

Northville Downtown Development Authority

Downtown Strategic Plan Steering Committee Meeting

Monday, July 25, 2016 at 3 p.m.

1. Building and Site Assessment: Building and site assessment information was updated and new maps were generated.
 - a. Inventory: A business inventory map was produced to show the locations of all businesses within the DDA boundary and the type of business recorded (office, institutional, retail, residential).
 - b. Hours of operation: Analysis was conducted for the hours of operation that were inventoried in June. A thorough heat mapping analysis produced a matrix graphic that compared several key times and days in the downtown regarding active areas where businesses remained open later into the evening. Comparison graphics were produced to further refine some hours of operation trends and provide additional graphic mechanisms for showcasing information.
 - c. Parking conditions: A parking map was produced using the inventory information from June. Numbers were also updated to reflect some gaps in on-street parking, while notes were recorded for additional on-street parking locations to add to the map.
2. Physical Design and Framework: Physical design and framework elements were updated and shared.
 - a. Physical assessment: One additional pedestrian cut-through was identified to be added to the graphic by the committee along with some parking symbols.
 - b. Walkability assessment: An updated graphic was shared with the committee.
 - c. Adopted master plan components: An updated graphic was shared with the committee.
3. Intercept Survey: Results were further refined into graphics and tables.
 - a. Intercept Survey Crosstabulation Summary: A thorough crosstabulation summary was provided for the survey results, which highlighted the fact that answers remained consistent throughout the days, age groups, and locations.
 - b. Responses by Zip Code Map: The survey respondent zip codes were mapped to show the location of respondents and emphasize the pull that Downtown Northville has in the general area. Most respondents were from the City and Township, but many were from the surrounding immediate area and another significant amount were scattered throughout southeast Michigan.

4. Consensus Building Session

- a. Select Potential dates for Visioning Session(s): The fourth Wednesday of September was discussed as the potential date for the Session, as it does not conflict with standing community meetings in the evenings.
- b. Review Stakeholder Interviews: An overview of collected information thus far was presented to the committee.
 - i. Review and confirm list of attendees: Some additional names and potential interviewees were added to the list and it was requested that all contact information for new additions be sent along to BRI staff.
 - ii. Review and confirm list of questions for interviews: The list of questions was pulled from the original Strategic Plan, providing the opportunity to compare and cross-reference answers from 10 years ago with answers from this planning initiative. Two additional questions were provided by the committee to ask respondents which other downtowns do they frequent and what additional pull factors bring them to other downtowns.
 - iii. Confirm location for interviews: It was agreed that most interviews would be provided via phone or email, but for any individuals who would like to meet one-on-one and in person, a location other than City Hall will be selected within the downtown community.

5. Other Business

- a. No other business discussed.

6. Next Meeting: Monday, August 22, 2016 @ 3:00 p.m.

- a. Sharon Woods of Land Use USA will be discussing her findings regarding the target market analysis and retail market analysis.