





Schedule Summary

The City of Northville Downtown Strategic Plan area reflects the projects and programs identified through the community and DSC process. The accompanying tables compartmentalize the projects and programs into broad categories including Physical Improvement Strategies, Redevelopment Strategies, and strategies associated with the National Main Street approach: Organizational Strategies, Economic Restructuring Strategies, Design Strategies, and Local Government Strategies.

Each project and program is listed by title, description, responsible party, activity time frame, and funding program. The activity time frame is based on the relative prioritization given by participants at the Joint Planning Session and Public Workshops. It is outlined by calendar year and results in an aggressive program for the City of Northville and the DDA. Due to statutory responsibilities and funding potentials the DDA emerges as the primary responsible party leading the revitalization effort.

The Implementation Strategy is based on several critical components:

- The implementation strategy is structured under the framework of the Main Street program.
- The DDA assumes the lead role in the implementation of projects and programs.
- The organizational structure of the DDA will be amended to reflect the basic committee structure of the Main Street program. In this regard the current Finance Committee of the DDA would become the Economic Restructuring Committee of the DDA.
- The DSC would be dissolved with the adoption of the Strategic Plan and members of this Committee would become members of either the Organizational, Promotions and Marketing, Design, or Economic Restructuring committees.
- The DDA would facilitate an annual joint planning session to review the progress of the implementation strategy and make any modifications in the sequencing of projects and programs, or the deletion or inclusion of projects.

Based on conversations with City Administrators and the Executive Director of the DDA, funding for the implementation strategy can come from bond proceeds, park credit funds, and DDA fund reserves. These

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funds are forecasted at:

- City LTGO Bond / DDA Supported \$4,500,000
- Parking Credit Fund Cash Reserves \$415,000
- DDA Fund Reserves \$790,000
- Total Potential Funds Available \$5,705,000

In addition to these funds the City of Northville contributes funds toward street maintenance and improvement projects through their annual capital improvement program. For example, in fiscal years 2007 and 2008 the City's Major Street Fund will contribute approximately \$500,000 toward the milling and resurfacing of Hutton / Main and the reconstruction of Main Street. Concurrent with the City's reconstruction of Main Street, it is recommended that the Main Street streetscape project be reconstructed which is incorporated in the Implementation Strategy. Funds from the Michigan Department of Transportation (MDOT) enhancement and non-motorized programs, and the Michigan Department of Natural Resources (MDNR) have been identified as potential matching sources for trail, gateway, and park related projects.

Another source of funding targeted at "community-wide" benefit projects is the City of Northville Breakage Fund, which are revenues derived from Northville Downs. A potential project for these funds is the improved connection from downtown to Ford Field and Mill Race District.

Many of the projects require more specific conceptual designs and estimated construction cost budgets prior to establishing capital budgets. However, several of these conceptual designs should be executed in 2006 resulting in plans and budgets needed to determine the amount of a Limited General Obligation Bond for implementation.

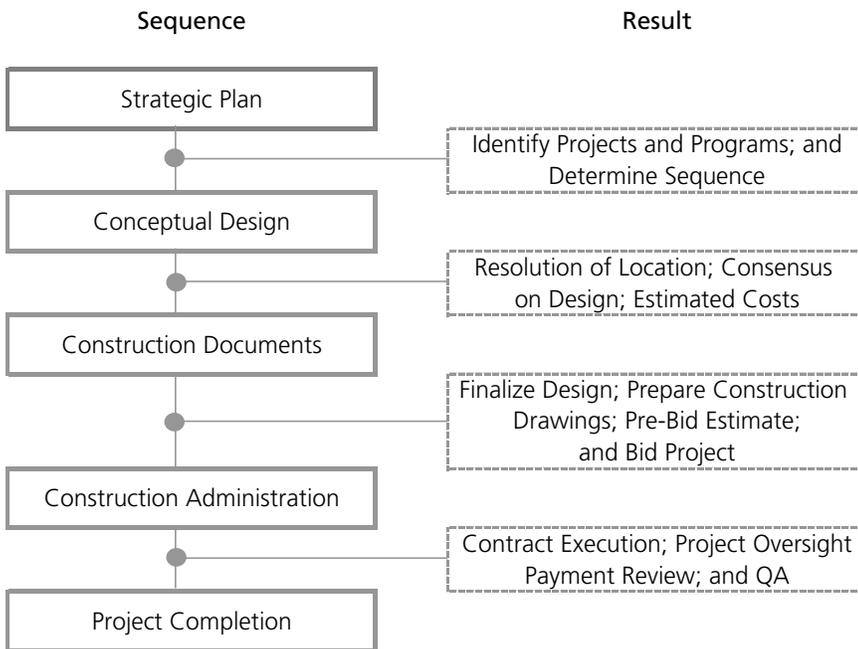
The sequencing of project development follows a traditional design and construction path. The graphic on page 130 highlights this sequence and resulting products.

