Post Office (mail sorting moving to another location, retail staying at the downtown location), this may be a good area for development. The Post Office may not require entire building space and adjacent parking area will not be needed to Post Office vehicles.
- Upper level residential lofts are needed downtown and adjacent to downtown.

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

- I’m skeptical about anywhere being a good place to invest right now.
- The Delphi bankruptcy will really have a negative impact on the Michigan economy and Northville.
- Gardenviews is a good example of a business owner who took a chance at investment. It has paid off through creative programming and good service. The owner allows people to use his private parking lot even if they are not shopping at the store.
- The MAGS building will do well because the Buckhaves do a quality job with everything.
- Development of the MAGS building will be a great addition to downtown.

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

- We need to emphasize shared parking as a management tool. That is, sharing parking between adjacent uses that require parking during different times of the day, such as an office and an evening restaurant.

- Parking need is driven by what is in the downtown now and needs to be projected for the future.
- Northville does not have a parking supply problem as much as a parking management problem.
- Most of the time there is not a parking problem downtown.
- I would like to see a parking problem downtown—this would mean our businesses are thriving.
- Most people do not believe we have a parking problem downtown.
- Future parking needs may need to be accommodated in parking decks due to lack of land availability.
- Need a parking deck in the Wing St./Cady St. parking lot to accommodate over 90,000 gsf of future use in the MAGS building.
- There will be a parking problem on the west side of downtown when the Long building and MAGS building are fully functioning.
- Remove the three-hour parking restrictions in parking lots. This is sending our customers the wrong message.
- Train customers to park once and do all their shopping rather than driving from store to store.
- The City needs to understand how to manage parking through a knowledgeable source.
- It is often challenging to accommodate tour buses that stop in front of Genitti's restaurant. Many seniors from these tour busses can't walk far so there is a need for convenient drop-off.
- It is difficult for busses to turn around in the Mill Race Village parking lot.
- The new parking management plan is making a huge difference on the availability of parking.
- Center Street backs up during rush hour.
- Just like everywhere else, we are seeing more traffic congestion in Northville.

Do you routinely shop downtown? If so, where?

- Downtown has many small shops with a lot of stuff that I don't have a need for or an interest in.
- I dislike malls, so I try to do most of my shopping downtown.
- Downtown stores are too expensive for women's and men's clothing.
- Great Harvest is my favorite store.
- The Tuscan Café has wonderful food and service.
- I buy my morning coffee everyday at the Tuscan Café.
- Starbucks is the only place that sells the New York Times.

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

- Explore the possibility of expanding Bandshell Park in a westerly direction.
- Eliminate the parking next to Bandshell Park on the small street section that connects Main Street to Mary Alexander Court.

- Need a stronger connection in the north-south direction connecting parking, shops, and Bandshell Park. Locate a public restroom along this connection.
- Northville has built a park for dogs, why can't we build a park for kids?
- The park adjacent to the Library is underutilized. Staging the 50th anniversary celebration from this location was a huge success.
- Green space needs to enhance businesses.

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

- I walk downtown whenever possible.
- I can accomplish many errands on foot.
- Motorists who run red lights make people feel uncomfortable crossing at intersections.
- Concrete walks need repair.
- Screen dumpsters and eliminate grease bins in the parking lots.
- Coordinate with the efforts to improve City and Township bicycle (non-motorized) connections.
- The connection to Ford Field needs to be stronger.
- A pedestrian mall would really hurt downtown businesses.
- The walking environment needs to be "spruced up".
- The streetscape is ok, but is beginning to look dated.
- Sidewalks are too narrow to accommodate sandwich board type of signage.
- Northville is not known as a cyclists' destination, however, it is the gateway to Hines Drive, a huge cyclist route.
- Connect downtown to Maybury State Park along Eight Mile and Beck Road with either widened shoulders or bike lanes.
- Northville is known as a cyclist and runners' community.

Other issues?

- The no-growth scenario is not an option. Growth is happening all around us—we need to decide how to manage growth.
- The new Long's building did a nice job of breaking up the façade, however, the scale is not compatible with other buildings downtown.
- The Long's building is being criticized because it looks different to "old timers", however, it is a great building.
- When criticizing the new Long's building, it's important to remember there once was a building in that location that was

demolished for a parking lot. The new building is a return to the historic use of that site.

- New developments are not acknowledging the importance of the historic character of buildings.
- Additional public involvement will be required for the downtown-planning project.
- The new building being built on Main Street next to Helen's Uptown Café does not contribute to the character of downtown.

Interviewees

James Allen	Lisa Malpede	Marc Russel
Bob Buckhave	Sherrí Mewha	Tom Swigart
Margene Buckhave	Jerry Mittman	Erwin Tonch
Stephanie Flynn	Martha Nield	Joan Wadsworth
Lynda Heaton	Greg Presley	Lori Ward
Chuck Lapham	Ken Roth	Jay Wendt





Results of Feedback Form

Public Workshop: February 22, 2006 at 7:00 p.m.

Meeting Location: Northville High School—Forum Room

Workshop Attendees: Attached

The 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 the feedback form. A summary of responses follows.

My Background

Anything else you'd like us to know? Please explain:

- I am former chair of the Plymouth Planning Commission.
- My wife owns two businesses.
- I was a part of the original Steering Committee in 2005. Have lived here 34 years. Am chair of Northville Youth Assistance, a shared service.
- I lived in the downtown area, restored a home and moved just outside the City limits 2 years ago.
- Considering a business in Northville.
- I would shop downtown if there was more mix for 40-60 year old men other than \$130 jeans or \$900 suits.
- Actively involved in community. Former City councilman.
- I have three children – ages 6, 11, 13
- I sense a strong physical design element with this process but I encourage City leaders and DDA and Chamber reps to consider developing a business attraction program as well as a retention program.
- Own business in Northville Township on 7 Mile Road.

1. *I would like to see a more centrally located Farmers Market in downtown.*

Comments about the Farmers Market opportunity.

- Some of it permanent (always open).
- I go with my son to the farmer's market every week. If it were closer to town's stores, we would tie our trip in with the other shopping. When I worked in downtown Ann Arbor, I often went to theirs on my lunch hour! Also, if the market were not down the steep hill, it would be easier to bike to.
- As long as traffic is not cut off to the rest of the downtown area.
- Extend hours to evening or weekend for working people. Extend

season through Christmas greens. Add fish and cheese vendors.

- I travel to Ann Arbor just to have the special feel this type of place brings.
- An event like this needs to be more central to downtown.
- I would like to see a more central area of activity rather than all the concentration on Main Street.
- Must be kept fairly large, as it currently is! The area on the south side of Cady Street would be best new location. On new Cady Town area.
- While also protecting the very nature of the market – open air (some cover would be welcome), social setting, one central location, room for limited growth.
- If parking is easy.
- I think it's important to maintain the size of the current market.
- I like the Findley Market idea! I liked year round ideas – perhaps themed, i.e., summer: veggies, flowers; winter: fresh fish, flowers, etc.
- But recognize limited use of potential structure in relation to cost. Make it very cross functional.
- Need to have adequate nearby parking. Also consider Cady Street.
- An indoor farmer's market would be wonderful for our winter climate in Michigan. Possibly consider in the "Village" development.
- Market should be visible, accessible, and located to benefit present merchants. Pavilion should be multi-use.
- I would like to see the Farmer's Market continue to be an integral part of Northville and the downtown. I don't know if it is necessary to physically move the market downtown.
- Let's make it fun and have multiple days.
- The importance of this would highly depend on the multi-use / flexible nature of the facility. The real estate value would have to be well justified based on more than the once per week, seasonably limited function.
- I would like the hours to be longer or for our market to be on the weekend. Currently, if you work 8-5 you miss the market.
- I am concerned that the proposed location will be a problem for parking. Perhaps near the new "Village" project or the new "Cadytown" area.
- Dunlap (Marquis lot) site seems to be too small and has Cady Street been consulted?
- Close to but not necessarily "in." Not squeezed in – would take parking away from businesses on market days as well as needing more for the suppliers.
- I'd like to see a permanent structure.
- Needs to allow for plenty of parking around the market.
- It would assist cross shopping.
- I would like the City to consider incorporating the Farmer's Market with a new, expanded band shell area. I believe a new Town Square between Helen's and Rock On Main could be

redeveloped to accommodate the Farmer's Market and public square. In the short term the Farmer's Market could be relocated to the south side of Cady between Center and Church (temporary until Town Square is redeveloped and expanded).

- Sufficient sized to accommodate the current 100 vendors.
- Don't put the market in the most used parking lot. Put it around the edge of a lesser used lot to distribute the lot usage. (Cady Street east of Center for example).

2. *A new and expanded Town Square would improve the center of downtown.*

Comments about a new Town Square.

- No cars through it.
- I used to live in Plymouth and find the shady green space of Kellogg Park much better than all that pavement. Also, current one is too small.
- Be careful not to eliminate parking!
- Add grass! Trees; Signage to shops/brochure with map stands; public restroom; bigger space for concerts, contests, kid events (both young and teens).
- Maybe by the gazebo. It would be really nice to make that entire area to be grass, trees...like a park.
- Downtown cafes and shops would draw a lot of teenagers. I know lots of people who go to Plymouth for that reason.
- Downtown Northville needs to be a destination. IE., Birmingham, Ann Arbor. Unique in its own way.
- My business is on the Old Church Square and I definitely believe as beautiful as it is, we need more exposure. There seems to be more concentration on Main Street.
- Excellent idea!
- Big potential for immediate impact.
- More grass and shade trees would be a wonderful addition to the bandshell area.
- Yes!! Definitely utilize part of parking area to make square larger.
- Project #1. Make it the foundation to build upon.
- Strongly agree! Should be #1 priority. (Expansion of bandshell/town square park); need more grass and trees for shade; expand west to next building; would create major focal point; (also look at more activities in park behind City hall.)
- Open more green to the west and eliminate the parking there. Still a stage or bandshell is important.
- Activate outdoor café for Helen's Restaurant facing the New Town Square. Also activate outdoor café for Sizzling Sticks and new Tapas Restaurant.
- Soften, enlarge, remove parking – let the pedestrian take this space over. Provide connection to Mary Alexander. Activate facades.
- Development with a commitment to continually have "draws" to the expanded Town Square.

- Yes, ASAP.
- Strongly agree. We need to model the new Town Square after Plymouth's park and create this same liveliness on a daily basis. Green area is important with this as well as a central and visible location. The current area is too hidden and not comfortable.
- We need this! Plymouth is booming with young families because their park in the center of town. They are also now holding concerts in the middle on weekdays. Lots of moms and children which equals shopping and eating!
- The new area would not be as large as some of your examples.
- A gazebo would be more useful if side street was closed and park expanded; also bring park next to library into use.
- Long term – redevelop and expand Town Square to sever dual purpose including permanent home of Farmer's Market.
- Not necessarily bigger, but better quality/function.

3. *More sidewalk cafes and outdoor seating would help to draw customers into downtown Northville and make it feel livelier.*
Comments about sidewalk cafes and outdoor seating.

- These made a huge difference to the liveliness of downtown Plymouth when they added them.
- Yes. Think of Plymouth and Ann Arbor. Places for kids to congregate (teens love the coffee shop in Plymouth, Starbucks in Northville).
- Keep particular codes on type of furniture. Could have a cheap college look.
- Old Church Square is the ideal space for outdoor café tables – as well as a café.
- Replace the brick walkways from "Mainstreet '78" renovation to match sidewalks in front of new Long Building. Must replace most trees in sidewalk.
- Especially in the nice weather.
- The sooner the better.
- Perhaps Mary Alexander Court could be seasonally closed to create room for "portable" eating areas (kiosks), etc...small tables, music, etc.
- Project 1A. Make it all part of town square project. This allows a centrally located project that can 1) be the focal point of progress and 2) create highest use area renovations.
- Need to have adequate walking space on sidewalk for minimum of two abreast; should be in place only for months outdoor eating is realistic and removed during winter months.
- While I'm not that fond of outdoor eating, on a nice day it sure is a nice option.
- The Buckhave Plaza would be an ideal location to activate outdoor cafes. Encourage local businesses to consider activating outdoor cafes in their establishments – DDA & Chamber function?
- Streets that are alive are an attraction to patron. Businesses must

- cater to this – offer products, increase hours, etc.
 - Sidewalk cafes: how does the CIH make this happen? Ex., if Town Square is well done won't the cafes just come.
 - Strongly agree. This is extremely important and needs to tie together areas of the City. Think Compari's in downtown Plymouth that has a great view of the park and a lot of space. It is key that there is a focus on larger venues and not just small cafes.
 - We need this so so bad! I hear this all the time about Northville. People love sitting outside.
 - As long as there's room to walk through and kept neat. Need to get rid of sandwich sign if do this – clutter.
 - Get rid of nasty metal table and chair, the built-in ones that are broken!!
 - I don't think just improving the streetscape to permit sidewalk cafes will draw customers. The need to be actively working to get the business here also. In other words, we can't draw the customers if we can't offer the service.
 - Yes! Let's do it!
4. *An improved connection to Ford Field and the Mill Race District would be beneficial.*

Comments about an improved connection to Ford Field and the Mill Race District.

- Needs better entrance.
- I think this is very important. These features are two things which make Northville not just another cute downtown and are large enough to draw from a regional crowd. I encourage you to turn the hill into a terraced amphitheater and clearing the brush and some (not all) the trees from the hill. Important to get good bike/stroller access from CVS side.
- Remember Ford Field is a floodplain. No permanent structures are allowed. Lighting and safety are concerns. Public restrooms?
- No cement pathways. That would keep the Northville feel away. Just maybe make the Hutton Street entrance more appealing, but still very woody feel.
- Ford Field should be more developed – still leave green space though. Mill Race not so much. If people want to go there it doesn't matter if it is better connected. People don't just "hang out" there.
- Hutton/Dunlop & Griswold entrances, AND a walkway down off Main Street, behind Main Street Bank.
- For such a major area of space, it is really underutilized.
- Have not been there, don't know.
- The Hutton Street steps are poor – definitely need to be widened perhaps down further on Hutton where terrain is not as severe. The landscape is overgrown and needs replacement. Could be handicap accessible, too.
- Project 2. The connection between Hutton Street and Ford Field

east is the most wasted disconnected (wonderful space) in the City. Make this a priority. One resident said don't just make Northville a "me too" historical town. Well who else (including) Ann Arbor would have history, charm and a park/amphitheater that connects Little Italy to Ballfield/Amphitheater, connects to Mill Race, connects to Ford Field East adjacent to river and bike/walk path!

- Also need better, more defined street crossing at Hutton/Dunlap curve.
- Outdoor amphitheater would draw a lot of people into downtown.
- Provide "entry plaza" for additional opportunity for multi-use. Better connection to Ford Field downtown. Millrace Village would benefit community, enriching historical context.
- Must be very visible and very accessible.
- This would be nice – to bring in more events and create an environment better tied together and open to visitors. It, however, should be lower on the priority list.
- I think this would be beneficial but I feel focusing on number 2 and 3 are higher on the list for demand.
- This really needs to have some financial numbers generated. This is a real high potential cost. Can you design inexpensive connections to Ford Field without an "amphitheater" type of entry?
- Need a defining entryway.
- Tiered seating would be great!!
- Increase the use of Ford Field with various levels around walls at west end.
- In the long term, not short term. However, this is not as high on my personal list of priorities as #5 and #4.
- Also connect Fish Hatchery Park to the network of connections.
- Amphitheater sounds like a great idea.

5. *I would like to see more nonmotorized (biking, walking, etc.) connections in and around Northville.*

Comments about non-motorized connections.

- Must be more safe.
- I realize this isn't in your ¼ mile but could we consider a bike path connecting Maybury and Maybury Farm to downtown for nice mountain bike/downtown outings (not just Hines Drive bikers).
- Improve what is already there.
- I like you idea of attracting biker clubs to come often. Great ideas! Make safe – keep maintained. Lighting; directional maps; make Sheldon/Seven Mile crossing safe; Benches for resting along the way – chance for memorial donations. Grant money to pay for?
- It is walking friendly already. Hines is close enough for biking.
- Northville Road starting at 6 Mile and heading north into town

needs a bike/walk path.

