

Market Analyses



Retail Market Analysis

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

Priority 1: Event Space

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

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

Priority 2: Retail Basics

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

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

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

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

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

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

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

Priority 3: Refill Vacated Niches

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

National Chains Expanding in Michigan

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

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

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

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

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

Table: Retail ideas to support event venues

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

Table: Possible opportunities to replace or expand

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

Table: Available sites and opportunities

Source: LandUseUSA

Residential Target Market Analysis (TMA)

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

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

Some of the missing middle housing types are:

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

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

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

Graphic: Missing middle housing



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

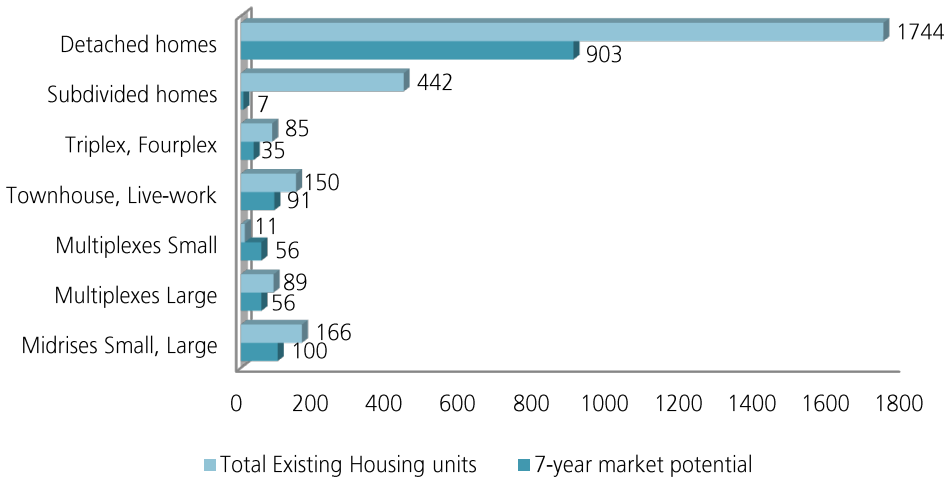


Chart: 7-Year housing market potential, aggressive scenario

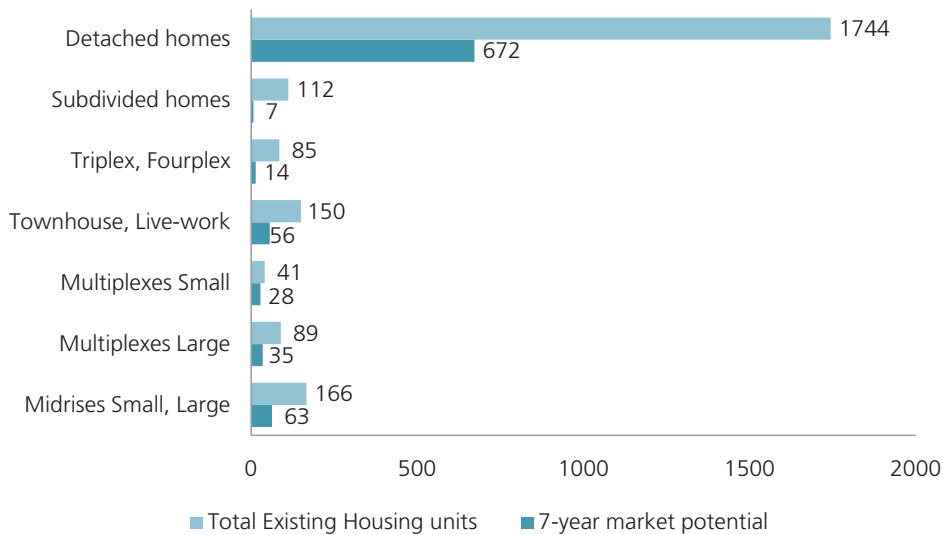


Chart: 7-Year housing market potential, conservative scenario

Source: LandUseUSA

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

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

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

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

Real Estate and Redevelopment Potential

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

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

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

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

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

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

Section Four

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

1. *West Main Street*

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



Photo: Northville Downs is a possible location for redevelopment

2. *South Quad*

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

3. *Cady Town*

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

4. *Northville Downs Property*

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

Graphic: Redevelopment sites



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

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



Physical Design and Land Use Framework

The Framework Plan

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

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

Opportunities

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

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

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



Photo: Farmers' market



Photo: Public plaza

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



Image: An example of events to market the downtown retail

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

Constraints

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

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

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



Photo: An award winning beautification project

Future “Preferred” Vision

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



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



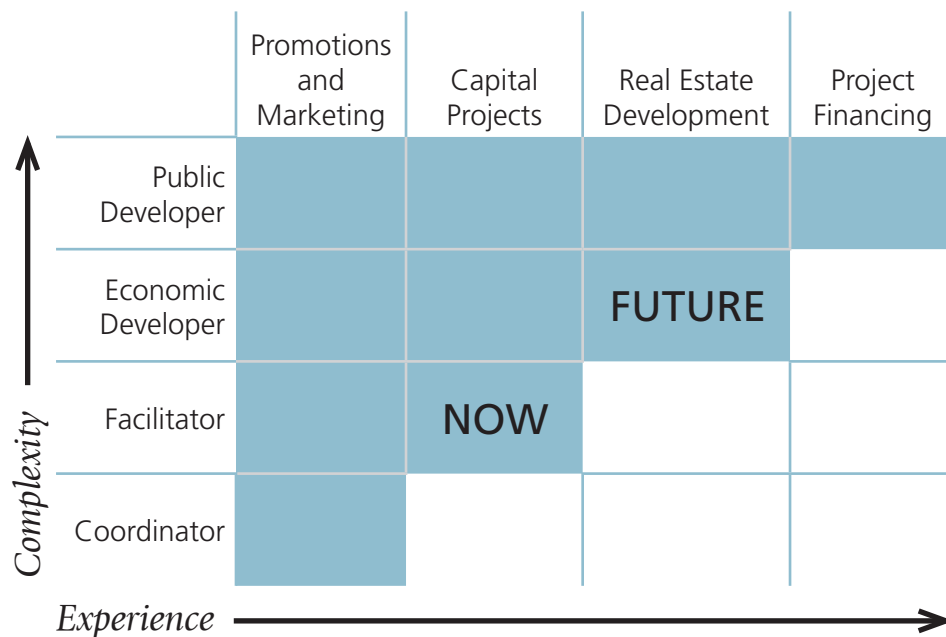
Implementation Strategy

Action Program

Overview

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

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



Action Plan Tasks

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

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

