

## Northville DDA Economic Development Committee

Monday, October 15, 2018 – 8:00 am

Meeting Room A – City Hall

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### Meeting Agenda

1. September Meeting Notes
2. Northville Downs
  - A. PUD Eligibility Meeting – Aaron Cozart (Attachment 2.A)
  - B. Discussion of Issues (Attachment 2.B)
  - C. Next Steps – Carol Maise
3. Project Updates
  - A. Cady Street Project – Lori Ward
  - B. Corner House – Lori Ward
  - C. Foundary Flask – Lori Ward
  - D. River Park – Carol Maise
  - E. Main Street School – Chuck Murdoch
  - F. Old Village School – Jeff Hamilton
  - G. North 320 – Robert Miller
4. Downtown Business Activity – Lori Ward
  - A. Los Tres Amigos – 144 Mary Alexander Court
  - B. 160 Main Street Update
5. Next meeting of the Economic Development Committee – November 19, 2018

Downtown Development Authorities (DDA) Economic Development Committee (EDC)  
Comments in response to “The Downs” PUD Eligibility Application  
October 2<sup>nd</sup> 2018

The EDC is designed to be a resource for the Planning Commission, City, Developers, Residents, etc. The purpose of the Economic Development Committee is to advise the City Council on matters related to promoting vital and inviting business areas and advancing economic development within the City. The Committee shall assess the current and ongoing business climate in the City and submit recommendations to the City Council intended to maintain a strong economic base in the City. In an effort to support each of those entities, the EDC has constructed comments on The Downs PUD Eligibility Application. In reviewing the application, several consistent items come up from the discussion to include traffic, green / public space, Commercial / Retail Space, design of the residential products and density. We will provide points below for each of those items as well as overall feedback.

**1. Traffic / Parking:**

- a. Traffic and congestion is a concern of the teams and the community. The committee has some recommendations below that reduce the traffic impact of this development. The project needs another North to South through-road to dissipate the traffic generated from the development. The best option is an extended Hutton Street down to the mouth of East Hines Drive, where there should be a roundabout. This does a few things: takes pressure off of Sheldon (South Center) south of Main Street at peak times, takes pressure off access / egress via Beal St through Beal Town neighborhood and creates a new North to South way to get into Downtown as well as access to the project neighborhood itself.
- b. Parking: If two North to South streets are created (N-S street south of Town Square and N-S street between Hutton and Griswold) there will be more on-street parallel parking North of extended Beal Street and within walking distance of the Town Square.
- c. Parking: Parking requirements of the development should be a maximum of one car per bedroom. The developer needs to show the units by number of bedrooms, so that the area North of Beal Street can be properly evaluated.
- d. The grid road layout is consistent with the Master Plan but it does not reflect the grid pattern in the adjacent neighborhoods. For example Beal Town, the blocks are oriented with the long dimension North to South and narrower in the East to West dimension. The two super blocks North of Beal Street should be broken up into four smaller blocks that mimic Beal Town blocks. The two North to South streets suggested make this development much more walkable, like other neighborhoods in our community (Beal Town, Cabbage Town, West Orchard, Historic District). Tree-lined streets with parallel parking are more consistent with surrounding neighborhoods and far more safe than what is proposed now.

- e. Parallel parking should be added to the single family neighborhood to accommodate visitors to the neighborhood.