- Another lost opportunity.
- Also a few bike racks downtown.
- As many as possible. If it's there, they will come!
- Another high priority; we have tremendous asset with proximity of Hines Drive. Need good connection(s) with it; also consider connection to Maybury State Park; need to get input from biking and running clubs; a little extra pavement on Taft Road when repaved would make it much safer for bikes.
- It is important to consider – especially for safety.
- Linkages are key to community, enhancing pedestrian opportunities. Also should reach into neighborhoods.
- Much easier access from Edward Hines to downtown – signs and lanes; bike racks in town – ex., Starbucks, CFCU, and Town Square; find a way to provide path access on or near Sheldon/7 Mile south.
- This would be nice as long as it draws people back into downtown. It is a hub opportunity. Give riders a reason to start/stop/stay in downtown. Don't just do it if forget about the tie-in.
- I like the idea of family paths and bike routes. I think that this could help with the amount of people and foot traffic.
- Better sidewalks into City from suburbs would help. Better areas for bikes to be parked and secured.
- Especially from Bealtown along Griswold to Main Street – a major concern with the potential reconstruction of the Beal Street Bridge. Along River Street since there is a direct connection to the Hines Park pathway at River Street and 7 Mile.
- More interest in walking than in biking.

6. *A pedestrian cut-through should be established on E. Main to connect the parking lot to the Town Square and E. Main businesses.*
Comments about a pedestrian cut-through.

- I think businesses should invite people to cut through their businesses.
- Currently, I guiltily cut through a business! Would cafes and/or store windows line it?
- Agree slightly. Great Harvest allows this now. Make it more well known. Like the landscaping in your slides.
- Not the first priority but a good idea.
- Not sure if that is the only for a connection.
- Is the City willing to pay for major remodeling of Great Harvest?
- Would be wise to improve the existing cut-throughs, alley-ways. They, for the most part, are a mess.
- I see the need on the west side of Center Street also.
- But this will take "buy-in" from a limited number of current building owners.
- Should look at improving appearance of all cut-throughs (as necessary).
- And I also agree that fingers should reach into parking lots and

- adjacent blocks.
- We need to make sure we're catering to shoppers and families – this would benefit all parties and is very important.
- This would help expand our downtown traffic and shopping. This would definitely benefit the consumers and retailers.
- Critical for developing Dunlap area – CVS, etc.
- Would be a great asset.
- Difficult to imagine how property could be acquired and make this happen. Great idea if it can be done.
- Cautiously agree. Again, not my highest priority but definitely a long range goal.

7. *It is important to design and implement consistent streetscape and public parking lot edge improvements.*

Comments about streetscape and parking lot edge improvements.

- And maintain them.
- I love what Dexter did! I particularly like that their improvements made it a beloved destination of cyclists. I recently walked from CVS to Baby Baby and felt like I had to walk a sea of pedestrian unfriendly parking.
- Bump-outs are dated. Improve tree planting area. Fix all sidewalks, dumpsters, parking structures to look well maintained. Love the art on the wall in Dexter. Think of painted facades. Brick in Adrian in intersection is beautiful.
- Bring back healthy trees.
- Yes, but I don't like the brick "boxes" around the trees. Keep it flush with the ground and have pretty plants and trees.
- I think it is important to have more shade and plant more trees along the edges.
- Walls and plantings to mask parking is important!
- Our streetscape is a mess.
- Large, healthy trees should be a top priority.
- Yes! Definitely needed! Don't skimp on streetscape – also consider year-round greenway.
- Some streetscape items need repair and replacement – should be an ongoing program; Parking lots should be inviting with landscaping. Many stores have entrances on parking lots.
- The streetscape projects should be implemented – but not at the expense of other major projects; planting strips and screen walls provide separation between cars and people.
- Enhancing human scale will be successful.
- Yes, let's do at least two things: spend money and ask for a lot of volunteers to plan and do work where practical and possible.
- I agree that consistency is important. Within this: more green, brick walls/paver areas (lead-ins), signs. Incorporate enough cut-throughs.
- I think we need more greens and also more brick pavers. I also feel that pedestrian cut-throughs should be improved. We also

need more street furniture, benches, high large planting areas – ones that you can sit on the edge of.

- Add more green – grass and trees.
- It only helps the overall look of the community!!
- Again, not my highest priority.

8. *There should be historical markers in the downtown.*

Comments about historical markers.

- I am a huge fan of historical markers. However, I would prioritize other improvements first.
- Have Historical Society help you (348-1845). Increase walking purpose. Don't like the Philadelphia abstract banners. Use empty storefronts to display historic photos. Move from empty store to empty store. Eagle scout project; community service by high school social studies class.
- I don't think it would make a great impact.
- Maybe have the small banners, but it basically seems a waste of money. Not very attractive.
- I think there are more important things to put money towards. The banners are all right though.
- As well as banners to define the two central streets of downtown – being Center Street and Main.
- Either way – would be nice, but certainly not a top priority.
- A reason to stop and look.
- Might be possible to add such markers to areas outside of downtown, in neighborhood parks, etc.
- Yes, if they did not take up space on sidewalks. Perhaps somehow embedded into theme of town square or on walls in pass throughs – back lit?
- Now you're cookin! Loved those you showed from Ann Arbor with black and white photos. This is absolutely consistent with mission statement.
- Northville has many historic buildings – but they go unrecognized; I like the idea of recognizing buildings that were there in addition to existing buildings; this would be very interesting both for residents and visitors.
- With all other things to do to change and improve downtown, I don't think there's room or need to add more signage.
- Not a high priority – depends on market you're trying to reach.
- Location will be important and should also consider implementing art work; both contemporary and historical in nature. (Millrace Village)
- I don't know if they have to be "markers" but it would be great to reference history.
- History is nice and important, but I don't feel it will provide much aid to the business, image, and financial growth of the City.
- I don't feel that this would bring anyone to the town and that's what we should focus on. The other projects would give more to Northville.

- Loved the downtown Ann Arbor historic displays and the Dexter historic banners. Northville has such a rich history – and wonderful historic resources. We need to include the history story downtown.
- Must be looked at carefully – not detrimental to sight lines or to add clutter.
- I like the Ann Arbor example.
- Public art is important but – again this is not my highest priority.

9. *The City should continue to look for additional residential opportunities in the downtown.*

Comments about additional residential opportunities.

- I understand the importance of this. However, I think it will evolve naturally rather than the City need to court it. Downtown's surrounded by residential, unlike many cities which are surrounded by industrial zoning.
- Focus on condo and brownstone type opportunities.
- Yes, some are already being built in Northville. They will need parking. Keep in the \$200,000 range. Love the Bay Cottages in Harbor Springs. WALK. Note: Post Office may expand on Wing Street. Think independent seniors.
- Attached townhouses and redevelopment of current second stories is a great idea. Help tax base also.
- I like the idea of using the spaces above the shops, but do NOT add new houses. I do like the connectors to the current local neighborhoods.
- I like the idea of having living space above the businesses but I think the "Cady Town" area should be developed for commercial purposes rather than residential.
- The City could assist a developer to convert the Ford dealership property into a senior housing location, like Presbyterian Villages of Michigan.
- I concur with loft living but I do not like the idea of more porches like at Main Centre where everyone can see your porch furniture and "stuff." I would prefer lofts on Cady Street (more residential on Cady).
- But how do you convince building owners to convert to 2nd floor residential.
- Need to offer a variety of price/rental levels (we don't need million dollar condos as much as more affordable housing); should appeal to a variety of age levels.
- It would bring in additional nightlife opportunities.
- Opportunities to self-police, increase hours of "operation." Added architectural variety could be beneficial to existing treatments.
- I'm not sure what the City can do. The other projects' success will encourage this.
- This creates the buzz the City needs. Lofts would be great.
- I think this is a great idea! I would love to see all types of

- housing.
- Good idea – I feel there are many spaces that could be used for lofts, etc.
- Bring it on – we need more neighbors!!
- Downtown Northville is a wonderful place to live and enjoy. Should be more! South Wing would be great - next to the new deck.
- Strongly agree. A variety of residential opportunities – not just upscale high cost. We need to be willing to permit higher density and 4-story buildings in order to reduce housing costs. We can have people living in the downtown and have a more lively town without compromising the small town character! After all 50 years from now the development that happened today will be considered historic!
- Affordable to empty nesters and retiring baby boomers.

10. I would support expanded parking opportunities downtown.
Comments about expanded parking opportunities.

- Need new parking deck at Wing and Cady for the immediate future needs – the village, Long building, City employees.
- I've never had a problem parking in downtown Northville. Compared to Ann Arbor, Northville parking is currently easy. It feels like it would be too little fairly quickly if activity expands a bit. If you put in a permanent farmer's market, I recommend a nice looking parking garage, perhaps with pocket retail (e.g., shoe repair; Le Dog in Ann Arbor) around its base. Farmer's market parking is currently very tight. Go up or down, not out.
- I never have a problem parking downtown. Walking 2 blocks is still less than the walking required at 12 Oaks Mall. We all need exercise. Rent or buy some property form Northville Downs for big events. Arrows in parking lots to show exits, flow. Yes, enclose dumpsters.
- Take parking off Main Street to allow expansion. I like the island idea down Center Street.
- I do like the picture #3 idea. Add sidewalks and a planted median in the road. It would shorten it and add space. Much more attractive. Maybe add a basement floor under our current parking deck.
- I think the idea for S. Center Street by the parking structure is okay. I think green space and flowers is more important though. I'd expand the sidewalk rather than make parking.
- Additional parking is needed north of Main Street either on the east side or the west side of Center Street. Parking is always going to be an issue!!
- We need more than one parking deck and we also need parking spaces for merchants as well – without merchants you don't need parking.
- Probably.
- Not a deck – unfriendly.

- If and additional parking – Cady or outskirts only and Griswold (on-street parking). Not in favor of parking deck unless two story – One below grade.
- A new parking deck behind the Village (former MGM) building should be considered; should look at current parking requirements in zoning ordinance. I believe we are requiring too much parking. I would rather be a little short of parking than to over pave.
- Decisions for parking should be made within the Northville Strategic Plan.
- As you've said, "park your streets" will also provide buffer for pedestrians, and calm traffic. Careful consideration to deck location should be analyzed due to minimal available funding. Let's determine realistic numbers.
- With better parking management and better usage of existing parking lots and street parking we may be all right without investing millions of dollars first.
- Strongly agree. The parking structure across from the Post Office should be expanded. This is a great location and leads well into downtown. I also support implementing parallel spots on streets that are wide enough. Eliminate surface lots that are taking up valuable real estate. Consolidation (structures) and more street parking. GO UP.
- There should be a parking structure behind the "Village." A 2 story with a walkway that goes right into the Village!
- As with all proposals, location is a key. Parking management must reduce the cost of potential decks.
- Since the town started ticketing cars we have seen an increase of people parking on our street (High Street). They (workers in the town) park there all day.
- Location will be central.
- Better usage of current lots through re-striping as well as on street – not more surface lots – waste of valuable land.
- We need more parking - if not today, very very soon. If the lot is perceived to be full when 85% occupied then doesn't it seem to be necessary to have the number of spaces that ordinance requires?
- As additional uses come online into downtown – unless a deficiency is shown based on non-suburban standards for parking – there may be some parking lots that are filled during peak hours, but after all we have enough parking currently in short term I think. We need to do things to change perception that there's no parking – wayfinding, better striping, etc.
- Sidewalks not being shoveled from where your all day parking is makes it very dangerous walking to your business.
- Go down as well as up.
- Not expanded. But, clean it up a lot!

This meeting format was helpful. I feel my comments will contribute to the successful redevelopment of downtown Northville.

Comments about the meeting format, content, or other concerns.

- I hope my comments will help.
- Not as much energy or input from participants (attendees) as in earlier meetings.
- Hopefully!!

I feel I have been well informed about this project.

Comments about information provided for the public.

- The emails I received were interesting but it was a bit unclear what I was supposed to do with the information.
- There were no negative points. You seemed to just try to sell it all to us.
- I kind of think it was biased. If a person says “disagree” it seems like they don’t care. There were only “pros” and no “cons.”
- Second public workshop was not heavily publicized. It should have been advertised in the Northville Record, but there was no mention of this meeting!
- I would have liked to see some renderings of different initiatives in Northville (rather than only examples of other cities). Also, specifics on possible project directions would be nice.
- I would have liked to see more ideas for the exact places for some of the projects. For example, I would have liked to see some ideas about expanding the courtyard and also ideas where a permanent Farmer’s Market could possibly go.
- You have done a good job to date – keep up the good work!!

I feel I have been given opportunities to make a contribution to this project.

Comments about the project in general.

- Though when the initial report was emailed and I emailed back feedback I never received a confirmation or response.
- Thank you!
- I have tried to make a contribution to this project, since I live on High Street, (but not a business owner) but found it hard.
- I have always been given an opportunity to be heard.

Any other Comments?

- You need to give serious consideration about what you are proposing regarding parking deck.
- Concerned that expanding use of the park next to the library would preclude library expansion. I think it’s important to keep a strong local (rather than national) retail mix to make Northville unique. Public art gives a sense of place. It’s important to not just improve, but to consider what will make/keep Northville unique from other cute downtowns.
- Empower the DDA to act on these ideas and GET GOING. No

more talks, plans, studies. We have spent enough. Now it is time to implement. We have to be ahead of the development at 7/Haggerty.

- I am in a subgroup of the Northville Youth Community Action Council. All of us have very strong ideas and opinions of the youth community. Contact us through me and we'll help with any ideas.
- If we are not proactive in making downtown Northville a destination before the development of the 7 Mile corridor can be very dire.
- As I own a business in Old Church Square and work very hard to establish a beautiful space, I am very concerned that you are not able to put signage outside of the stores; also very concerned about not enough traffic on Dunlop and Center. The Square needs to be used to its greatest potential.
- What can be done with CVS? Okay? Answered!
- City needs to take action! Identify 3 projects over next 12-36 months. Get budgets, then start.
- Must make sure effort doesn't end with Beckett & Raeder Report. Someone (mayor?) or group (City council) must take ownership of project for future to keep momentum going.
- Bike route.
- Signage on the outside of the City limits to bring people downtown. I.e., highways, 8 Mile, 7 Mile, Beck and Sheldon.
- Physical improvements alone will not solve all problems. Strategies for business attraction and retention are equally as important. Make Mary Alexander Court a two-way street if possible! Thanks!





Proposed List of Retailers

The proposed list of retailers is based on MapInfo's field observations and opinion, but not analytical fact due to the parameters of this letter of opinion. Generally, the retailers presented here coincide with the needs within Northville and would be appropriate to pursue as potential tenants based on observed levels of competition and the population base in and around the proposed trade area. Further, these retailers have a presence in Michigan or are looking to locate units in Michigan. This list is not meant to be all inclusive, but is presented to give the reader a perspective of possibilities. Information presented here is provided by Retail Trade Dimensions.

Women's Apparel

Acorn

Monica Dahl

Vice President, Business Development:

210 Farmers Alley

Kalamazoo, MI 49007

Phone: (269) 373-2540

Fax: (269) 345-0212

Corporate Email: info@acornstores.com

www.acornstores.com

Charlotte Russe Holding, Inc.

Michael Elleman

Senior Vice President, Construction / Real Estate:

4645 Morena Boulevard

San Diego, CA 92117

Phone: (858) 587-1500

Fax: (858) 875-333

Real Estate Email: melleman@charlotte-russe.com

www.charlotte-russe.com

Eileen Fisher, Inc.