Figure 15

| Physical Improvement Strategies | Project / Program Description / Action Items | RESPONSIBLE PARTY | | Activity Timeframe | FUNDING PROGRAM | | | |
|---------------------------------|---|---|--|---|------------------------|----------------------------|---------------------------------------|--|
| | | Primary Party | Secondary Party | | Conceptual Design Cost | Primary Funding | Ancillary Funding | |
| A | Build new town square. | Commission a design study to determine program and space requirements. Relocate existing parking. Design new park and activate edges with shop entrances and outdoor cafes resulting in a proposed site plan and pre-construction document designs. | DDA, City | Planning Com., Chamber, Recreation Dept., Arts Com., Landlords, Theater | 2006 | \$18,750 | DDA | |
| B | Integrate farmers market into downtown. | Work with Chamber and vendors to determine need. Develop program and determine capacity, parking, and circulation. Develop site plan and building designs. | DDA, Chamber | City, Recreation Dept., Arts Com., Planning Com. | 2006 | \$24,750 | DDA | |
| C | Determine future parking expansion needs. | Arrive at a decision for parking supply and demand. Conduct quarterly updates of parking counts. Assess on-street parking opportunities. | DDA | City | Ongoing | \$15,000 | City Parking Fund | DDA |
| D | Encourage and facilitate sidewalk cafes and outdoor seating. | Encourage outdoor cafes. Choose appropriate locations, and provide design assistance on clearance and furniture types. | DDA | Planning Commission | 2006 | \$0 | City | |
| E | Improve connection to Ford Field and the Mill Race District. | Determine historically significant components. Prepare site analysis and site plan and seek eligible funding. | City, DDA, Recreation Dept. | Northville Historic Society, State of Michigan, Private Donors | 2006 | \$16,250 | DDA | City Breakage Revenue, MDNR, MDOT, Ford Foundation |
| F | Implement Center Street and Main Street streetscapes. | Design consistent streetscape and parking improvements and have a DDA Design Committee review these projects. Completion of a physical design plan will identify project priorities. | DDA, City | HDC, Chamber, NCBA, Arts Com., Beautification Com. | 2006 | \$35,000 | DDA | City through Local Street CIP Program |
| G | Convert Mary Alexander Court from one-way to two-way traffic flow. | Determine optimum circulation flow, geometrics, delivery locations, and on-street parking opportunities and prepare site plan with a pedestrian scale design. Project also includes street milling and resurfacing. | DDA, City, Planning Com. | Chamber, Arts Com., Parking Auth., Landlords, Business Owners | 2006 | \$4,750 | DDA | City through Local Street CIP Program |
| H | Establish a pedestrian cut-through on E. Main. | Conduct a building survey to determine the best location for the cut-through. Develop a plan to benefit both the City and landlord. Design a cut-through that complies with building code issues. | DDA, Landlord | City, Tenants | 2006 | \$10,800 | DDA | |
| I | Create non-motorized connections. | Develop nonmotorized transportation master plan and implement projects in phases. | City, Recreation Dept., Wayne Co. Parks | Bike Clubs, Volunteers, Northville Township | 2007-2008 | \$23,500 | City | City Breakage Revenue, MDOT |