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

Design Opportunities

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

Replace Business Directories

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

East Main Street Streetscape

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

Improve connection to Ford Field and the Mill Race District

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

Traffic Signalization

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

Alley Improvements

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

South Center Street Streetscape

Continue streetscape improvements at a less intense level on South Center

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

North Center Street Streetscape

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

Street Lighting

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

Downtown Mural Project

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

Historical Marker Program

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

Entry Signs

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

Façade Program

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

Marketing Mix Opportunities

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



Photo: An example of the existing wayfinding signage Downtown



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

Section Six

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

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



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

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

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

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

Retail Market Opportunities

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

Residential Market Opportunities

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

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

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

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



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

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

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

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

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

Redevelopment Opportunities

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

Business Assistance Team

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

Economic Restructuring Opportunities

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



Photo: Musical events held in the central business district

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

Revise Article 20

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

Redevelopment Ready Community (RRC) Certification

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

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

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

Density Bonuses

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

Potential Land Acquisition

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

funding

LEED Bonuses

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

Affordable Housing Bonuses

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

Organization Opportunities

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

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

Contractual Position with City

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

Joint Planning Session

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



Photo: Streetscape in the central business district

Section Six

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

Cost Sharing Arrangements

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

Town Square event coordination

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

Principal Shopping District

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

Expansion of DDA District

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

Board Members

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



Photo: A recently constructed parking structure in the Downtown area

Parking Opportunities

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

Parking Incentive Program

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

Parking Lot Lighting

Conversion of HPS parking lot lights to induction/LED.