Karen Grey

Retail Operations:

Two Bridge Street

Irvington, NY 10533

Phone: (914) 591-5700

Fax: (914) 591-3525

Corporate Email: webemail@eileenfisher.com

www.eileenfisher.com

Anne Fontaine

Theresa Bravo

USA Regional Manager/Real Estate Development:

110 Green Street, Suite 301

New York, NY 10012

Phone: (212) 343-3150

Fax: (212) 343-3151

Corporate Email: contact@annefontaine.com

www.annefontaine.com

bebe stores, inc.

O. Lynn Reynolds

Director, Construction:

400 Valley Drive

Brisbane, CA 94005

Phone: (415) 715-3900

Fax: (415) 715-3939

Corporate Email: askus@bebe.com Real Estate

Email: lreynolds@bebe.com

www.bebe.com

Cornell Trading Ltd.

Christopher J. Cornell

Co-President/Real Estate:

458 Hurricane Lane

Williston, VT 05495

Phone: (802) 879-5100

Fax: (802) 879-7828

Corporate Email: customerservice@cornell-trading.com

Real Estate Email: ccornell@cornell-trading.com

www.aprilcornell.com

Nicole Miller

Diane Kocevar

Director, Real Estate:

525 Seventh Avenue

New York, NY 10018

Phone: (212) 719-9200

Fax: (212) 391-4327

Corporate Email: info@nicolemiller.com

www.nicolemiller.com

Cache, Inc.

Dawn Balopole

Director, Leasing/Real Estate:

1440 Broadway, 5th Floor

New York, NY 10018

Phone: (212) 575-3200

Fax: (212) 575-3225

Corporate Email: custserv@cache.com

Real Estate Email: dbalopole@cache.com

www.cache.com

The J. Jill Group, Inc.

Robert F. Dakin

Vice President, Retail Store Operations:

Four Batterymarch Park

Quincy, MA 02169

Phone: (617) 376-4300 Fax: (617) 769-0177

Corporate Email: customerservice@jjill.com

www.jjillgroup.com

Teen Apparel

Abercrombie & Fitch Co.

Jeff R. Sinkey

Vice President, Real Estate:

6301 Fitch Path

New Albany, OH 43054

Phone: (614) 283-6500

Fax: (614) 283-6710

Corporate Email: investor_relations@abercrombie.com

Real Estate Email: jeff_sinkey@abercrombie.com

www.abercrombie.com

The Buckle, Inc.

Brett P. Milkie

Vice President, Leasing:

2407 West 24th Street

Kearney, NE 68845

Phone: (308) 236-8491

Fax: (308) 236-4493

www.buckle.com

Home Decor

Restoration Hardware

Kevin Shahan

Vice President, Financial Planning/Analysis:

15 Koch Road, Suite J Corte

Madera, CA 94925

Phone: (415) 924-1005

Fax: (415) 927-9133

Corporate Email: info@restorationhardware.com

www.restorationhardware.com

Z Gallerie

Joe Zeiden

President:

1855 West 139th

Street Gardena, CA 90249

Phone: (310) 527-6811

Fax: (310) 527-2792

Corporate Email: customerservice@zgallerie.com

www.zgallerie.com

Restaurants

Au Bon Pain Corporation

Julie Barrett

Vice President, Real Estate:

One Au Bon Pain Way

Boston, MA 02210

Phone: (617) 423-2100

Fax: (617) 423-7879

Corporate Email: feedback@aubonpain.com

www.aubonpain.com

City of Northville

Panera Bread Company

Steve Blum

Vice President, Real Estate:

6710 Clayton Road

Richmond Heights, MO 63117

Phone: (314) 633-7100

Fax: (314) 633-7200

Corporate Email: contactus@panera.com

www.panera.com

Cosi, Inc.

Patrick Donnellan

Vice President, Development:

1751 Lane Cook Road

Deerfield, IL 60015

Phone: (847) 444-3200 Fax: (847) 597-8884

Corporate Email: contactus@getcosi.com

Real Estate Email: pdonnellan@getcosi.com

www.getcosi.com

Books

Lemstone, Inc.

Phil Darr

Vice President, Development/ Real Estate/Sales:

1749 South Naperville Road, Suite 200

Wheaton, IL 60187

Phone: (630) 682-1400

Fax: (630) 682-1828

Corporate Email: sales@lemstone.com

www.lemstone.com

Nebraska Book Co.

Mark Hampton

Director, Store Planning:

4700 South 19th Street

Lincoln, NE 68501-0529

Phone: (402) 421-7300

Fax: (402) 421-0507

Corporate Email: fcondello@nebook.com

www.nebook.com

Praxis Bookstore Group, LLC

Marianne Reaume

Director, Franchise Development/ General Buyer:

PO Box 3160

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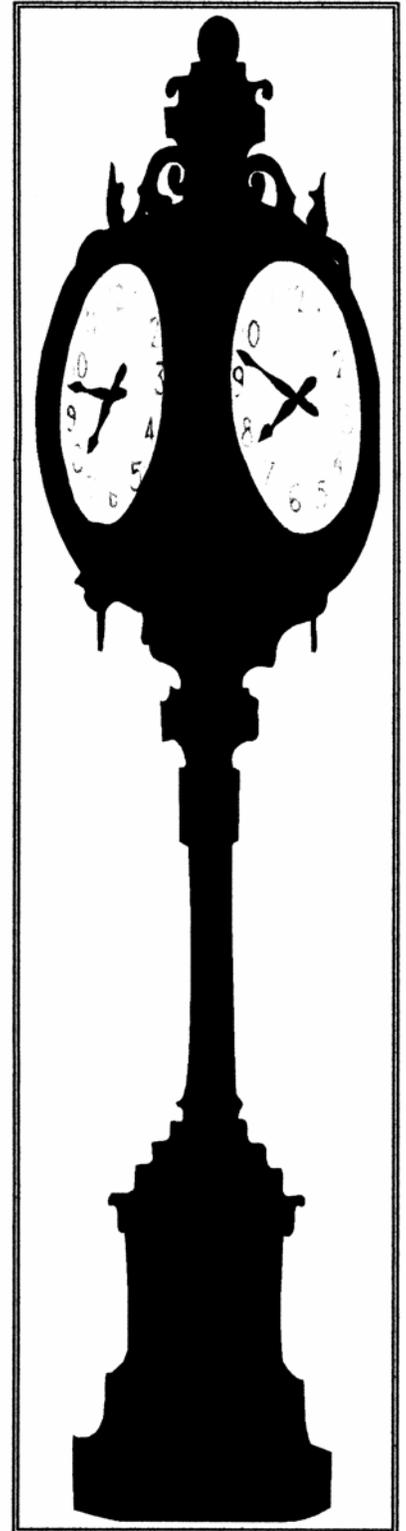


City of Northville

2006 Downtown Parking Analysis

**City of Northville,
Michigan**

***Preliminary Report
January 24, 2006***



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Introduction

Parking is a key component of a successful downtown. Parking in Northville is important because it is viewed as essential to the continued success of the downtown and its continued vitality.

Recent development proposals and the development of a long range plan for the City's downtown have resulted in a need to analyze whether the parking supply in downtown Northville is adequate. The current study updates the parking analysis included in the 1999 City of Northville Parking Management Plan.

Purpose of the Study

The purpose of this study is to inventory existing square footage of all business and residential uses, examine current parking conditions, and formulate conclusions regarding parking in downtown Northville. More specifically, the study will inventory and analyze the current parking supply within the downtown.

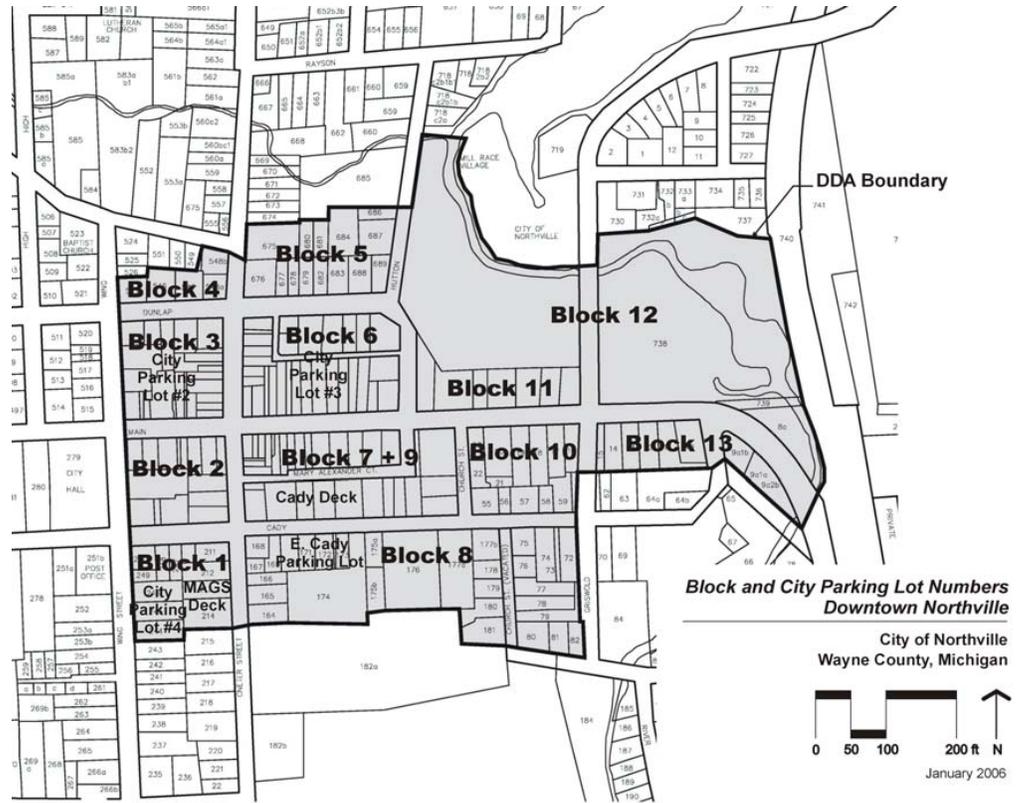
The first part of this study involves an inventory of the existing parking conditions within the study area. The inventory includes the parking count by block, for both private and on and off-street public parking. This inventory was accomplished using a field survey conducted by City staff in the summer of 2005. The existing parking inventory is supplemented with a parking occupancy survey of the busiest City parking lots in the downtown.

The second part of this study examines parking requirements as regulated by the City Zoning Ordinance and assesses current parking conditions. The Tax Assessing Department of the City of Northville recently completed a comprehensive inventory of all uses and square footage within the downtown area. The building floor areas are compared to zoning requirements to assess the current parking surplus or deficiencies. Various scenarios are considered for comparison.

The last section of this study focuses on discussing the results of the parking assessment and whether the current supply of parking in downtown Northville meets zoning requirements for parking. Four different parking scenarios are identified which provides an analysis of parking supply.

Study Area

The study area encompasses the entire area covered by the DDA. Block numbers have been assigned in the same way as was done in 1999, as illustrated on the map on the following page. The map also labels the major City parking lots found in the downtown.



Study area map

Existing Parking Conditions

The existing parking inventory includes the number of private off-street parking spaces, public off-street parking spaces and on-street parking spaces. A description of the parking occupancy surveys conducted in December of 2005 and January of 2006 is also provided.

Existing Parking Inventory

There are currently a total of 2,200 parking spaces within the DDA area including:

- 1,179 (53%) public off-street spaces,
- 784 (36%) private spaces, and
- 237 (11%) spaces found on adjacent streets.

The following table presents the type and distribution of existing parking for the entire study area.

Table 1. Existing Parking Inventory

Block #	Block location	Private Spaces	Public Spaces	Total Off-Street Spaces	On Street Spaces	Total
1	S of Cady, W of Center	0	425	425	19	444
2	MAGS Block	0	0	0	27	27
3	S of Dunlap, W of Center	42	113	155	33	188
4	N of Dunlap, W of Center	24	0	24	3	27
5	N of Dunlap, E of Center	180	0	180	2	182
6	S of Dunlap, E of Center	41	132	173	23	196
7+9	S of Main, E of Center	44	241	285	66	351
8	S of Cady, E of Center	8	162	170	19	189
10	S of Main, W of Church	70	0	70	25	95
11	N of Main, W of Dunlap	65	43	108	11	119
12	Park and E of Griswold	152	63	215	0	215
13	E of Griswold, S of Main	158	0	158	9	167
	Total	784	1,179	1,963	237	2,200

Source: Based on a parking inventory conducted by the City in the summer 2005.

The blocks containing the most parking are:

- Block 1 with 444 spaces, which contains the MAGS parking structure and the City parking lot #4
- Block 7+9 with 351 spaces, which contains the Cady parking structure, and
- Block 12 with 215 spaces, which encompasses the park including a substantial number of spaces, and
- Block 6 with 196 spaces, which contains the City parking lot #3, the largest surface parking area.

Blocks 3, 5, 8, and 13 follow with 167 to 189 parking spaces each. Block 10 and 11 each contains about 100 spaces. The lowest amount of parking can be found in Block 2, the MAGS block and Block 4, the smallest of the block.

Parking Occupancy Survey

On December 21 and 22, 2005, and January 11 and 13, 2006, a parking occupancy survey was conducted at 8:30 a.m., 10:00 a.m., 12:00 p.m., and at 2:00 p.m. This survey was done for the major parking areas located within the DDA. The following tables present the time and distribution of cars parked at the major locations for both dates.

Parking Lot #2 – Block 3

This parking lot, located in Block 3, includes 133 parking spaces open to the public and 22 parking spaces assigned as private for a total of 155 parking spaces. The row of 20 parking stalls located directly behind the new Long Building are private but have been counted as public.

Table 2. Parking Lot #2 Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	87	68	56%
12:00 p.m.	115	40	74%
2:00 p.m.	108	47	70%
Thursday, December 22, 2005			
8:30 a.m.	59	96	38%
10:00 a.m.	120	35	77%
12:00 p.m.	133	22	86%
2:00 p.m.	115	40	74%
Wednesday, January 11, 2006			
8:30 a.m.	60	95	39%
10:00 a.m.	91	64	58%
12:00 p.m.	127	28	82%
2:00 p.m.	106	49	68%
Friday January 13, 2006			
8:30 a.m.	56	99	36%
10:00 p.m.	92	62	59%
12:00 p.m.	116	39	75%
2:00 p.m.	110	45	71%

Parking Lot #3 – Block 6

This parking lot, located in Block 6, includes 132 parking spaces open to the public and 41 parking spaces assigned as private for a total of 173 parking spaces.

Table 3. Parking Lot #3 Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	135	38	78%
12:00 p.m.	165	8	95%
2:00 p.m.	170	3	98%
Thursday, December 22, 2005			
8:30 a.m.	91	82	53%
10:00 a.m.	144	29	83%
12:00 p.m.	173	0	100%
2:00 p.m.	172	1	99%
Wednesday, January 11, 2006			
8:30 a.m.	76	97	44%
10:00 a.m.	99	74	57%
12:00 p.m.	137	36	79%
2:00 p.m.	131	42	76%
Friday January 13, 2006			
8:30 a.m.	88	85	51%
10:00 p.m.	106	67	61%
12:00 p.m.	136	37	77%
2:00 p.m.	131	42	76%

Cady Deck – Block 7+9

This parking deck, located in Block 7+9, includes 74 parking spaces on the upper level open to the public, and 76 parking spaces on the lower level open to the public for a total of 150 parking spaces.

Table 4. Cady Deck Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	84	66	56%
12:00 p.m.	146	4	97%
2:00 p.m.	117	33	78%
Thursday, December 22, 2005			
8:30 a.m.	31	119	21%
10:00 a.m.	68	82	45%
12:00 p.m.	115	35	77%

Table 4 (cont.)			
Cady Deck Survey	Occupied Spaces	Available Spaces	Percent Occupied
2:00 p.m.	136	14	91%
Wednesday, January 11, 2006			
8:30 a.m.	38	112	25%
10:00 a.m.	111	39	74%
12:00 p.m.	123	27	82%
2:00 p.m.	100	50	67%
Friday January 13, 2006			
8:30 a.m.	45	105	30%
10:00 p.m.	83	67	55%
12:00 p.m.	97	53	65%
2:00 p.m.	106	44	71%

East Cady Parking Lot – Block 8

This parking lot, located in Block 8, includes 88 parking spaces open to the public.

