

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting of August 19, 2014
Meeting Room – 8:00 AM

The regular meeting of the DDA Board was called to order at 8:04 a.m.

ROLL CALL

Present: *Greg Presley, Margene Buckhave, Mary Starring, Lynda Heaton, Mayor Chris Johnson, Jim Long, Carolann Ayers, Shawn Riley*

Absent: *John Casey, Excused*

Also Present: *City Manager/Patrick Sullivan, DDA Director/Lori Ward, DDA Marketing & Communications Coordinator/Christa Williams, Northville School Board President/Ken Roth, Resident/Fred Sheill, Resident/John Argenta, Bizzell Design/Buzz Bizzell*

AUDIENCE COMMENTS

Fred Sheill shared congratulations for the success of the Northville Concours d'Elegance Preview Event.

APPROVAL OF AGENDA

Motion by Riley, seconded by Ayers, to approve the Agenda with the June 17, 2014 Minutes amended to reflect the absence of Carolann Ayers. **Motion carried unanimously.**

WAYFINDING PROJECT UPDATE

Buzz Bizzell presented an update on the Wayfinding project. Bizzell presented the background as to how the current prototype and final direction of the Wayfinding signs was developed. Through much research using existing colors found throughout Downtown Northville, a custom color palette was developed. Additionally, a repeat pattern found throughout the Downtown, was incorporated into the proposed signage. This pattern is the scrolling found in the Town Square band shell. The purpose of identifying the color and shape is to create a sense of continuity in signage throughout Northville. Signs no longer merely tell a visitor where to go, and what to do. Today signage provides more informational messages.

Bizzell stated that the Downtown has 129 parking signs. He suggested that the number of signs containing 'parking this way' messages be reduced. By doing so, the number of directional arrows on each sign will be reduced thus reducing the potential for confusion.

Lori Ward also introduced the option that some of the proposed signage could be mounted on existing poles and/or street lights, rather than inserting additional poles throughout the

Downtown. Greg Presley presented concerns regarding event banner signage. Shawn Riley presented concerns regarding verbiage regarding 'walk to shops' and adherence to ADA requirements. These concerns will be reviewed and addressed.

Ken Roth voiced concern over cost of updating signage. Bizzell presented the simplicity with which signage can be updated, and the minimal cost of an update. Presley voiced concern about fading of the sign color over time. Bizzell mentioned that the coloring of the signage will slowly begin to fade after seven years.

Ward mentioned that the Parks and Recreation department is interested in working with the Wayfinding Steering Committee to provide a cohesive signage system once the non-motorized pathway project is complete. The goal is to have the entire Northville community share the same signage system to provide a community wide message.

Carolann Ayers brought up a concern regarding promotion of private businesses on the signage. Ward presented the Steering Committee's research and decision making process regarding this issue. It was determined that additional discussion at the Committee level needs to occur.

Bizzell presented what he considers to be the next steps for the Wayfinding Project:

- 1) Clean up the messaging in the signage;
- 2) Pinpoint all locations where signs should be posted;
- 3) Produce courtesy bid that allows the DDA to address within the existing budget;
- 4) Create the implementation plan in three stages, with stage one and two being the directional signs to the downtown, and the parking signage. In the third stage Bizzell Design will also submit the request for Nonutility Encroachment Agreement for approval of the nine signs which are outside of the MDOT and Wayne County jurisdictions;
- 5) The DDA will create the agreement with other entities who will partner with the Wayfinding Project for shared costs;
- 6) The final proposal and cost estimate will then be presented at the September DDA Board meeting for Board approval.

EXHIBIT DESIGN PROJECT FOR THE COMERICA COMMUNITY CONNECTION

DDA staff and the Exhibit Design Steering Committee have been working with Experience Design (EXP) for the past six months on the development of an interpretive installation for the Comerica Community Connection (Connection). EXP and DDA staffs are finalizing content and technology application. Following the final approved layout of the exhibit, specifications will be developed and submitted for bid. Graphics, accompanying text, letter heights and dimensions, materials, mounting details, color specifications, and material performance standards will be addressed as part of the package for bid.

The Design Concept that has been developed for the Connection is 22" tall, 36' long ribbon that includes a collection of historic photographs depicting the rich history of Main Street. The exhibit is broken into three – twelve foot panels that will be installed end-to-end to give the appearance of a single ribbon of images. In addition to the DDA Board, the project will be

presented to the Northville City Council and Historic District Commission this week for comment and approval.

Motion by Ayers, seconded by Heaton, to approve the design concept as presented at the August 19th DDA Board meeting for the Comerica Community Connection Exhibit Design and authorize the preparation of specifications and solicitation of bids. **Motion carried unanimously.**

OVERLAY DISTRICT FOR THE CITY OF NORTHVILLE MASTER PLAN

Pat Sullivan presented the draft from Carlisle Wortman, of the proposed Cady Street Overlay District. The buildings within the Overlay District are to be mixed-use buildings, with the ability to have residential on the first floor. This would apply to both the north and south sides of Cady Street, including the existing CadyCentre and MainCentre buildings. Concern was raised by multiple Board members as to the financial and land-use impact of having residential on the first floor of the entire district. A subcommittee made up of Ward, Ayres and Riley was formed to review the language of the Overlay District and report back to the DDA Board in September.

COMMITTEE UPDATES

Design Committee

None

Marketing Mix Committee

None

Parking Committee

None

Organizational Committee

None

COMMUNICATION

Board and Staff Communications

DDA Staff recommended a working session with the DDA Board to examine the possibility of involvement with any renovations and/or repair work needed regarding Ford Field.

The next DDA Board meeting is September 16, 2014.

Meeting adjourned at 9:54 a.m.

Respectfully submitted,

Christa Williams
Northville DDA
DDA Secretary
Marketing & Communication Coordinator