Surface Parking Lot Buffer and Perimeter Landscape

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

Parking Maintenance Study

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

Conclusion

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

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

Action Program

Design Committee Strategies

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

Marketing Committee Strategies

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

Economic Restructuring Committee Strategies

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

Organization Committee Strategies

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

Parking Committee Strategies

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



Appendix A: Stakeholder Questions and Responses

Stakeholder Questions - Northville Downtown Plan Update

Q1 What is your image of the downtown district?

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

Q2 Assess the vitality of the business district.

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 14 Skipped: 3

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 17 Skipped: 0

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

Q13 What other downtowns do you visit, and why?

Answered: 16 Skipped: 1

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

Stakeholder Questions - Northville Downtown Plan Update

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

Answered: 15 Skipped: 2

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

Stakeholder Questions - Northville Downtown Plan Update

Q15 Other issues?

Answered: 13 Skipped: 4

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

Stakeholder Questions - Northville Downtown Plan Update

Q1 What is your image of the downtown district?

Answered: 17 Skipped: 0

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

Appendix B: Patron Intercept Survey Results

Northville DDA Intercept Survey

Q1 What day of the week is it?

Answered: 189 Skipped: 0

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

Northville DDA Intercept Survey

Q2 What time of day is it?

Answered: 187 Skipped: 2

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

Northville DDA Intercept Survey

Q3 What block are you in?