Table 5. East Cady Parking Lot Survey

	Occupied Spaces	Available Spaces	Percent Occupied
Wednesday, December 21, 2005			
10:00 a.m.	11	77	13%
12:00 p.m.	40	48	45%
2:00 p.m.	38	50	43%
Thursday, December 22, 2005			
8:30 a.m.	3	85	3%
10:00 a.m.	7	81	8%
12:00 p.m.	17	71	19%
2:00 p.m.	26	62	29%
Wednesday, January 11, 2006			
8:30 a.m.	2	86	2%
10:00 a.m.	12	76	14%
12:00 p.m.	23	65	26%
2:00 p.m.	23	65	26%
Friday January 13, 2006			
8:30 a.m.	3	85	3%
10:00 p.m.	15	63	17%
12:00 p.m.	25	138	28%
2:00 p.m.	22	66	24%

The parking survey indicates that parking lot #3 (Block 6) is the busiest parking area of the downtown while the East Cady parking lot (Block 8) is the least busy parking area. The other two parking areas are somewhere in the middle with the Cady Deck (Block 7+9) slightly busier than parking lot #2 (Block 3).

According to the preceding data, parking peak occupancy occurred in parking lot #3 of the downtown in early afternoon (Table 3). At that peak period, the parking lot was between 98 percent and 100 percent occupied in December, and 76 percent to 79 percent occupied in January. Parking peak occupancy for the Cady Deck also occurred in early afternoon (Table 4). At that peak period, the deck was between 77 percent and 97 percent occupied in December and between 65 percent and 82 percent occupied in January.

Parking peak occupancy for parking lot #2 occurred at noon (Table 2). At that peak period, the parking lot was between 74 percent and 86 percent occupied in both December and January. The East Cady parking lot was generally the least busy parking lot surveyed (Table 5). Parking peak occupancy for that lot occurred in early afternoon with the parking lot 19 percent to 45 percent occupied in both December and January.

Overall, the parking occupancy survey indicates that adequate parking is currently available for these busy blocks of the downtown at what may be considered the busiest times of the year. The surplus of parking observed is occurring in blocks containing some of the highest concentrations of retail businesses, where parking demand is most needed.

It is safe to say that most of the occupied spaces are by cars owned by office workers or employees. It should also be noted that private areas in some of these lots were not counted and the occupants' surveys assume that these spaces had cars parked in them. In other words, the parking occupancy survey may indicate more cars being parked in lots than what actually occurs. The worst case scenario for parking occupancy has therefore been provided.

This data is consistent with the data collected in August and December 1998. In August 1998, parking peak occupancy in Blocks 6 and 7 of the downtown (Marquis Lot and Cady Deck) occurred on weekdays at 1:00 pm. At that peak period, 24 spaces in Block 6 were vacant, while in Block 7, a total of 61 spaces were vacant. In December 1998, parking peak occupancy in four blocks of the downtown occurred on a Saturday while a Handcrafter's show was occurring. While there were no spaces available at that peak period for Block 2, the other three blocks show available spaces of 42 (Block 3), 6 (Block 6), and 29 (Block 7).

Parking Analysis

Downtown parking requirements are usually established by the standards set in the Zoning Ordinance and vary according to land uses and floor areas. The City of Northville downtown parking analysis was done considering four scenarios:

1. **Scenario 1** presents the parking analysis in the same fashion as was done in the 1999 Parking Management Plan to allow for comparison. It excludes Main Street Courtyard (MAGS) as well as Casterline Funeral Home, the Marquis Theater, and the Presbyterian Church. These uses are treated differently because their parking needs occur outside normal business hours and because, in the case of MAGS, parking demand for that use, although great, was infrequent.
2. **Scenario 2** presents the parking analysis considering all land uses present within the study area and determining parking surplus or deficiency on that overall basis. This assumes that all uses in the downtown are operating concurrently and represents peak parking demand.
3. **Scenario 3** presents the parking analysis excluding all places of assembly whose parking needs arise outside normal business hours, but including MAGS or Main Street Courtyard, which is proposed to include retail, office, and restaurant uses.
4. **Scenario 4** presents parking requirements with a 10% - 30% adjustment for downtown mixed use parking.

The parking requirements for the study area are established by the standards set in the City's current Zoning Ordinance as listed below:

• Residential – 1 bedroom unit	1 space/unit
• Residential – 2 bedroom unit	2 spaces/unit
• Retail	1 space/200 sq. ft.
• Office – First Floor	1 space/200 sq. ft.
• Office – Upper Floors	1 space/300 sq. ft.
• Restaurant	1 space/100 sq. ft.
• Funeral Home	1 space/50 sq. ft.
• Assembly Hall	15 spaces/1000 sq. ft.

Parking Analysis - Scenario 1: For Comparison with 1999 Parking Management Plan

Table 6 presents the existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 1.

Table 6. Parking Analysis – Scenario 1: For Comparison with 1999 Parking Management Plan (Excludes MAGS, Funeral Home, Theater, and Church)

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
1				0	444	444
2	Retail	17,643		88.22		
	Office/1st floor	6,309		31.55		
	Restaurant	6,865		68.65		
	Residential	90,123	40/1 bed	40		
			28/2 bed	56		
				284.42	27	(257)
3	Retail	28,817		144.09		
	Office/1st floor	5,765		28.83		
	Office/Upper floors	15,023		50.08		
	Restaurant	3,000		30		
	Residential	6,100	6/2 bed	12		
	Long Building	22,472		66		
				331	188	(143)
4	Retail	1,693		8.47		
	American Legion	3,708		11.12		
				19.59	27	7
5	Retail	16,400		82		
	Office/1st floor	7,445		37.23		
	Office/Upper floors	3,458		11.53		
	Restaurant	6,453		64.53		
				195.29	182	(13)
6	Retail	37,299		186.5		
	Office/1st floor	6,875		34.38		
	Office/Upper floors	16,375		54.58		
	Restaurant	19,073		190.73		
	Residential	9,950	6/2 bed	12		
				478.19	196	(282)

Table 6 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
7+9	Retail	21,744		108.72		
	Office/1st floor	18,958		94.79		
	Office/Upper floors	38,271		127.57		
	Restaurant	9,928		99.28		
	Residential	10,374	24/2 bed	48		
	Eagles	5,236		78.54		
	Poise Yoga/Pilates	2,200		11		
	Masonic Temple	4,225		63.38		
					631.28	351
8	Retail	1,000		5		
	Office/1st floor	2,103		10.52		
	Office/Upper floors	746		2.49		
	Residential	3,173	4/2 bed	8		
	Northville Downs	1,482		7.41		
				33.42	189	156
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				2,418	2,200	(218)

Based on the City of Northville December 2005, DDA inventory and excluding MAGS, the Funeral Home, the Marquis Theater, and the Presbyterian Church for 1999 comparison.

According to this data, there is currently a deficit of 218 parking spaces compared to the 27 surplus observed in 1999 in downtown Northville. The 1999 Parking Management Plan indicated that there were 1,992 spaces provided and 1,965 spaces required at that

time. Differences between the 1999 study and the current study can be explained by the different City zoning standards, the new developments, as well as the re-stripping of stalls.

City parking standards have changed since 1999. Second and upper floor office spaces now require 1 space per 300 square feet of floor area compared to 200 in 1999. Residential parking requirements have also changed varying from one to two spaces depending on the number of bedroom units.

A few years ago, the City also constructed 38 on-street parking spaces on Cady Street. This increase together with the 1999 27-space parking surplus has been gradually offset by the sale of 246 parking credits that have been sold by the City from April 1998 through January 2005. The loss of parking as a result of new construction at Old Church Square (21 spaces) and the Long Building (41 spaces) is part of this analysis and another factor contributing to the differences between 1999 and 2006.

Parking Analysis – Scenario 2: Inventory of All Land Uses

Table 7 presents all existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 2. Under this scenario, parking spaces are provided for each unit of land use as though those spaces served only that land use. This scenario also assumes that peak demand for parking in downtown Northville occurs at the same time for all land uses present. It assumes that all uses in the downtown are in operation at the same time. This includes Main Street Courtyard, Marquis Theatre, Casterline Funeral Home, the American Legion, Eagles, and the Presbyterian Church.

Table 7. Parking Analysis – Scenario 2: Inventory of All Land Uses

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
1				0	444	444
2	Retail	17,643		88.22		
	Office/1st floor	6,309		31.55		
	Restaurant	6,865		68.65		
	Residential	90,123	40/1 bed	40		
			28/2 bed	56		
	MAGS	91,372		370		
				654.42	27	(627)

Table 7 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
3	Retail	28,817		144.09		
	Office/1st floor	5,765		28.83		
	Office/Upper floors	15,023		50.08		
	Restaurant	3,000		30		
	Residential	6,100	6/2 bed	12		
	Long Building	22,472		66		
					331	188
4	Retail	1,693		8.47		
	Funeral Home	10,261		205.22		
	American Legion	3,708		11.12		
				224.81	27	(198)
5	Retail	16,400		82		
	Office/1st floor	7,445		37.23		
	Office/Upper floors	3,458		11.53		
	Restaurant	6,453		64.53		
				195.29	182	(13)
6	Retail	37,299		186.5		
	Office/1st floor	6,875		34.38		
	Office/Upper floors	16,375		54.58		
	Restaurant	19,073		190.73		
	Residential	9,950	6/2 bed	12		
	Marquis Theater	12,078		166.67		
				644.86	196	(449)
7+9	Retail	21,744		108.72		
	Office/1st floor	18,958		94.79		
	Office/Upper floors	38,271		127.57		
	Restaurant	9,928		99.28		
	Residential	10,374	24/2 bed	48		
	Eagles	5,236		78.54		
	Poise Yoga/Pilates	2,200		11		
	Masonic Temple	4,225		63.38		
	First Presbyterian Church	42,209		175		
				806.28	351	(455)
8	Retail	1,000		5		
	Office/1st floor	2,103		10.52		
	Office/Upper floors	746		2.49		
	Residential	3,173	4/2 bed	8		
	Northville Downs	1,482		7.41		
				33.42	189	156
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)

Table 7 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				3,335	2,200	(1,135)

Based on the City of Northville December 2005, DDA inventory.

Under this scenario, a deficit of 1,135 parking spaces is observed. This is truly a worst case scenario assuming maximum number of people using all facilities and that all these facilities and uses operate concurrently. Because this is not representative of the parking conditions in Northville, a third scenario is offered for consideration, which excludes the places of assembly whose uses and resulting parking needs occur infrequently or at different times than retail, restaurant, and office uses.

Parking Analysis – Scenario 3: Excluding Places of Assembly

Table 8 presents the existing land uses, floor areas, parking requirements, and the resulting parking surplus or deficiency under scenario 3. This scenario excludes the funeral home, Marquis Theatre, the Presbyterian Church, the American Legion, Eagles, and the Masonic Temple.

Table 8. Parking Analysis – Scenario 3: Excluding Places of Assembly

Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
1				0	444	444
2	Retail	17,643		88.22		
	Office/1st floor	6,309		31.55		
	Restaurant	6,865		68.65		
	Residential	90,123	40/1 bed	40		
			28/2 bed	56		
	MAGS	91,372		370		
				654.42	27	(627)
3	Retail	28,817		144.09		
	Office/1st floor	5,765		28.83		
	Office/Upper floors	15,023		50.08		
	Restaurant	3,000		30		
	Residential	6,100	6/2 bed	12		
	Long Building	22,472		66		
				331	188	(143)
4	Retail	1,693		8.47		
				8.47	27	19
5	Retail	16,400		82		
	Office/1st floor	7,445		37.23		
	Office/Upper floors	3,458		11.53		
	Restaurant	6,453		64.53		
				195.29	182	(13)
6	Retail	37,299		186.5		
	Office/1st floor	6,875		34.38		
	Office/Upper floors	16,375		54.58		
	Restaurant	19,073		190.73		
	Residential	9,950	6/2 bed	12		
				478.19	196	(282)
7+9	Retail	21,744		108.72		
	Office/1st floor	18,958		94.79		
	Office/Upper floors	38,271		127.57		
	Restaurant	9,928		99.28		
	Residential	10,374	24/2 bed	48		
	Poise Yoga/Pilates	2,200		11		
				489.36	351	(138)
8	Retail	1,000		5		
	Office/1st floor	2,103		10.52		
	Office/Upper floors	746		2.49		
	Residential	3,173	4/2 bed	8		
	Northville Downs	1,482		7.41		
				33.42	189	156

Table 8 (cont.)						
Block #	Existing Land Use	Floor Area	Dwelling Units	Parking Required	Existing Parking	Surplus/ Deficiency
10	Retail	4,125		20.63		
	Office/1st floor	9,623		48.12		
	Office/Upper floors	3,239		10.8		
	Residential	13,547	11/2 bed	22		
				101.55	95	(7)
11	Retail	5,045		25.23		
	Office/1st floor	8,586		42.93		
	Office/Upper floors	13,035		43.45		
	Restaurant	2,496		24.96		
				136.57	119	(18)
12	Office/1st floor	25,832		129.16		
	Waterwheel Health	5,800		29		
				158.16	215	57
13	Retail	2,833		14.17		
	Office/1st floor	2,544		12.72		
	Residential	9,611	8/1 bed	8		
			7/2 bed	14		
				48.89	167	118
Total				2,635	2,200	(434)

Based on the City of Northville December 2005, DDA inventory and excludes the funeral home, Marquis Theater, the church, Eagles, American Legion, and Masonic Temple.

Scenario 3 shows a current deficit of 434 parking spaces in downtown Northville.

Greatest parking shortages are found in:

- Block 2 with a deficit of 627 spaces, which contains the Main Street Courtyard and Center and offers no areas for parking,
- Block 6 with a deficit of 282 spaces, which contains parking lot #3, and
- Block 3 with a deficit of 143 spaces, which encompasses parking lot #2.

Greatest excess parking is found in:

- Block 1 with 444 excess spaces, which contains the MAGS parking structure, the City parking lot #4, and no buildings,
- Block 8 with 156 excess spaces, which contains the East Cady parking lot, and
- Block 13 with 118 excess spaces, which encompasses the greatest proportion of residential uses compared with office, restaurant, and retail uses.

Parking Demand Established by Zoning Ordinance Standards

While these scenarios all indicate an inadequate supply of parking in downtown Northville, two significant mitigating factors should be examined to gain a true understanding of the current parking situation in Northville:

- the use of zoning standards to establish parking requirements and
- the results of the parking occupancy survey.

While Northville maintains an off-street parking requirement and payment-in-lieu of parking option, many communities such as Ann Arbor, Howell, Royal Oak, Plymouth and Birmingham have established parking exempt zones in their downtown. One reason behind these relaxed standards is that most downtown patrons make multi-destination trips. A shopper may visit a clothing store, gift shop, restaurant, and a café, all without moving his/her car. Another factor affecting parking needs in a downtown area is that different land uses have different parking demand patterns. For example, office uses generate peak parking demand on weekdays, mid-morning and mid-afternoon, while weekend or evening demand is very low. Retail uses, on the other hand, generate the greatest parking demand on Saturdays and at midday on weekdays.

When uses are combined in a mixed-use development, such as in a downtown, the total number of parking spaces required is less than the sum of the spaces required when the same land use activities exist as stand-alone developments, such as in a suburban environment. In communities where the City actively manages public parking through a DDA or other organization, public parking provides a more efficient use of parking spaces through maximized utilization and space saving design. According to a study by the Urban Land Institute (Barton-Aschman Associates, *Shared Parking*, 1983), a reduction of up to 20 – 25% in parking needs has been observed in most downtowns. The shared parking situation in Northville would, according to this, reduce the deficit in scenario 3 by over 500 spaces and create a surplus of 92 spaces.