## **2. Green / Public Space:**

- a. The River: A public / private partnership to “daylight” the river and create a linear park should be investigated. This could be in the form of a developer contribution to the City, which would allow the City to plan an award winning public park and apply for grants that are potentially available. Also, current site plans should reflect this as a possibility. Current design would have the river going through 6 residential parcels.
- b. If the pond is retention and always has water, it should have public access and no fence barrier. It should look like an attractive water feature, not a depression. Further the Master Plan shows a public linear park that fronts on 2 streets – River Street and a new street that bounds on the west side of the day-lighted river. The 13 homes on River Street, the 7 Single-Family lots to the west and the 13 town home lots to the west effectively mask the linear park from public view and access except at the Beal Bridge on the north end. The linear park as proposed by the Master Plan is much better than the developer’s plan. The linear park should not be so hidden and the homes on River Street are not in keeping with the Master Plan.
- c. Proper maintenance of the area should be further vetted but concerns with the HOA being in charge of the upkeep of a publicly used space. We will want to ensure that the proper maintenance and upkeep is up to City Standards.
- d. Farmers Market: The Chamber is interested in fitting into what space is available, but this proposed space is far smaller than their smallest conceivable area size. This plan must assume that the Watermark surface lot is available for public use on Market Day, so that parking does not occur in the small space allotted to the market. This needs to be confirmed, and if this is true, is there enough parking for both apartment residents and the market patrons and vendor trucks? A better choice is to expand the market surface lot south of Beal Street to extend over the west side of the bridge. This allows public parking to be in proximity to the vendors (much safer than trying to get your purchases across Beal Street bridge). If the vendor trucks are allowed to park on the Watermark surface lot south side that might work. Another issue is the availability of 2 barns in South Lyon that formerly served the harness racing industry in Northville. They quartered horse and trained drivers and horse for local races, back in the day. These barns are immediately available but will be torn down soon. They can be moved. The developer is aware of these barns and has elected to pass on them. The City should consider that these barns could make for facilities with bathrooms that give more value to the linear park use by the public as well as serve vendors on Market Day.
- e. The creation of berms was listed as a public benefit. The EDC feels that the use of berms in this project is a suburban solution and not in keeping with urban residential development. Often berms are created in a project in order to save on

the cost of hauling away excess soil that is created when the detention pond is built. The EDC suggests the elimination of these berms from the plan.

### **3. Commercial / Retail Space:**

- a. Current design only includes 18,700 sq/ft of which we are concerned will only include private apartment amenities and sales office. A more viable option would be to extend a new North to South street South of Town Square with liner Commercial on both sides. This would allow something like restaurants on both sides that would activate this south side of town and connect to the existing Downtown via the North to South Pedestrian Link. This could be mixed-use with smaller micro residential apartments over. The nearby deck could expand to support the development on this new street North of Beal Street.
- b. As part of the DDA's 2017 Strategic Plan for Downtown Northville, a retail marketing analysis was completed by LandUSA. The results of the marketing analysis show that the City of Northville can support at least 35,000 square feet of new retail space plus a boutique hotel. Additional office and support businesses are in addition to the retail square footage.

### **4. Design of the Residential Products:**

- a. The committee has review the residential products proposed within this application but will provide more feedback later in the development and approval process as this document is focusing on the PUD Eligibility application. That being said, we hope future designs are less suburban and generic in character.
- b. Various heights are listed within the development to include townhomes at three to three and a half stories. Three stories is enough for these products.
- c. The committee agrees with the CWA that the development should not include front facing garages in line with the front elevation of the homes. In fact this issue is currently being studied by the Planning Commission. The Master Plan specifically refers to alleyway access to rear garages as a preferred option to street curb-cuts and front-access garages. Earlier versions of the site plan show the alleyways and rear-access garages. The EDC feels that this is a better solution. Also note that the current proposal does not have any on-street parking, so guests have to park in the driveway. This is not sustainable. Rear garages off alleyways eliminates the need for street access driveways and allows for parallel parking on the streets.