| J | Establish gateways to downtown and city entrances. | Determine locations for gateway improvements. Design enhancement and identify art / sculpture opportunities. | City, DDA (within DDA boundaries) | Planning Com., Beautification Com., Wayne County | 2006 | \$5,000 | DDA | Beautification Committee, MDOT |
| K | Improve bus parking and circulation routes. | Determine bus destination points. Assess parking and loading requirements. Provide improved access to the Mill Race Village and Ford Field. | City, DDA | Mill Race Village, Businesses, Auto Heritage Route Tourism | 2006 | \$0 | DDA | City, Recreation Department |
| L | Incorporate directional signs to Northville from adjacent highways and major roads. | Work with MDOT to incorporate directional signs on I-275 at 8 Mile exit, Sheldon Road, M-14 at Beck Road exit, I-96 at Novi Road and Beck Road exits. | City, MDOT | Wayne County, Northville Township, DDA, Chamber | 2007-2008 | \$0 | DDA | City, MDOT |
| M | Implement a Historic Marker Program | Establish a historic marker program in the downtown and through the historic districts of the Northville community. | DDA, HDC | City | 2007 - 2009 | \$15,000 | DDA | City |
| N | Extend Beal Avenue to S. Center Street. | Determine road extension alignment within DDA boundaries (expand boundaries as necessary). Establish public / private partnership funding mechanisms. | City, Northville Downs, Beal Town Neighborhood | DDA | 2009-2010 | \$13,500 | City through Local Street CIP Program | DDA |
| O | Build parking lot behind Starbucks. | Establish public / private partnership and pursue land acquisition. Design parking lot. | DDA, Landlords, Business Owners | City, Planning Com. | 2009-2010 | \$0 | City Parking Fund, DDA | Property Owners through issuance of easements |
| Redevelopment Strategies | | | | | | | | |
| A | CVS Block Redevelopment | Determine optimum site plan including relocated businesses and consolidated parking lot. Work with CVS and other landlords for a public private partnership. | DDA, CVS, Landlords | City, Planning Com., HDC, Recreation Dept. | 2006 | \$0 | DDA | Planning Commission, Property Owners |
| B | Encourage rehabilitation of downtown buildings. | Encourage rehabilitation of underused building space in the downtown, including second and third story spaces to accommodate residential use. Establish funding incentives and design assistance program. | Planning Com., DDA, Landlord, Tenants | City | 2006-2011 | \$10,000 Annual Allocation | DDA | Private Property Owners, City |
| C | Redevelop neighborhood south of Cady Street. | Develop master plan. Initiate developer solicitation. | DDA, Northville Downs, Driving Club, Land Owners | City, Planning Com., HDC | 2007-2008 | \$45,000 Neighborhood Plan | DDA | Planning Commission |
| D | Encourage rehabilitation of Cady Town buildings. | Develop master plan. Study history of area to tie into master plan. Rehabilitate historic industrial buildings. Annex property into the DDA. | DDA | HDC | 2009-2011 | \$55,000 Feasibility Study | DDA | City |
| E | Incorporate residential development along Wing Street. | Understand future Post Office functions. Develop master plan. Initiate developer solicitation | DDA, US Postal Service | City, Planning Com. | 2009-2010 | \$0 | City | Planning Commission |