Another publication by the ITE, National Main Street Center and the National Trust for Historic Preservation, entitled *The Parking Handbook for Small Communities* (1994), compiled data from the ITE and the Urban Land Institute to estimate parking demand within downtowns of small communities. According to this publication, downtown parking generation rates are substantially lower than the typical suburban rates used for Northville. These downtown rates are listed as follows:

- General Office: 1 space/454 sq. ft. compared to 1 space/200 or 300 sq. ft.
- Retail: 1 space/500 sq. ft. compared to 1 space/200 sq. ft.

Table 9. Parking Analysis Using ITE and ULI Standards

Downtown Floor Area	Square Feet	Standard	Parking Requirement
Retail	136,599	1 space/500 sq. ft.	273
First Floor Office	94,040		
Second Floor Office	90,147		
	184,187	1 space/454 sq. ft.	406
Restaurant	47,815	1 space/100 sq. ft.	478
Residential	134 units: 48/1 bed. & 86/2 bed.	1 space/1 bed. unit 2 spaces/2 bed. unit	220
Other*	123,326	Varies	483
Total			1,860

* Includes Main Street Courtyard, the Long Building, Poise Yoga/Pilates, Northville Downs property, and Waterwheel Health. Does not include the following places of assembly: the funeral home, the American Legion, the Marquis Theater, Eagles, the Masonic Temple, and the First Presbyterian Church.

Using these downtown parking standards, the current supply of 2,200 parking spaces appear more than adequate to serve the required 1,860 spaces. This method yields a surplus of 340 spaces. It should also be noted that the City’s parking credit system has established a fund that can assist with the building of new surface parking lots and/or parking structures. This may become necessary as future development occur in the downtown.

Table 10. Scenario 4: Parking Analysis Using Downtown Adjustments

Parking Required (Scenario 3)	Scenario 4			Existing Parking Supply
	10% Adjustment	20% Adjustment	30% Adjustment	
2,635 spaces	2,371 spaces	2,108 spaces	1,845 spaces	2,200 spaces
	171 deficit	92 deficit	355 space surplus	

Based upon common downtown parking adjustments which considers mixed use or shared parking as well as studies conducted by the Urban Land Institute and the Institute of Traffic Engineers, a downtown parking adjustment ranging from 10 percent to 30 percent is quite typical. Table 10 therefore, provides a fourth scenario which incorporates an adjustment for the downtown areas. An adjustment of 10 to 30 percent has been applied to scenario 3 which requires 2,635 spaces. A 10 percent adjustment yields a slight deficit while a 30 percent adjustment to the City of Northville parking would provide a surplus of over 300 spaces. Applying a parking adjustment of over 20 percent, the overall parking supply in downtown Northville is adequate to meet demand for current needs. However, long range parking needs may require the addition of new parking facilities.

Parking Demand Based on Parking Occupancy Survey

Parking standards for downtown areas should be based upon specific site demand and use patterns. As this generally varies from city to city, total reliance on national standards or zoning standards is ill advised. Instead, it has been recommended to use flexible parking standards based upon actual supply and demand. This would suggest a greater reliance on parking occupancy surveys in downtown areas to determine parking needs.

According to both the parking occupancy surveys conducted in August and December 1998 and in December 2005 and January 2006, at most times, there were vacant parking stalls in the City parking lots available for use. This occurred in blocks containing some of the highest concentrations of retail uses, where parking demand is most needed. While a parking surplus may be currently observed, it should be pointed out that this supply will be reduced when new buildings are added, current parking lost, parking requirements waived, and/or parking credits approved. The City of Northville needs to continue conducting parking occupancy surveys of its downtown to monitor parking supply and demand as the DDA expands and development occurs.

Parking Analysis Summary

The adequacy of parking within Northville downtown is measured by a comparison of zoning standards and by on-site occupancy surveys. Four zoning standards scenarios are presented in this report. The scenarios present a wide range of parking adequacy varying from a 218 parking space deficit (Scenario 1) to an 1135 parking space deficit (Scenario 2). If a downtown parking adjustment is applied for mixed uses, a 10 percent reduction will reduce the parking deficit to 171 spaces. A 30 percent reduction indicates that the City actually has a surplus of 355 spaces (Scenario 4).

The 2006 Downtown Parking Analysis concludes that at most times, there is adequate parking available for the downtown area. However, there are prime parking lots which do approach levels of peak occupancy. When these peak occupancy periods occur, many shoppers and downtown users “perceive” the parking lots as full when in actuality, open parking is available. Never the less, this perception of limited parking can influence use patterns in the downtown. The City must therefore be vigilant in the evaluation of parking supply.

If substantial new construction occurs and if on going parking occupancy surveys indicate that the current parking availability has declined, the City will need to consider the construction of the new deck or other parking solutions. The area most in need of additional parking includes the Marquis Theater block (Block 6) where parking occupancy surveys indicate the fewest number of available spaces during peak time. It is

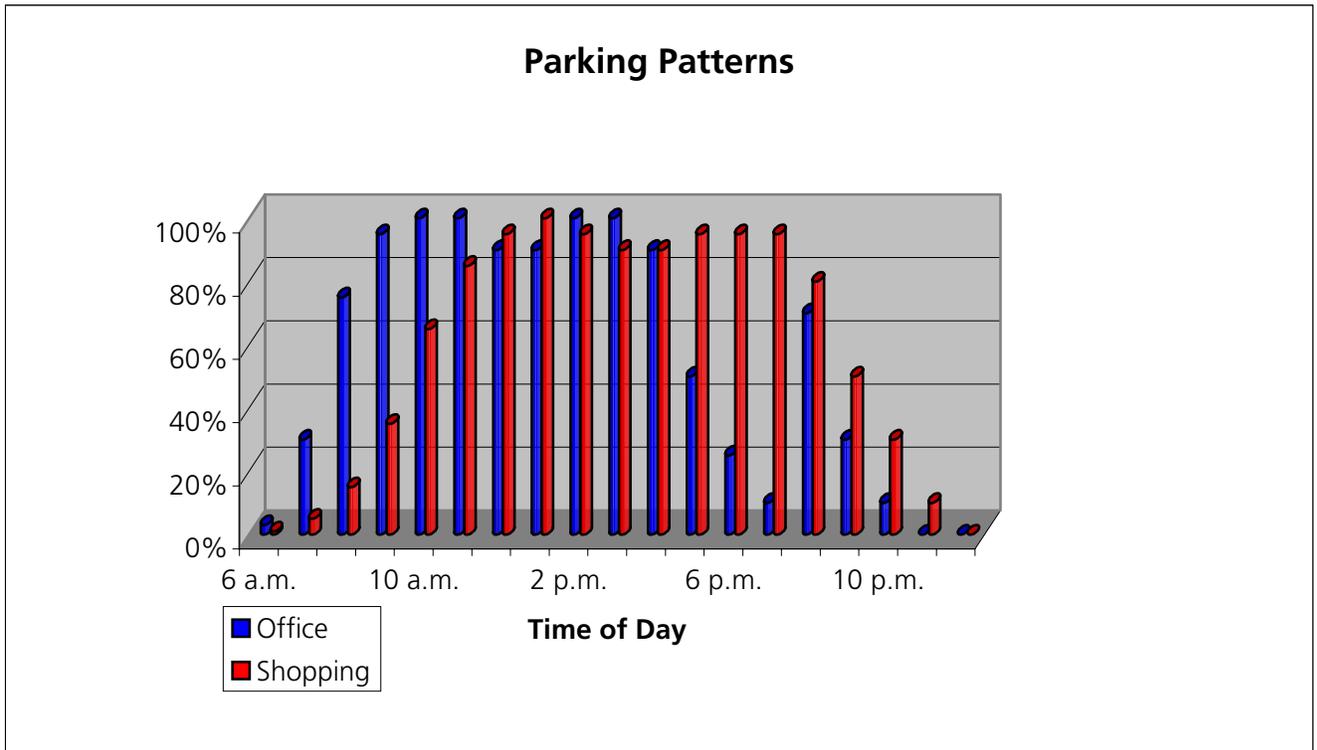
therefore recommended that the City continue to monitor the parking supply and demand and develop a long-term parking policy as part of the 2006 downtown plan.





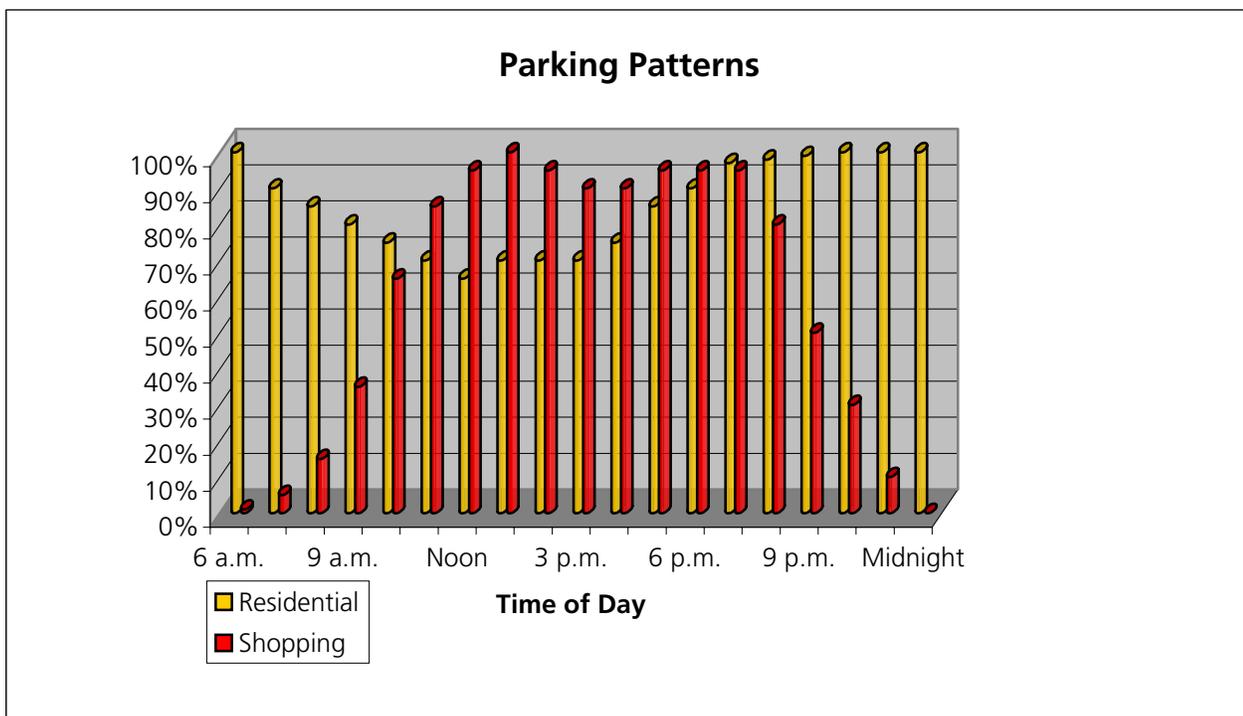
Shared Parking Patterns

	Shopping	Office	Residential	Fine Dining	Family Dining
6 a.m.	1%	3%	100%	0%	25%
7 a.m.	5%	30%	90%	0%	50%
8 a.m.	15%	75%	85%	0%	60%
9 a.m.	35%	95%	80%	0%	75%
10 a.m.	65%	100%	75%	15%	85%
11 a.m.	85%	100%	70%	40%	90%
Noon	95%	90%	65%	75%	100%
1 p.m.	100%	90%	70%	75%	90%
2 p.m.	95%	100%	70%	65%	50%
3 p.m.	90%	100%	70%	40%	45%
4 p.m.	90%	90%	75%	50%	45%
5 p.m.	95%	50%	85%	75%	75%
6 p.m.	95%	25%	90%	95%	80%
7 p.m.	95%	10%	97%	100%	80%
8 p.m.	80%	70%	98%	100%	80%
9 p.m.	50%	30%	99%	100%	60%
10 p.m.	30%	10%	100%	95%	55%
11 p.m.	10%	0%	100%	75%	50%
Midnight	0%	0%	100%	25%	25%



Shared Parking Patterns

	Shopping	Office	Residential	Fine Dining	Family Dining
6 a.m.	1%	3%	100%	0%	25%
7 a.m.	5%	30%	90%	0%	50%
8 a.m.	15%	75%	85%	0%	60%
9 a.m.	35%	95%	80%	0%	75%
10 a.m.	65%	100%	75%	15%	85%
11 a.m.	85%	100%	70%	40%	90%
Noon	95%	90%	65%	75%	100%
1 p.m.	100%	90%	70%	75%	90%
2 p.m.	95%	100%	70%	65%	50%
3 p.m.	90%	100%	70%	40%	45%
4 p.m.	90%	90%	75%	50%	45%
5 p.m.	95%	50%	85%	75%	75%
6 p.m.	95%	25%	90%	95%	80%
7 p.m.	95%	10%	97%	100%	80%
8 p.m.	80%	70%	98%	100%	80%
9 p.m.	50%	30%	99%	100%	60%
10 p.m.	30%	10%	100%	95%	55%
11 p.m.	10%	0%	100%	75%	50%
Midnight	0%	0%	100%	25%	25%



**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 1 & 2**

	Shopping 458	Fine Dining 39	Family Dining 30	Office 31	Residential 96	Demand	Supply 471	Shared Surplus (Deficit)				
6 a.m.	1%	5	0%	-	25%	8	3%	1	100%	96	109	362
7 a.m.	5%	23	0%	-	50%	15	30%	9	90%	86	134	337
8 a.m.	15%	69	0%	-	60%	18	75%	23	85%	82	192	279
9 a.m.	35%	160	0%	-	75%	23	95%	29	80%	77	289	182
10 a.m.	65%	298	15%	6	85%	26	100%	31	75%	72	432	39
11 a.m.	85%	389	40%	16	90%	27	100%	31	70%	67	530	(59)
Noon	95%	435	75%	29	100%	30	90%	28	65%	62	585	(114)
1 p.m.	100%	458	75%	29	90%	27	90%	28	70%	67	609	(138)
2 p.m.	95%	435	65%	25	50%	15	100%	31	70%	67	574	(103)
3 p.m.	90%	412	40%	16	45%	14	100%	31	70%	67	540	(69)
4 p.m.	90%	412	50%	20	45%	14	90%	28	75%	72	545	(74)
5 p.m.	95%	435	75%	29	75%	23	50%	16	85%	82	584	(113)
6 p.m.	95%	435	95%	37	80%	24	25%	8	90%	86	590	(119)
7 p.m.	95%	435	1%	0	80%	24	10%	3	97%	93	556	(85)
8 p.m.	80%	366	1%	0	80%	24	70%	22	98%	94	507	(36)
9 p.m.	50%	229	1%	0	60%	18	30%	9	99%	95	352	119
10 p.m.	30%	137	95%	37	55%	17	10%	3	100%	96	290	181
11 p.m.	10%	46	75%	29	50%	15	0%	-	100%	96	186	285
Midnight	0%	-	25%	10	25%	8	0%	-	100%	96	113	358

Zoning Assessment

Supply	471
Demand	654
Surplus	
Deficit	(183)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 3**

