

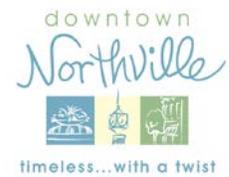
Northville Downtown Development Authority

## Downtown Strategic Plan Steering Committee Meeting

*Monday, June 27, 2016 at 3 p.m.*

1. Building and Site Assessment: Building and site assessments were performed by Marisa of Beckett & Raeder, Inc.
  - a. Inventory: Three tables of information were presented to the Steering Committee that provided inventory data for retail and restaurants, offices and institutions, and hours of operation. The inventory tables included the names, addresses, and types of land use for all operational businesses within the DDA boundary.
  - b. Hours of operation: Hours of operation were recorded for businesses in the downtown area. Many Steering Committee members discussed the demographics of the area which drive the hours of operation of most downtown establishments.
  - c. Parking conditions: Parking features were assessed including on-street parking, parking lots, parking structures, and barrier-free parking. Current inventory shows a decrease in parking, although Marisa and Lori plan to double-check some of the variables for the conclusion of this section.
2. Physical Design and Framework: Physical design and framework elements were assessed by Caitlin of Beckett & Raeder, Inc.
  - a. Physical assessment: Activity areas, streetscapes, wayfinding signage, gateways/entrances, open spaces, parks, plazas, and edges were evaluated in the physical assessment. Activity areas remained unchanged; any additional items to be added to assessment were discussed, such as two additional pedestrian links.
  - b. Walkability assessment: Pedestrian cut-through alleys and linkages were more closely examined from the pedestrian perspective. The idea that walkable streets should be configured into a loop design and a current initiative involving secondary street designs were discussed by the Committee.
  - c. Adopted master plan components: The Committee discussed the potential for higher density within the downtown area. More information about the projected growth or decline, particularly once the market analysis is complete, will provide greater insight to the subject.
3. Intercept Survey: Intercept surveys were conducted by Marisa, Caitlin, and Sara of Beckett & Raeder, Inc. in the third week of June.
  - a. Methodology: Surveys were conducted at 11:00 AM to 3:00 PM & 5:00 PM to 9:00 PM in the downtown area. People were "intercepted" on the street to answer a three-minute survey about the downtown. Surveys occurred throughout the core downtown blocks, coinciding with major events Tuesday afternoon, Friday evening, and several events throughout Saturday.

## meeting summary



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- b. Preliminary results: Approximately 189 responses were recorded. People generally admired the downtown for the character and environment and very few (less than 10%) had difficulty parking. However, the hours of operation and variety of restaurants/retail options were primary complaints.
4. Consensus Building Session
- a. Schedule: We will plan for the Session in September to solicit better input and participation rather than during the peak summer months. We will need to discuss expectations for the downtown and the general vision.
  - b. Invitee list to be provided by DDA: The age group of 35-55, the most responsive age category from the survey, will be reached for involvement. Options will be explored for contacting this group through the school system and we plan to follow up the Session with a well-advertised, online survey.
  - c. Stakeholder interview list to be provided by DDA: The Steering Committee members of the Northville community will provide the list of stakeholders to be interviewed, including names and contact information. They will have a better understanding of both the community and who is most likely to participate in the interview process.
5. Board Planning Session
- a. Schedule: We will plan for the Board Planning Session in late September to follow the Consensus Building Session.