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Once the conceptual designs are completed, the DDA and the City will need to prioritize, based on estimated costs, the final sequencing of project implementation. A concern is not to over commit DDA funds for bond debt service payments limiting funding potentials for other projects such as parking lot construction or other public improvement projects.

Figure 16

| Organizational Strategies | Project / Program Description / Action Items | RESPONSIBLE PARTY | | Activity Timeframe | FUNDING PROGRAM | | | |
|---|--|---|------------------------------------|--------------------|------------------------|------------------------------|---|--|
| | | Primary Party | Secondary Party | | Conceptual Design Cost | Primary Funding | Ancillary Funding | |
| A | By-Law Review | Review and amend By-Laws to include the formation of four working committees: organization, economic restructuring, marketing and promotion, and design. | City, DDA | | 2006 | \$0 | | |
| B | Joint Planning Session | Conduct annual strategic planning sessions with the City and DDA Board to review the Downtown Strategic Plan. | City, DDA | | 2007 | \$0 | | |
| C | Public Relations | Establish public communication by the DDA through various media opportunities. | DDA | | 2006-2007 | \$1,500 | DDA | |
| D | Volunteer Development | Build volunteer base and create volunteer recognition program. | DDA | | 2006-2007 | \$2,500 Recognition Event | DDA | |
| F | Partnerships | Continue to develop working relationships with other City Department, Board and Commissions, Chamber of Commerce, and NCBA | City, DDA | | 2006-2011 | \$0 | | |
| G | Memberships | Maintain or join memberships in organizations that provide information and education on economic and commercial district revitalization. | City, DDA | | 2007 | \$1,500 | DDA | |
| H | Amend the Downtown Development Plan and the Tax Increment Financing Plan | Incorporate projects and programs outline in the 2006 Downtown Strategic Plan | DDA | | 2006 | \$4,500 | DDA | |
| Economic Restructuring Strategies | | | | | | | | |
| A | Business Retention | Establish and implement a business retention program. Integrate with marketing and promotion strategies; improve communications with property owners; develop inventory of properties; provide incentives for mixed use development; provide educational workshops for business owners. | DDA | NCBA, Chamber | | 2007-2008 | \$7,500 Annual Allocation | DDA |
| B | Business Recruitment | Establish and implement a business recruitment program. Integrate with marketing and promotion strategies. | DDA | NCBA, Chamber | | 2007-2008 | \$15,000 Annual Allocation | DS |
| Marketing and Promotion Strategies | | | | | | | | |
| A | Marketing and Promotion Program | Develop a marketing and promotion program and business advertising plan. | DDA | NCBA, Chamber | | 2006-2007 | \$50,000 | DDA |
| B | Business Advertising | Develop a coordinated advertising campaign to promote the downtown as a whole in order to compete in retail market; learn from techniques used by shopping malls. | DDA | NCBA, Chamber | | 2006-2007 | Part of Marketing and Promotion Study | |
| C | Expand Store Hours | Encourage downtown businesses to maintain business hours that respond to customers' needs. | DDA | NCBA | | 2006-2007 | \$0 | DDA |
| D | Provide Unmatched Customer Service | Develop effective customer service strategies. | DDA | NCBA | | 2006-2011 | \$0 | DDA |
| E | Maintain Websites | Update and maintain City and DDA websites | DDA, City | | | 2006-2011 | \$9,500 Annual Allocation | DDA |
| F | Special Events / Evaluate Calendar of Events | Continue contributions to annual special events and develop a strategy to monitor the effectiveness of downtown events and evaluate on a regular basis. | Chamber of Commerce, DDA | City | | 2006-2011 | \$2,400 | DDA |
| Design Strategies | | | | | | | | |
| A | Design Assistance | Facilitate design assistance for property owners making improvement to their buildings. | DDA | | | 2007 | \$10,000 Annual Allocation | |
| B | Façade / Sign Grant Program | Create incentive programs to encourage improvements to the physical appearance of the buildings and signage within the DDA district. | DDA | | | 2007 | \$40,000 Annual Allocation | |
| C | Federal Tax Credits for Rehabilitation | Educate property owners about available tax credits as an incentive for improvements to their properties. | DDA | | | 2007 | \$500 | |
| D | Public Art Review | Evaluate art proposed in the public realm. Consider establishing a proactive Public Arts Program that may result in an ordinance for 1% art. | Northville Art Placement Committee | DDA | | 2007 | \$4,500 Ordinance Development | DDA |
| E | Maintenance | Manage the maintenance of the DDA district beautification projects. This does not include parking lot maintenance which should be viewed as Capital Project expense. | City, DDA | | | 2007-2011 | \$66,500 Annual Allocation | |
| F | Wayfinding Plan and Signage | Develop a plan to supplement the DDA sign design study that makes recommendations for the placement of signs to provide clear and concise direction and information for users. | DDA | | | 2007 | \$15,000 Study Cost | DDA |
| Local Government Strategies | | | | | | | | |
| A | Upper Floor Development | Establish financial assistance and incentive programs to encourage upper-story housing development in downtown. Ordinances may need to be amended to allow for and regulate these uses. | DDA | City | | 2006 | \$2,500 | DDA to finance amendment to Zoning Ordinance |
| B | Parking Occupancy Surveys | Conduct quarterly updates to determine parking occupancy in the downtown. | CITY | | | 2006-2011 | \$0 | City |
| C | Turnover and Intercept Surveys. | Conduct turnover and intercept surveys to understand parking habits of downtown customers. | CITY | DDA | | 2006 | \$5,720 | City |
| D | Street Configuration Strategies | Continue to evaluate opportunities for on-street parking by implementing street configuration modifications. | CITY | DDA | | 2007-2008 | \$0 | City CIP |
| E | Amend DDA Boundaries | Continue to discuss expanding the current DDA boundaries to potentially include Cady Town, Wing Street Businesses, Post Office area, Mill Race Village, Civic Center area, and Northville Downs. | CITY | DDA | | 2007 | \$1,000 Publication / Notification Costs | DDA |
| F | Parking Committee | Establish a Parking Committee, appointed by the Mayor and City Council, to monitor parking demand, review occupancy survey, and recommend parking strategies. | CITY | DDA | | 2006 | \$0 | City |

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