	Shopping 210	Fine Dining 30	Family Dining 0	Office 79	Residential 12	Demand	Supply 188	Shared Surplus (Deficit)				
6 a.m.	1%	2	0%	-	25%	-	3%	2	100%	12	16	172
7 a.m.	5%	11	0%	-	50%	-	30%	24	90%	11	45	143
8 a.m.	15%	32	0%	-	60%	-	75%	59	85%	10	101	87
9 a.m.	35%	74	0%	-	75%	-	95%	75	80%	10	158	30
10 a.m.	65%	137	15%	5	85%	-	100%	79	75%	9	229	(41)
11 a.m.	85%	179	40%	12	90%	-	100%	79	70%	8	278	(90)
Noon	95%	200	75%	23	100%	-	90%	71	65%	8	301	(113)
1 p.m.	100%	210	75%	23	90%	-	90%	71	70%	8	312	(124)
2 p.m.	95%	200	65%	20	50%	-	100%	79	70%	8	306	(118)
3 p.m.	90%	189	40%	12	45%	-	100%	79	70%	8	288	(100)
4 p.m.	90%	189	50%	15	45%	-	90%	71	75%	9	284	(96)
5 p.m.	95%	200	75%	23	75%	-	50%	40	85%	10	272	(84)
6 p.m.	95%	200	95%	29	80%	-	25%	20	90%	11	259	(71)
7 p.m.	95%	200	1%	0	80%	-	10%	8	97%	12	219	(31)
8 p.m.	80%	168	1%	0	80%	-	70%	55	98%	12	235	(47)
9 p.m.	50%	105	1%	0	60%	-	30%	24	99%	12	141	47
10 p.m.	30%	63	95%	29	55%	-	10%	8	100%	12	111	77
11 p.m.	10%	21	75%	23	50%	-	0%	-	100%	12	56	133
Midnight	0%	-	25%	8	25%	-	0%	-	100%	12	20	169

Zoning Assessment

Supply	188
Demand	331
Surplus	
Deficit	(143)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 4**

	Shopping	Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	8	0		0		0		0			27	
6 a.m.	1%	0	0%	-	25%	-	3%	-	100%	-	0	27
7 a.m.	5%	0	0%	-	50%	-	30%	-	90%	-	0	27
8 a.m.	15%	1	0%	-	60%	-	75%	-	85%	-	1	26
9 a.m.	35%	3	0%	-	75%	-	95%	-	80%	-	3	24
10 a.m.	65%	5	15%	-	85%	-	100%	-	75%	-	5	22
11 a.m.	85%	7	40%	-	90%	-	100%	-	70%	-	7	20
Noon	95%	8	75%	-	100%	-	90%	-	65%	-	8	19
1 p.m.	100%	8	75%	-	90%	-	90%	-	70%	-	8	19
2 p.m.	95%	8	65%	-	50%	-	100%	-	70%	-	8	19
3 p.m.	90%	7	40%	-	45%	-	100%	-	70%	-	7	20
4 p.m.	90%	7	50%	-	45%	-	90%	-	75%	-	7	20
5 p.m.	95%	8	75%	-	75%	-	50%	-	85%	-	8	19
6 p.m.	95%	8	95%	-	80%	-	25%	-	90%	-	8	19
7 p.m.	95%	8	1%	-	80%	-	10%	-	97%	-	8	19
8 p.m.	80%	6	1%	-	80%	-	70%	-	98%	-	6	21
9 p.m.	50%	4	1%	-	60%	-	30%	-	99%	-	4	23
10 p.m.	30%	2	95%	-	55%	-	10%	-	100%	-	2	25
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	-	1	26
Midnight	0%	-	25%	-	25%	-	0%	-	100%	-	-	27

Zoning Assessment

Supply	27
Demand	8
Surplus	19
Deficit	

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 5**

	Shopping	Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	82	65		0		49		0			182	
6 a.m.	1%	1	0%	-	25%	-	3%	1	100%	-	2	180
7 a.m.	5%	4	0%	-	50%	-	30%	15	90%	-	19	163
8 a.m.	15%	12	0%	-	60%	-	75%	37	85%	-	49	133
9 a.m.	35%	29	0%	-	75%	-	95%	47	80%	-	75	107
10 a.m.	65%	53	15%	10	85%	-	100%	49	75%	-	112	70
11 a.m.	85%	70	40%	26	90%	-	100%	49	70%	-	145	37
Noon	95%	78	75%	49	100%	-	90%	44	65%	-	171	11
1 p.m.	100%	82	75%	49	90%	-	90%	44	70%	-	175	7
2 p.m.	95%	78	65%	42	50%	-	100%	49	70%	-	169	13
3 p.m.	90%	74	40%	26	45%	-	100%	49	70%	-	149	33
4 p.m.	90%	74	50%	33	45%	-	90%	44	75%	-	150	32
5 p.m.	95%	78	75%	49	75%	-	50%	25	85%	-	151	31
6 p.m.	95%	78	95%	62	80%	-	25%	12	90%	-	152	30
7 p.m.	95%	78	1%	1	80%	-	10%	5	97%	-	83	99
8 p.m.	80%	66	1%	1	80%	-	70%	34	98%	-	101	81
9 p.m.	50%	41	1%	1	60%	-	30%	15	99%	-	56	126
10 p.m.	30%	25	95%	62	55%	-	10%	5	100%	-	91	91
11 p.m.	10%	8	75%	49	50%	-	0%	-	100%	-	57	125
Midnight	0%	-	25%	16	25%	-	0%	-	100%	-	16	166

Zoning Assessment

Supply	182
Demand	196
Surplus	
Deficit	(14)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 6**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	187		190		0		89		12			217	
6 a.m.	1%	2	0%	-	25%	-	3%	3	100%	12	17		200
7 a.m.	5%	9	0%	-	50%	-	30%	27	90%	11	47		170
8 a.m.	15%	28	0%	-	60%	-	75%	67	85%	10	105		112
9 a.m.	35%	65	0%	-	75%	-	95%	85	80%	10	160		57
10 a.m.	65%	122	15%	29	85%	-	100%	89	75%	9	248		(31)
11 a.m.	85%	159	40%	76	90%	-	100%	89	70%	8	332		(115)
Noon	95%	178	75%	143	100%	-	90%	80	65%	8	408		(191)
1 p.m.	100%	187	75%	143	90%	-	90%	80	70%	8	418		(201)
2 p.m.	95%	178	65%	124	50%	-	100%	89	70%	8	399		(182)
3 p.m.	90%	168	40%	76	45%	-	100%	89	70%	8	342		(125)
4 p.m.	90%	168	50%	95	45%	-	90%	80	75%	9	352		(135)
5 p.m.	95%	178	75%	143	75%	-	50%	45	85%	10	375		(158)
6 p.m.	95%	178	95%	181	80%	-	25%	22	90%	11	391		(174)
7 p.m.	95%	178	1%	2	80%	-	10%	9	97%	12	200		17
8 p.m.	80%	150	1%	2	80%	-	70%	62	98%	12	226		(9)
9 p.m.	50%	94	1%	2	60%	-	30%	27	99%	12	134		83
10 p.m.	30%	56	95%	181	55%	-	10%	9	100%	12	258		(41)
11 p.m.	10%	19	75%	143	50%	-	0%	-	100%	12	173		44
Midnight	0%	-	25%	48	25%	-	0%	-	100%	12	60		158

Zoning Assessment

Supply	217
Demand	452
Surplus	
Deficit	(235)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 7 & 9**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	120		45		54		223		48			351	
6 a.m.	1%	1	0%	-	25%	14	3%	7	100%	48	69		282
7 a.m.	5%	6	0%	-	50%	27	30%	67	90%	43	143		208
8 a.m.	15%	18	0%	-	60%	32	75%	167	85%	41	258		93
9 a.m.	35%	42	0%	-	75%	41	95%	212	80%	38	333		18
10 a.m.	65%	78	15%	7	85%	46	100%	223	75%	36	390		(39)
11 a.m.	85%	102	40%	18	90%	49	100%	223	70%	34	425		(74)
Noon	95%	114	75%	34	100%	54	90%	201	65%	31	434		(83)
1 p.m.	100%	120	75%	34	90%	49	90%	201	70%	34	437		(86)
2 p.m.	95%	114	65%	29	50%	27	100%	223	70%	34	427		(76)
3 p.m.	90%	108	40%	18	45%	24	100%	223	70%	34	407		(56)
4 p.m.	90%	108	50%	23	45%	24	90%	201	75%	36	392		(41)
5 p.m.	95%	114	75%	34	75%	41	50%	112	85%	41	341		10
6 p.m.	95%	114	95%	43	80%	43	25%	56	90%	43	299		52
7 p.m.	95%	114	1%	0	80%	43	10%	22	97%	47	227		124
8 p.m.	80%	96	1%	0	80%	43	70%	156	98%	47	343		8
9 p.m.	50%	60	1%	0	60%	32	30%	67	99%	48	207		144
10 p.m.	30%	36	95%	43	55%	30	10%	22	100%	48	179		172
11 p.m.	10%	12	75%	34	50%	27	0%	-	100%	48	121		230
Midnight	0%	-	25%	11	25%	14	0%	-	100%	48	73		278

Zoning Assessment

Supply	351
Demand	489
Surplus	
Deficit	(138)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 8**

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	5	0		0		13	7			189		
6 a.m.	1%	0	0%	-	25%	-	3%	0	100%	7	7	182
7 a.m.	5%	0	0%	-	50%	-	30%	4	90%	6	10	179
8 a.m.	15%	1	0%	-	60%	-	75%	10	85%	6	16	173
9 a.m.	35%	2	0%	-	75%	-	95%	12	80%	6	20	169
10 a.m.	65%	3	15%	-	85%	-	100%	13	75%	5	22	168
11 a.m.	85%	4	40%	-	90%	-	100%	13	70%	5	22	167
Noon	95%	5	75%	-	100%	-	90%	12	65%	5	21	168
1 p.m.	100%	5	75%	-	90%	-	90%	12	70%	5	22	167
2 p.m.	95%	5	65%	-	50%	-	100%	13	70%	5	23	166
3 p.m.	90%	5	40%	-	45%	-	100%	13	70%	5	22	167
4 p.m.	90%	5	50%	-	45%	-	90%	12	75%	5	21	168
5 p.m.	95%	5	75%	-	75%	-	50%	7	85%	6	17	172
6 p.m.	95%	5	95%	-	80%	-	25%	3	90%	6	14	175
7 p.m.	95%	5	1%	-	80%	-	10%	1	97%	7	13	176
8 p.m.	80%	4	1%	-	80%	-	70%	9	98%	7	20	169
9 p.m.	50%	3	1%	-	60%	-	30%	4	99%	7	13	176
10 p.m.	30%	2	95%	-	55%	-	10%	1	100%	7	10	179
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	7	8	182
Midnight	0%	-	25%	-	25%	-	0%	-	100%	7	7	182

Zoning Assessment

Supply	189
Demand	33
Surplus	156
Deficit	

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 10**

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	21	0		0		59	22			95		
6 a.m.	1%	0	0%	-	25%	-	3%	2	100%	22	24	71
7 a.m.	5%	1	0%	-	50%	-	30%	18	90%	20	39	56
8 a.m.	15%	3	0%	-	60%	-	75%	44	85%	19	66	29
9 a.m.	35%	7	0%	-	75%	-	95%	56	80%	18	81	14
10 a.m.	65%	14	15%	-	85%	-	100%	59	75%	17	89	6
11 a.m.	85%	18	40%	-	90%	-	100%	59	70%	15	92	3
Noon	95%	20	75%	-	100%	-	90%	53	65%	14	87	8
1 p.m.	100%	21	75%	-	90%	-	90%	53	70%	15	90	6
2 p.m.	95%	20	65%	-	50%	-	100%	59	70%	15	94	1
3 p.m.	90%	19	40%	-	45%	-	100%	59	70%	15	93	2
4 p.m.	90%	19	50%	-	45%	-	90%	53	75%	17	89	7
5 p.m.	95%	20	75%	-	75%	-	50%	30	85%	19	68	27
6 p.m.	95%	20	95%	-	80%	-	25%	15	90%	20	55	41
7 p.m.	95%	20	1%	-	80%	-	10%	6	97%	21	47	48
8 p.m.	80%	17	1%	-	80%	-	70%	41	98%	22	80	15
9 p.m.	50%	11	1%	-	60%	-	30%	18	99%	22	50	45
10 p.m.	30%	6	95%	-	55%	-	10%	6	100%	22	34	61
11 p.m.	10%	2	75%	-	50%	-	0%	-	100%	22	24	71
Midnight	0%	-	25%	-	25%	-	0%	-	100%	22	22	73

Zoning Assessment

Supply	95
Demand	102
Surplus	
Deficit	(7)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 11**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	25		0		0		86		25			119	
6 a.m.	1%	0	0%	-	25%	-	3%	3	100%	25	28		91
7 a.m.	5%	1	0%	-	50%	-	30%	26	90%	23	50		69
8 a.m.	15%	4	0%	-	60%	-	75%	65	85%	21	90		30
9 a.m.	35%	9	0%	-	75%	-	95%	82	80%	20	110		9
10 a.m.	65%	16	15%	-	85%	-	100%	86	75%	19	121		(2)
11 a.m.	85%	21	40%	-	90%	-	100%	86	70%	18	125		(6)
Noon	95%	24	75%	-	100%	-	90%	77	65%	16	117		2
1 p.m.	100%	25	75%	-	90%	-	90%	77	70%	18	120		(1)
2 p.m.	95%	24	65%	-	50%	-	100%	86	70%	18	127		(8)
3 p.m.	90%	23	40%	-	45%	-	100%	86	70%	18	126		(7)
4 p.m.	90%	23	50%	-	45%	-	90%	77	75%	19	119		0
5 p.m.	95%	24	75%	-	75%	-	50%	43	85%	21	88		31
6 p.m.	95%	24	95%	-	80%	-	25%	22	90%	23	68		51
7 p.m.	95%	24	1%	-	80%	-	10%	9	97%	24	57		62
8 p.m.	80%	20	1%	-	80%	-	70%	60	98%	25	105		14
9 p.m.	50%	13	1%	-	60%	-	30%	26	99%	25	63		56
10 p.m.	30%	8	95%	-	55%	-	10%	9	100%	25	41		78
11 p.m.	10%	3	75%	-	50%	-	0%	-	100%	25	28		92
Midnight	0%	-	25%	-	25%	-	0%	-	100%	25	25		94

Zoning Assessment

Supply	119
Demand	136
Surplus	
Deficit	(17)

**Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 12**

	Shopping		Fine Dining		Family Dining		Office		Residential		Demand	Supply	Shared Surplus (Deficit)
	0		0		0		160		0			215	
6 a.m.	1%	-	0%	-	25%	-	3%	5	100%	-	5		210
7 a.m.	5%	-	0%	-	50%	-	30%	48	90%	-	48		167
8 a.m.	15%	-	0%	-	60%	-	75%	120	85%	-	120		95
9 a.m.	35%	-	0%	-	75%	-	95%	152	80%	-	152		63
10 a.m.	65%	-	15%	-	85%	-	100%	160	75%	-	160		55
11 a.m.	85%	-	40%	-	90%	-	100%	160	70%	-	160		55
Noon	95%	-	75%	-	100%	-	90%	144	65%	-	144		71
1 p.m.	100%	-	75%	-	90%	-	90%	144	70%	-	144		71
2 p.m.	95%	-	65%	-	50%	-	100%	160	70%	-	160		55
3 p.m.	90%	-	40%	-	45%	-	100%	160	70%	-	160		55
4 p.m.	90%	-	50%	-	45%	-	90%	144	75%	-	144		71
5 p.m.	95%	-	75%	-	75%	-	50%	80	85%	-	80		135
6 p.m.	95%	-	95%	-	80%	-	25%	40	90%	-	40		175
7 p.m.	95%	-	1%	-	80%	-	10%	16	97%	-	16		199
8 p.m.	80%	-	1%	-	80%	-	70%	112	98%	-	112		103
9 p.m.	50%	-	1%	-	60%	-	30%	48	99%	-	48		167
10 p.m.	30%	-	95%	-	55%	-	10%	16	100%	-	16		199
11 p.m.	10%	-	75%	-	50%	-	0%	-	100%	-	-		215
Midnight	0%	-	25%	-	25%	-	0%	-	100%	-	-		215