### **5. Density:**

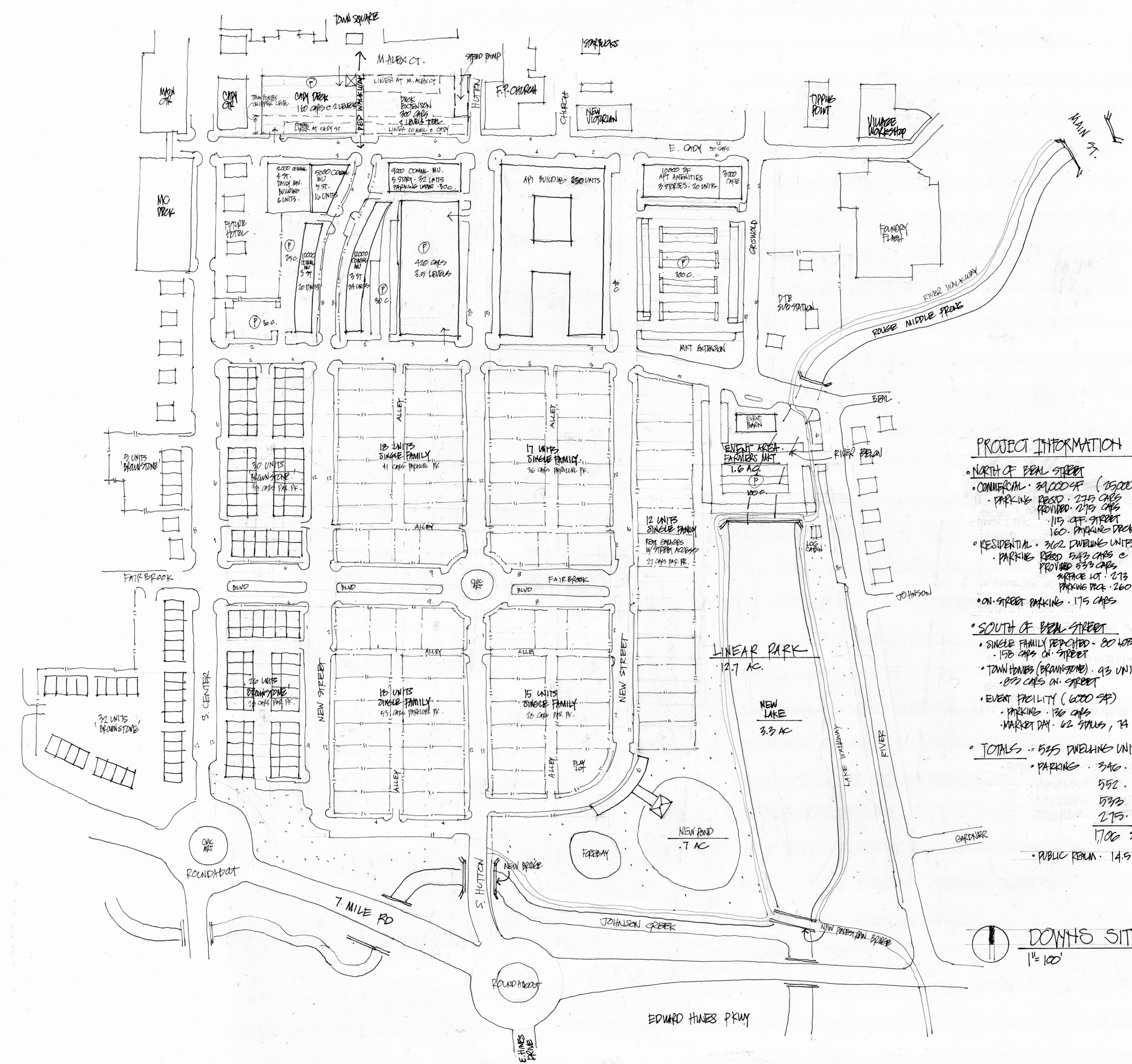
- a. The committee agrees with the CWA's comments that it is higher than intended for the space. The idea to potentially eliminate the 13 single-family homes along River Street to increase the park area and improve the ability to Daylight the Rouge River and provide more space for the farmers market is a good one.
- b. The CWA suggest eliminating some of the townhome on either side of the pocket park on Hutton Street. The committee would like the developer to investigate continuing Hutton Street over Johnson Creek and connect with Seven Mile at East

Hines Drive. A tree-lined street with parallel parking would be very similar to our existing neighborhoods. This new North to South link to this development and the downtown is needed for numerous reasons.

- c. We agree with CWA's comments to reduce the number of townhomes on the Farmers Market property to provide usable green space. If we eliminated these units, we could have better access to the North end of the new park
- 6. Consistent with the Master Plan** The developers state in their PUD eligibility that the proposed PUD is consistent with the goals and objectives of the Master Plan but do not enumerate any of the areas in which they feel their plan is consistent with these goals and objectives.
- a. The Master Plan calls for providing parking behind buildings. The creation of a parking lot at the corner of Griswold and Cady Streets is inconsistent with the Master Plan.
- 7. Other:**
- a. Many of the amenities listed in HP's PUD eligibility application are not considered by the EDC to be public benefits, but rather are requirements of any applicant going through the development process: these include:
    - The elimination of out dating building structures, and "unsightly conditions".
    - Stormwater improvements.
    - Stormwater retention/detention ponds
    - Creation of 92 public parking spaces are a requirement of the purchase agreement with the City of Northville
    - Elimination of current race track

In addition to the feedback listed above, the committee is concerned with the timeline of the three phases of the project. Several amenities presented in this application are not part of the first phase of the project making those amenities at risk if the development is delayed or later phases are not completed. This needs to be addressed in this application to ensure that these are completed as part of the project.

The intent of this feedback is to specifically address only items in reference to the PUD Application Eligibility currently being discussed. The Economic Development Committee has additional feedback on the overall project which will be shared at later phases of the project approval process.