Answered: 189 Skipped: 0

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

Northville DDA Intercept Survey

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

Answered: 172 Skipped: 17

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

Northville DDA Intercept Survey

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

Answered: 172 Skipped: 17

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

Northville DDA Intercept Survey

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

Answered: 111 Skipped: 78

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

Northville DDA Intercept Survey

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

Answered: 178 Skipped: 11

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

Northville DDA Intercept Survey

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

Answered: 146 Skipped: 43

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

Northville DDA Intercept Survey

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

Answered: 176 Skipped: 13

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

Northville DDA Intercept Survey

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

Answered: 158 Skipped: 31

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

Appendix C: Online Survey Results

Northville DDA Survey - August 2016

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

Answered: 822 Skipped: 57

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

Northville DDA Survey - August 2016

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

Answered: 865 Skipped: 14

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

Northville DDA Survey - August 2016

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

Answered: 837 Skipped: 42

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

Northville DDA Survey - August 2016

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

Answered: 870 Skipped: 9

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

Northville DDA Survey - August 2016

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

Answered: 809 Skipped: 70

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

Northville DDA Survey - August 2016

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

Answered: 873 Skipped: 6

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

Northville DDA Survey - August 2016

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

Answered: 853 Skipped: 26

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

Northville DDA Survey - August 2016

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

Answered: 870 Skipped: 9

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

Northville DDA Survey - August 2016

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

Answered: 776 Skipped: 103

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

Appendix D: Follow-up Survey Responses

Northville DDA Follow-up Survey

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

Answered: 311 Skipped: 0

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

Northville DDA Follow-up Survey

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

Answered: 241 Skipped: 70

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

Northville DDA Follow-up Survey

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

Answered: 304 Skipped: 7

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

Northville DDA Follow-up Survey

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

Answered: 311 Skipped: 0

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

Northville DDA Follow-up Survey

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

Answered: 311 Skipped: 0

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

Northville DDA Follow-up Survey

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

Answered: 311 Skipped: 0

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

Northville DDA Follow-up Survey

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

Answered: 307 Skipped: 4

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

Northville DDA Follow-up Survey

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

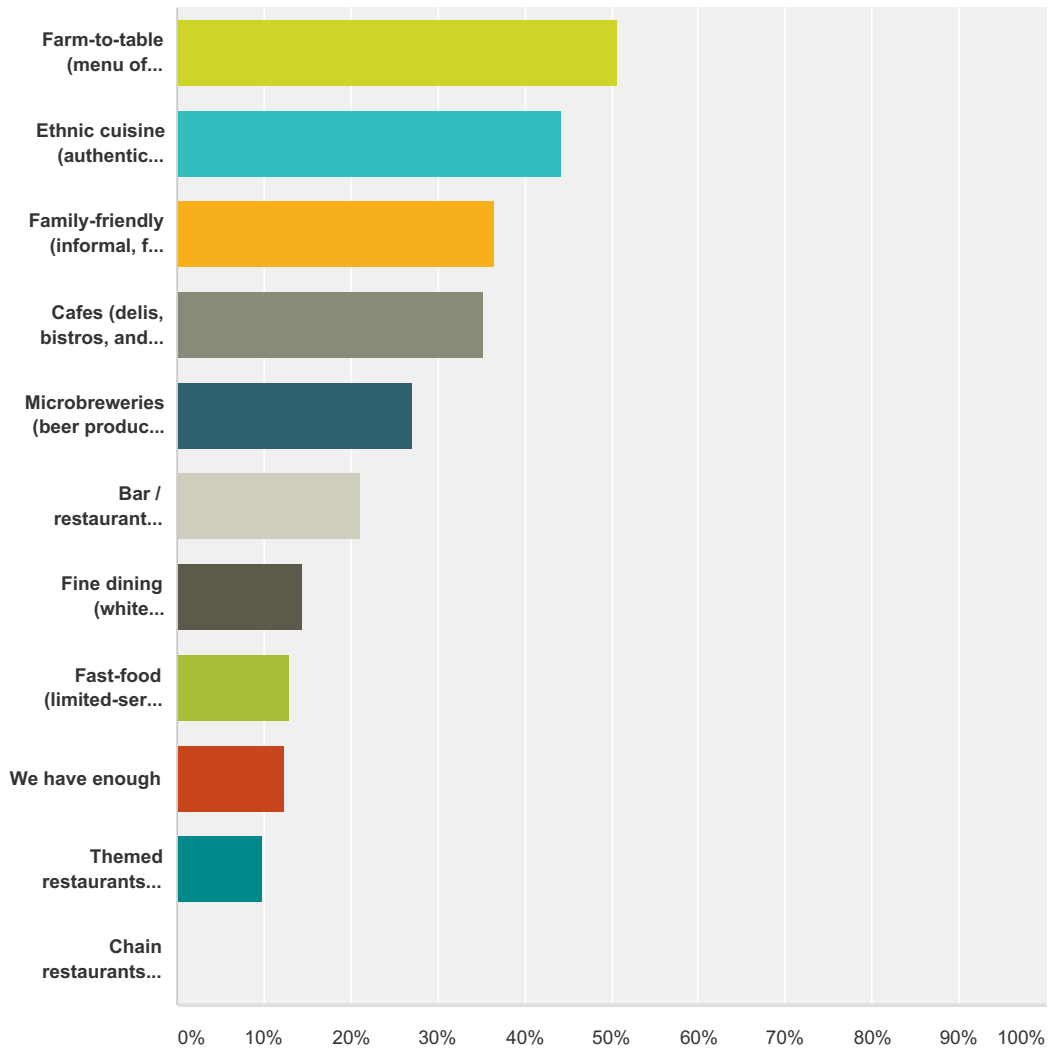
Answered: 307 Skipped: 4

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

Northville DDA Follow-up Survey

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

Answered: 307 Skipped: 4



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

Answered: 131 Skipped: 180

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

Northville DDA Follow-up Survey

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

Answered: 289 Skipped: 22

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

Northville DDA Follow-up Survey

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

Answered: 288 Skipped: 23

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

Northville DDA Follow-up Survey

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

Answered: 288 Skipped: 23

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

Northville DDA Follow-up Survey

Q15 Please select your age category.

Answered: 287 Skipped: 24

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

Northville DDA Follow-up Survey

Q16 Please select your home zip code.

Answered: 287 Skipped: 24

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

Appendix E: Hours of Operation

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