Zoning Assessment

Supply	215
Demand	158
Surplus	57
Deficit	

Comparison of Zoning Parking Assessment to Shared Parking Assessment
Block 13

	Shopping	Fine Dining		Family Dining		Office	Residential		Demand	Supply	Shared Surplus (Deficit)	
	14	0		0		13	22			167		
6 a.m.	1%	0	0%	-	25%	-	3%	0	100%	22	23	144
7 a.m.	5%	1	0%	-	50%	-	30%	4	90%	20	24	143
8 a.m.	15%	2	0%	-	60%	-	75%	10	85%	19	31	136
9 a.m.	35%	5	0%	-	75%	-	95%	12	80%	18	35	132
10 a.m.	65%	9	15%	-	85%	-	100%	13	75%	17	39	128
11 a.m.	85%	12	40%	-	90%	-	100%	13	70%	15	40	127
Noon	95%	13	75%	-	100%	-	90%	12	65%	14	39	128
1 p.m.	100%	14	75%	-	90%	-	90%	12	70%	15	41	126
2 p.m.	95%	13	65%	-	50%	-	100%	13	70%	15	42	125
3 p.m.	90%	13	40%	-	45%	-	100%	13	70%	15	41	126
4 p.m.	90%	13	50%	-	45%	-	90%	12	75%	17	41	126
5 p.m.	95%	13	75%	-	75%	-	50%	7	85%	19	39	129
6 p.m.	95%	13	95%	-	80%	-	25%	3	90%	20	36	131
7 p.m.	95%	13	1%	-	80%	-	10%	1	97%	21	36	131
8 p.m.	80%	11	1%	-	80%	-	70%	9	98%	22	42	125
9 p.m.	50%	7	1%	-	60%	-	30%	4	99%	22	33	134
10 p.m.	30%	4	95%	-	55%	-	10%	1	100%	22	28	140
11 p.m.	10%	1	75%	-	50%	-	0%	-	100%	22	23	144
Midnight	0%	-	25%	-	25%	-	0%	-	100%	22	22	145

Zoning Assessment

Supply	167
Demand	49
Surplus	118
Deficit	

Summary of Northville Parking Study Scenarios

Block	Scenario 1 Excludes MAGS, Funeral Home, Theater & Church			Scenario 2 All Land Uses			Scenario 3 Excludes Funeral Home, Theater, Church, Eagles & American Legion			Scenario 4 Scenario 3 and applying a discount rate to the demand of 10%, 20%, and 30%		
	Supply	Demand	Deficiency	Supply	Demand	Deficiency	Supply	Demand	Deficiency	10%	20%	30%
1 & 2	471	757	(286)	471	654	(183)	471	654	(183)	589	523	458
3	188	331	(143)	188	331	(143)	188	331	(143)	298	265	232
4	27	8	19	27	225	(198)	27	8	19	7	6	6
5	182	195	(13)	182	195	(13)	182	195	(13)	176	156	137
6	217	478	(261)	217	619	(402)	217	452	(235)	407	362	316
7 & 9	351	490	(139)	351	806	(455)	351	489	(138)	440	391	342
8	189	33	156	189	33	156	189	33	156	30	26	23
10	95	102	(7)	95	102	(7)	95	102	(7)	92	82	71
11	119	136	(17)	119	136	(17)	119	136	(17)	122	109	95
12	215	158	57	215	158	57	215	158	57	142	126	111
13	167	49	118	167	49	118	167	49	118	44	39	34
Overall	2,221	2,737	(516)	2,221	3,308	(1,087)	2,221	2,607	(386)	2,346	2,086	1,825
Core	1,227	2,056	(829)	1,227	2,410	(904)	1,227	1,926	(699)	1,733	1,541	1,348

Parking Distribution by Type

Block	Private	Public		Total			% By Type	
	Lots	Lots	On-Street	Lots	On-Street	Both	Private	Public
1 & 2	-	425	46	425	46	471	0%	100%
3	42	113	33	155	33	188	22%	78%
4	24	-	3	24	3	27	89%	11%
5	180	-	2	180	2	182	99%	1%
6	41	153	23	194	23	217	19%	81%
7 & 9	44	241	66	285	66	351	13%	87%
8	8	162	19	170	19	189	4%	96%
10	70	-	25	70	25	95	74%	26%
11	65	43	11	108	11	119	55%	45%
12	152	63	-	215	-	215	71%	29%
13	158	-	9	158	9	167	95%	5%
Overall	784	1,200	237	1,984	237	2,221	35%	65%
Core	127	932	168	1,059	168	1,227	10%	90%

Part of Parking Occupancy Survey

Occupancy Trends

Parking Lot #2 (155 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		38%	39%	36%	32%	39%	29%	25%	14%	42%	33%
10 a.m.	56%	77%	58%	59%	55%	54%	48%	49%	34%	55%	55%
12 p.m.	74%	86%	82%	75%	63%	70%	51%	66%	52%	61%	68%
2 p.m.	70%	74%	68%	71%	68%	71%	51%	61%	53%	53%	64%

Parking Lot #3 (173 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		53%	44%	51%	42%	45%	28%	33%	22%	21%	38%
10 a.m.	78%	83%	57%	61%	49%	58%	43%	69%	42%	43%	58%
12 p.m.	95%	100%	79%	77%	69%	72%	65%	78%	70%	60%	77%
2 p.m.	98%	99%	76%	76%	58%	73%	55%	64%	67%	64%	73%

Cady Deck (150 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		21%	25%	30%	30%	29%	32%	39%	27%	27%	29%
10 a.m.	56%	45%	74%	55%	50%	52%	55%	66%	50%	66%	57%
12 p.m.	97%	77%	82%	65%	63%	57%	77%	90%	76%	75%	76%
2 p.m.	78%	91%	67%	71%	30%	65%	63%	76%	78%	77%	70%

East Cady Parking Lot (88 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		3%	2%	3%	1%	3%	5%	6%	3%	1%	3%
10 a.m.	13%	8%	14%	17%	9%	16%	24%	32%	19%	14%	17%
12 p.m.	45%	19%	26%	28%	16%	30%	34%	43%	32%	25%	30%
2 p.m.	43%	29%	26%	24%	15%	31%	35%	43%	36%	32%	31%

Parking Lot #4 (226 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		33%	31%	31%	27%	26%	32%	31%	28%	11%	28%
10 a.m.	42%	38%	41%	40%	34%	32%	43%	40%	34%	26%	37%
12 p.m.	45%	38%	39%	39%	35%	40%	46%	41%	38%	38%	40%
2 p.m.	46%	41%	39%	36%	31%	41%	39%	39%	37%	38%	39%

MAGS Deck (100 Spaces)

	12/21	12/22	1/11	1/13	2/6	2/9	3/1	3/24	4/6	5/17	Average
8:30 a.m.		4%	11%	14%	9%	9%	14%	14%	8%	14%	11%
10 a.m.	39%	24%	36%	37%	27%	14%	28%	33%	22%	36%	30%
12 p.m.	55%	49%	49%	51%	36%	35%	38%	55%	33%	51%	45%
2 p.m.	64%	57%	46%	45%	28%	48%	44%	49%	37%	38%	46%





City of Northville Downtown Strategic Plan Business Owner's Survey

The City conducted a survey of downtown Northville business owners in order to obtain their opinions on parking and other strategic issues. The surveys were distributed by mail on Tuesday, April 11, and were collected between Wednesday, April 12 and Friday, April 28. Overall, 191 surveys were distributed, and 92 responses were received. The response rate was 48.17%. In addition to a large data sample, many written comments were also received.

- Exhibit 'A' is a copy of the "Downtown Strategic Plan Business Owner's Survey."
- Exhibit 'B' is the data compiled from this survey.
- Exhibit 'C' includes the written comments received.

On City Letterhead

April 11, 2006

Dear Business Owner,

For the past several months, the City of Northville has been preparing a Downtown Strategic Plan. In this effort, we are asking for your help by answering some questions about your business, as well as the parking habits of you and your employees. Please help us to improve parking in our community by answering the questions on the attached survey. **Your cooperation in filling out this survey is critical to our study!** The completed survey may be dropped in the mail today, postage paid. We need to have all surveys **completed and mailed by April 18th**.

The Downtown Strategic Plan encompasses many other aspects besides parking. There has been a tremendous amount of work, discussion, and exploration on improvement and redevelopment strategies for the downtown, all of which have generated several initiatives. Besides improving parking, we would like your opinion on other priorities which include the following.

- 1) Build a new Town Square (at the location of the Bandshell).
- 2) Integrate the Farmers Market into downtown.
- 3) Encourage and facilitate sidewalk cafes and outdoor seating.
- 4) Implement streetscape and parking lot improvements.
- 5) Improve connection to Ford Field and the Mill Race District.

Thank you in advance for your participation in the survey. If you want to learn more about the progress of the Northville Downtown Strategic Plan, please go to the City's website to view project materials at www.ci.northville.mi.us and select the "Community" tab.

If you have additional comments, please send them to:

Ms. Nickie Bateson
Assistant City Manager
215 West Main Street
Northville, MI 48167-1540
nbateson@ci.northville.mi.us
(248) 449-9909

Thank you.

DOWNTOWN STEERING COMMITTEE

Doug Bingham
David Cole
Mark Ernst
Tom Gudritz
Jody Humphries
Lisa Malpede

Larry Parks
Greg Presley
Marc Russell
Joan Wadsworth
Kevin Wine



The City of Northville would like your feedback in order to understand how to serve you better...

1. What type of business do you own?

- Retail
- Restaurant
- Office

2. What are your business hours? (Check all that apply)
Morning Lunch Afternoon Evening

- | | | | | |
|-----------|--------------------------|--------------------------|--------------------------|--------------------------|
| Monday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tuesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wednesday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Thursday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Friday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Saturday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sunday | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

3. On what block is your business located?
(See diagram to right)

- | | |
|----------------------------------|--------------------------------------|
| Block 1 <input type="checkbox"/> | Block 7 & 9 <input type="checkbox"/> |
| Block 2 <input type="checkbox"/> | Block 8 <input type="checkbox"/> |
| Block 3 <input type="checkbox"/> | Block 10 <input type="checkbox"/> |
| Block 4 <input type="checkbox"/> | Block 11 <input type="checkbox"/> |
| Block 5 <input type="checkbox"/> | Block 12 <input type="checkbox"/> |
| Block 6 <input type="checkbox"/> | Block 13 <input type="checkbox"/> |

4. How many employees work in your business?

- Day Shift _____ (8 - 6 PM)
Evening Shift _____ (6 - 11 PM)

5. How many employees use their car to get to work?

- Day shift _____ (8 - 6 PM)
Evening shift _____ (6 - 11 PM)

6. Where do your employees typically park?

- | Employee | Block # | (See diagram to right)
(Check all that apply) | | |
|----------|---------|--|---------------------------------|-------------------------------|
| #1 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #2 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #3 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #4 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |
| #5 | _____ | Lot <input type="checkbox"/> | Street <input type="checkbox"/> | Deck <input type="checkbox"/> |

7. Where do your customers typically park? (If known)

Block # _____

8. Have your customers ever discussed parking with you?

- Yes
No

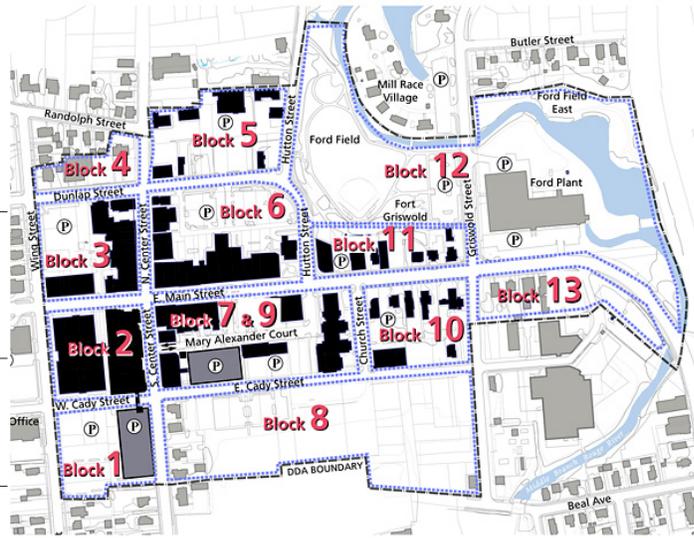
If yes, explain: _____

9. Do you think your customers would be willing to pay for convenient parking?

- Yes
No

10. Do you think your employees would be willing to pay for convenient parking?

- Yes
No



11. Do you own or have access to any private parking adjacent to your business?

- Yes
No

If yes, how many spaces? _____

12. Please give us your opinion on future options for parking downtown.	Very Important	Somewhat Important	Not Important
a. Increase the supply of public parking. On which block #? _____ (See diagram on first page)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Improve on-street parking availability by shortening parking limits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Increase parking turnover on street and in lots by improving regulation and enforcement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Improve on-street parking availability by installing parking meters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Increase parking turnover in surface lots with paid parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We would like your opinion on the following non-parking issues explored in the Downtown Strategic Plan.

13. I would like to see a more centrally located Farmers Market in the downtown.
 agree disagree no opinion

14. A new and expanded Town Square would improve the center of downtown.
 agree disagree no opinion

15. More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.
 agree disagree no opinion

16. An improved connection to Ford Field and the Mill Race District would be beneficial.
 agree disagree no opinion

17. I would like to see more non-motorized (biking, walking, etc.) connections in and around Northville.
 agree disagree no opinion

18. A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main businesses.
 agree disagree no opinion

19. It is important to design and implement consistent streetscape and public parking lot edge improvements.
 agree disagree no opinion

20. There should be historical markers in the downtown.
 agree disagree no opinion

21. The City should continue to look for additional residential opportunities in the downtown.
 agree disagree no opinion

22. I feel my comments will contribute to the successful redevelopment of downtown Northville.
 agree disagree no opinion

23. I feel I have been well informed about this project.
 agree disagree no opinion

24. I feel I have been given opportunities to make a contribution to this project.
 agree disagree no opinion



Your Name and Address (optional)

Your Name _____ Telephone _____
 Company Name _____ E-mail Address _____
 Address _____

PLEASE RETURN COMPLETED SURVEY BY APRIL 18, 2006

Questions or Comments? Contact: Nickie Bateson, Assistant City Manager 248-449-9909
 nbateson@ci.northville.mi.us 215 West Main St. Northville, MI 48167-1540

**Exhibit B
City of Northville
Business Owner's Survey Data**

Surveys mailed: 191
 Respondents: 92
 Response Rate: 48.17%
 N/R means No Response

**Question 1: What type of business do you own?
 (Compared to total floor area by business type)**

Business Type	# Resp.	Percent	Sq. Ft.	%
Retail	47	51.09%	36.75%	
Restaurant	7	7.61%	12.01%	
Office	37	40.22%	51.24%	
N/R	1	1.09%	0.00%	
Total	92	100.00%	100.00%	

Question 2: What are your business hours?

	Morning	Lunch	Afternoon	Evening
Monday	79.35%	81.52%	82.61%	38.04%
Tuesday	85.87%	86.96%	91.30%	44.57%
Wednesday	88.04%	88.04%	92.39%	45.65%
Thursday	84.78%	86.96%	91.30%	55.43%
Friday	85.87%	86.96%	91.30%	47.83%
Saturday	57.61%	59.78%	58.70%	28.26%
Sunday	22.83%	31.52%	36.96%	13.04%

Question 4: How many employees work in your business?

Day	486.0
Evening	217.0

Question 6: Where do your employees typically park?

Block 1	2	3	4
Respondents	8	9	2
Percent	8.70%	9.78%	2.17%

Question 3: On what block is your business located?

Block	# Resp.	Percent
1	0	0.00%
2	2	2.17%
3	21	22.83%
4	2	2.17%
5	5	5.43%
6	26	28.26%
7&9	15	16.30%
8	2	2.17%
10	6	6.52%
11	8	8.70%
12	1	1.09%
13	2	2.17%
N/R	2	2.17%
Total	92	100.00%

Question 5: How many employees use their car to get to work?

Day	475.0	12	13	N/R	Total
Evening	206.0	3	0	23	92
		3.26%	0.00%	25.00%	100.00%
		13.04%	6.52%	0.00%	

*see footnotes

Question 7: Where do your customers typically park?