**PROJECT INFORMATION**

- NORTH OF BEAL STREET
  - COMMERCIAL - 34,000 SF (25,000 RESTAURANT)
  - PARKING RESID. 275 CARS PROVIDED. 275 CARS
  - 115 OFF STREET
  - 160. PARKING DECK (UPPER LEVEL)
- RESIDENTIAL - 3,622 DWELLING UNITS
  - PARKING RESID 543 CARS @ 1.5/UNIT PROVIDED 533 CARS
  - SURFACE LOT: 273
  - PARKING DECK: 260 (LOWER LEVELS)
- ON-STREET PARKING - 175 CARS
- SOUTH OF BEAL STREET
  - SINGLE FAMILY DETACHED - 80 LOTS (80' WX 120' D ±)
  - 150 CARS ON STREET
  - TOWNHOMES (BROWNSTONE) - 93 UNITS
  - 877 CARS ON STREET
  - EVENT FACILITY (6,000 SF)
  - PARKING - 130 CARS
  - MARKET DAY - 62 STALLS, 74 CARS.
- TOTALS - 5,535 DWELLING UNITS
  - PARKING - 340 SELF PARKED @ SF & TH
  - 552 ON STREET
  - 533 APARTMENTS - PRIVATE
  - 275 COMMERCIAL
  - 1,700 SPACES
  - PUBLIC REVENUE - 14.5 ACRES

**DOWNS SITE PLAN**  
 1" = 100'  
 10.8.18

Greg Presley:

-535 dwelling units (7% decrease)

-Lose the single family residential on River Street in order to open up the river as a linear lake (about 3 football fields), with public access along River and walking path around (note the pedestrian bridge).

-No Pulte town homes. In their place are more single family homes, narrower lot size than currently proposed, alley access (except at the east row with rear garages and street access), individually designed. Could be sold to local builders or to homeowners. Note that the smaller lot size means smaller houses, which is good.

-Town home product along S Center, "brownstones" with stone and brick cladding, more upscale than proposed by Pulte. Robertson Bros would be a good builder here.

-Grid blocks with (3) streets N-S connecting to Cady Street (12 total). Note the bridge connection over Johnson Creek to the terminus of EH Parkway at a roundabout. Note the Fairbrook boulevard and roundabout in the center.

-Roundabout at 7 Mile and S. Center, as proposed by OHM.

-New commercial on a new N-S street due south of the Town Square. Both sides of the street with micro loft units over. Think "Restaurant Row" with criss-cross festoon lights over. Close down the street for events like we do now. Also move Watermark amenities to a new building along Cady at Griswold intersection. This frees up more commercial along the south side of Cady west off Hutton. Total commercial (net of Watermark amenities) about 39,000 SF.

-Farmer's Market in a new event facility at the north end of the linear park with relocated barn for services. Note that the river runs under as it does now.

-Lots more parking in various venues (larger deck with N-S access, public and private use), more on-street parking, more parking at west side of site, parking in front of residential lots)

-Possible expanded 3-level Cady Deck with commercial liner potential along Mary Alexander Court and East Cady. Could also have town homes at the top level facing south along Cady. The 2 restaurants along M Alex Ct could relocate to Restaurant Row.

-Need to dial up the Downs/fairground reference in civic art and other ways.

I think this looks more like a Northville neighborhood, with tree-lined, parked-and-sidewalked streets and predominantly smaller unique houses.

Aaron Cozart:

The design really reflects the Master Plan and the committee's feedback well. I also agree with Jeff in that we have to do mindful that the developer is in the business of making a profit and that our guidance allows them to do so while still delivering a product that the community can benefit for years to come. Like we have said, we only have one shot at this one and want to make sure it is right. I spoke with the developers after the presentation and shared that we are here and happy to help in any way we can. They have interest in talking with us and specifically mentioned a need for help on what grants and incentives may be available for items such as the daylighting of the river.

Jeff Hamilton:

I love what you did here, it is really nice. I wish you were working for the developer.

I can caution everyone that we must be careful that we only guide the developer and not dictate as they could pull the plug on having this move forward if we don't present in the right tone with the right thoughts behind it. We effectively have to sell to them and let them tell us if they can make the numbers work on their end. I have watched many large development projects go down in flames due to communities getting too demanding and not having some flexibility. Northville Twp. has firsthand experience with this. It is a very desirable piece of property, so I would think the developers would listen, and I also think Greg hit a homerun on his conceptual masterplan, so let's see where it goes from here.

Chuck Murdock