Block	1	2	3	4	5	6	7	8	10	11	12	13	N/R	Total
Respondents	0	1	19	0	5	19	9	2	7	4	2	2	22	92
Percent	0.00%	1.09%	20.65%	0.00%	5.43%	20.65%	9.78%	2.17%	7.61%	4.35%	2.17%	2.17%	23.91%	100.00%

*see footnotes

Question 8: Have your customers ever discussed parking with you?

Yes	52	56.52%
No	32	34.78%
N/R	8	8.70%
Total	92	100.00%
Comments	46	50.00%

Question 9: Do you think your customers would be willing to pay for convenient parking?

Yes	13	14.13%
No	69	75.00%
N/R	10	10.87%
Total	92	100.00%

Question 10: Do you think employees would be willing to pay for convenient parking?

Yes	8	8.70%
No	72	78.26%
N/R	12	13.04%
Total	92	100.00%

Question 11: Do you own or have access to any private parking adjacent to your business?

Yes	39	42.39%
No	50	54.35%
N/R	3	3.26%
Total	92	100.00%
Private Spaces	256	

Question 12: Please give us your opinion on future options for parking downtown.

a. Increase the supply of parking.

	Very Important	Somewhat Important	Not Important	N/R	Total
	59.78%	15.22%	11.96%	13.04%	100.00%

On which block #?	1	2	3	4	5	6	7&8	8	10	11	12	13	N/R	Total
Block		2	14	0	0	27	3	0	4	2	2	1	35	92
Respondents	2.17%	2.17%	15.22%	0.00%	0.00%	29.35%	3.26%	0.00%	4.35%	2.17%	2.17%	1.09%	38.04%	100.00%

*see footnotes

b. Improve on-street parking availability by shortening parking limits.

	Very Important	Somewhat Important	Not Important	N/R	Total
	11.96%	18.48%	54.35%	15.22%	100.00%

c. Increase parking turnover on street and in lots by improving regulation and enforcement.

	Very Important	Somewhat Important	Not Important	N/R	Total
	13.04%	18.48%	51.09%	17.39%	100.00%

d. Improve on-street parking availability by installing parking meters.

	Very Important	Somewhat Important	Not Important	N/R	Total
	9.78%	21.74%	54.35%	14.13%	100.00%

e. Increase parking turnover in surface lots with paid parking.

	Very Important	Somewhat Important	Not Important	N/R	Total
	5.43%	17.39%	61.96%	15.22%	100.00%

Question

13. I would like to see a more centrally located Farmers Market in the downtown.

Agree	Disagree	No Opinion	N/R	Total
54.3%	27.2%	15.2%	3.3%	100.0%

14. A new and expanded Town Square would improve the center of downtown.

Agree	Disagree	No Opinion	N/R	Total
53.3%	21.7%	21.7%	3.3%	100.0%

15. More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.

Agree	Disagree	No Opinion	N/R	Total
81.5%	6.5%	8.7%	3.3%	100.0%

16. An improved connection to Ford Field and the Mill Race District would be beneficial.

Agree	Disagree	No Opinion	N/R	Total
56.5%	14.1%	29.3%	0.0%	100.0%

17. I would like to see more non-motorized (biking, walking, etc.) connections in and around Northville.

Agree	Disagree	No Opinion	N/R	Total
55.4%	22.8%	20.7%	1.1%	100.0%

18. A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main businesses.

Agree	Disagree	No Opinion	N/R	Total
64.1%	6.5%	26.1%	3.3%	100.0%

19. It is important to design and implement consistent streetscape and public parking lot edge improvements.

Agree	Disagree	No Opinion	N/R	Total
69.6%	9.8%	17.4%	3.3%	100.0%

20. There should be historical markers in the downtown.

Agree	Disagree	No Opinion	N/R	Total
43.5%	16.3%	39.1%	1.1%	100.0%

21. The City should continue to look for additional residential opportunities in the downtown.

Agree	Disagree	No Opinion	N/R	Total
47.8%	17.4%	31.5%	3.3%	100.0%

22. I feel my comments will contribute to the successful redevelopment of downtown Northville.

Agree	Disagree	No Opinion	N/R	Total
58.7%	14.1%	21.7%	5.4%	100.0%

23. I feel I have been well informed about this project.

Agree	Disagree	No Opinion	N/R	Total
45.7%	17.4%	29.3%	7.6%	100.0%

24. I feel I have been given opportunities to make a contribution to this project.

Agree	Disagree	No Opinion	N/R	Total
53.3%	10.9%	28.3%	7.6%	100.0%

Question 6:

On the survey, this questions reads, "Where do your employees typically park?", followed by spaces for employees (1-5) and choices for "lot," "street" and "deck." Very few people responded to this question correctly. Some people misread "1-5" as block numbers, others have more than 5 employees, and many didn't take the time to fill in "lot," "street," and "deck." In order to make use of this data, we have changed the question to, "On which block do most of your employees park most of the time?" This question is less specific, and can be accurately estimated based on the responses provided. In fact, this seems to be the way that most people interpreted the question. When multiple blocks were listed, an estimation method was used. For example, when two respondents replied "6 & 7," respondent one was given a "6" and respondent two was given a "7." Otherwise the data would be weighted incorrectly.

Questions 7 and 12:

When multiple blocks were listed, an estimation method was used. For example, when two respondents replied "6 & 7," respondent one was given a "6" and respondent two was given a "7." Otherwise the data would be weighted incorrectly.

Exhibit C
City of Northville
Business Owner's Survey Comments

Question 8: Have your customers ever discussed parking with you?

Question 8 is the only question where comments were requested. 50% of survey respondents provided a comment. Responses have been sorted first by the block number (or multiple block numbers) where customers park, and then by business type. This information is in parentheses next to each comment.

Block 2

#88: S. Center Street parking was shortened to 30 minutes instead of 2 hours. (2, Office)

Block 3

- #36: Only when they can't find a spot – not often. (3, Retail)
- #70: Can't understand issue regarding lack of parking. (3, Retail)
- #25: They are TIRED of getting tickets and of having to move their cars every 3 hours. (3, Retail)
- #63: Lack of parking. Most customer's drop off students or only park 30 min. @ a time. (3, Retail)
- #79: They say it's a pain and they receive tickets which makes them mad. (3, Retail)
- #59: They are concerned about getting a ticket so they rush to leave. (3, Office)
- #43: Too full on M.A.G.S. Day only. (3, Office)
- #64: Difficult to find a space. (3, Office)
- #85: Just that it is sometimes difficult. (3, Office)

Block 4

#84: Lack of. (4,3, Office)

Block 5

#45: When restaurant [illegible] are parking or when something is going on downtown. (5, Retail)

Block 6

- #31: Only on special events and then not often. (6, Retail)
- #74: Many say "no problem", a few say "problem". (6, Retail)
- #51: Short on parking. There is a big shortage in Public Parking. (6, Retail)
- #3: Lack of parking at Christmas time. (6, Retail)
- #66: Not enough tickets given from lot. (6, Retail)
- #69: All the time. Will not shop Northville because time restrictions on lots. (6, Retail)
- #82: Upset about tickets for parking over 3 hr. limit!!! (6, Retail)
- #57: Complained about lack of parking when my biz was in block 6. (3, Office)
- #58: Locals and merchants involved with strategic planning. (6, Restaurant)
- #96: Very concerned about where to park for easy access to store. (6, Restaurant)

Block 7&9

- #71: No problem parking in (Marquis) Lot (6,7,9, Retail)
- #87: They DO NOT have enough time to see show, shop & eat. They get angry because they like to come to Northville but they end up getting tickets. (6,7,9, Retail)
- #48: Not enough parking (6,7,9, Retail)
- #15: Limiting time and issuing tickets sends a negative message (6,7,9, Retail)
- #83: Difficulty finding a spot. (7,9, Retail)
- #92: Employees parking too close to businesses. They should park farther away & let customers park closer. (7,9, Retail)
- #90 Need more parking. Change Way Street. (7,9, Restaurant)
- #21: Lack of parking. (7,9, Office)

Block 10

- #27: They recognize it as an issue. (10, Retail)
- #11: At times lot is full. (10, Office)
- #80: Would like more "city" parking in area. (10, Office)
- #62: Quite regularly, when employees leave mid-day for lunch break; they cannot find a spot upon return & have to park far away. (10, Office)
- #72: From about 9 AM to about 5 PM many (most of them actually) complain that they could not find parking at all or they had to drive around several times. Also, our outside vendors/delivery man has an extremely difficult time delivering because there is no loading/unloading zone. (10, Restaurant)

Block 11

- #34: Very difficult. (10,11, Office)
- #56: Need additional. (11, Office)
- #77: Lack of convenience and spaces (11,6,12, Office)

Block 12

- #83: Business employees should NOT park in prime locations leaving spots for clients to park near business. (12, Retail)
- #81: Need More. (12, Retail)
- #24: People complained when Griswold was under construction and during the winter. (12, Office)

Block Not Given

- #10: Lack of parking on weekends. (Retail)
- #29: Hard for them to park (seniors). (Retail)
- #89: Not finding any. (Retail)
- #13: All of the time. All blocks. (Restaurant)
- #7: Hard to find a spot. And 2 hours is not enough time! We need more public parking without limits and tickets. Do we really think people eat and shop in only two hours? If I was a visitor and I got a ticket while eating and shopping, I would never come back. Also, meeting with my clients often takes more than two hours! Do you want people to spend a limited amount of time in Northville? (Office)
- #9: Warn them of the chalk cop. (Office)
- #95: Hard to find a spot. (Retail)

Question 9: Do you think your customers would be willing to pay for convenient parking?

- #23: Maybe but we have enough parking -- meters might be good.
- #25: Yes, but only in certain areas. Some areas must be free for short visits making it a friendly area to shop.
- #32: They'll pay for street meters. They won't pay for a parking lot.
- #48: Yes, if there was a parking structure
- #60: They come for the free parking. They tell us they like free parking. They complain about tickets – that three hours is not sufficient time to shop. Our appointments sometimes last more than 3 hours.
- #79: Shouldn't have to.

Question 10: Do you think your employees would be willing to pay for convenient parking?

- #12: Make employees and owners park in lots south of downtown.
- #25: Only if it was by permit – NOT if it was a daily fee.
- #26: Only if had a parking permit. NOT paying daily.
- #59: I cannot ask employees to park blocks away in winter since sidewalks are not maintained well by city.
- #78: The store owner would probably have to foot the bill.
- #79: Shouldn't have to.
- #85: \$10/month?

Question 11: Do you own or have access to any private parking adjacent to your business?

- #60: Remember the business owners pay taxes and trying to make parking inconvenient and expensive is a detriment to business. We must be allowed to park near our businesses, free from hassle. It is too expensive to spend our time walking to some distant parking area two or three times a day for business calls! There is no advantage to a store owner to paid parking—only negative effects –alienating customers and clients. We are competing with malls with free parking –who in their right mind would knowingly institute a competitive disadvantage in this economy?

Question 12: Please give us your opinion on future options for parking downtown.

- #15: B through E are all too negative. They will deter business.
- #17: B through D, Definitely not!
- #23: Make a multi level deck on 6? Also, anything less than 3 hours of parking is not enough.
- #24: In response to part B, learn to manage employee parking but not at the expense of customers. In response to E, Northville will always have to fight harder to get people into downtown. Why shoot yourself in the foot.
- #33: Remove 3 hour parking.
- #46: In response to part B, I happen to know a very nice location for city parking.
- #58: Increase most in town parking.
- #67: Replace MAGS with a lot – 2 levels.
- #69: C through E, NO!, NO!. NO!
- #70: C through E, Absolutely not, NO, NO. You're missing key questions & issues. 1. Parking problems are seasonal. Block 3 was empty all winter. It's ridiculous to ask that

employees walk through snow & ice past empty lots. 2. Everyone says they want business to stay open later – expand hours— under current parking conditions, this means we’re asking our employees – typically female – typically only one employee – to walk by themselves to a remote parking lot in the dark – except for a few months of the year. This is not a safe situation particularly when only a few businesses stay open late & closing times vary from business to business. Does the city intend to provide police escorts or increase police patrols between businesses and remote parking lots? 3. Any new parking should accommodate existing businesses, in addition to helping the new businesses coming to the MAGS building. 4. Restrictive policies – including ticketing is ANTI- Business, if a customer comes downtown to a hair salon and wants to shop and or have lunch, they’re likely to get a ticket if they park in block 3, which is the closest parking to Salon North of Margo’s Spa. We cannot discourage people from coming downtown due to parking policies. 5. RE: parking meters. Only if 1st 30-45 minutes is free to help keep street parking moving – customer must have quick, easy access to store fronts without a charge. 6. Mixed use parking in every lot should be considered. This survey does not allow businesses to address the issues most critical to them. This project has become so small in scope in vision that it can only accomplish small things.

#73: More centralized parking for downtown business

#75: A few spaces could be added on main on Genittis side by shortening the space length.

#80: I think it would be worthwhile to revisit the proposed lot adjacent to Starbucks, Corriveau’s and Franklin Center.

#87: 1. There are not enough of the right kinds of stores in the downtown area to attract shoppers. 2. The existing stores don’t carry the appropriate merchandise to attract buyers. There are things for the spaghetti-thin people but nothing for the “porkies”! 3. The stores have inconsistent and the random hours of business. They also are not available and open during the times that people like to shop. 4. The City definitely needs to increase the amount of free parking available. For instance, if someone wants to buy a loaf of bread and have to pay for parking, they will choose to go to the mall – its easier! Perhaps increasing the height of the existing parking deck will help. 5. The time limit and enforcement of short parking times is a great detriment to keeping shoppers, browsers, diners, and coffee drinkers in the downtown area. 6. The Friday night summer concerts and “Tunes and Tuesday” programs in the gazebo are a real attraction for people to come downtown. 7. During the Victorian Festival, the tent set up downtown with good entertainment, was a great addition for the downtown area, particularly on Friday night. 8. The booth rentals for the outdoor street fairs/sale are too high to attract many vendors. More vendors would attract more shoppers to the downtown area, both for the event and for the merchants.

#93: There has been too much emphasis on parking, neglecting other important issues.

Question 13: I would like to see a more centrally located Farmers Market in the downtown.

#15: Ford Field

#27: Closer but not central. Accessibly adjacent.

#31: It would be good, but parking would be a problem.

#60: Would be too disruptive to people trying to shop. Purchasers at farmers market would not shop in stores. They are there mainly for the market. Extremely bad idea.

#79: Yes, if there is space and parking.

Question 15: More sidewalk cafes / outdoor seating would help draw customers into the downtown and make it feel livelier.

#4: Take out parallel parking and enlarge sidelines on center and main.

#24: Sidewalk cafes are nice, but sidewalk cafes by themselves will not draw more customers to downtown.

#27: Currently not sufficient room to be as effective as could be.

#79: If ample space. Sidewalks by restaurants should be cleaned regularly! They are gross!

#90: But do to laws restriction is very hard to get there.

Question 18: A pedestrian cut-through on E. Main would help connect the parking lot to a new Town Square/E. Main business.

#15: Not needed. Gazebo area is sufficient

#27: Required for merchants. Central TS is not needed or beneficial.

Question 19: It is important to design and implement consistent streetscape and public parking lot edge improvements.

#24: Yes, but not at the expense of developing and instituting a business retention and attraction program.

#27: Nice touch but not overly significant.

#82: Fix the lots first! Block 6. Also, I was told by the City of Plymouth that their parking structure charged \$.25 to park until it was paid.

#93: On the nose!

Question 20: There should be historical markers in the downtown.

#15: Waste of money.

#27: Not a critical need but a nice touch.

#87: Sounds interesting – need to see them first.

Question 21: The city should continue to look for additional residential opportunities in the downtown.

#17: If overnight parking is also provided

Question 22: I feel my comments will contribute to the successful redevelopment of downtown Northville.

#60: They might if not ignored.

#93: I don't think it matters. Everyone has their own agenda.

Question 23: I feel I have been given opportunities to make a contribution to this project.

#24: I did in the beginning, but somewhere in the middle things changed.

