



Received 7/1 after meeting
packet delivered

Farmers' Market Task Force



Update for Planning Commission

Where we left off



CONNECTIVITY

How do we connect this site with City, Township and Hines?

OWNERSHIP

What is the ownership/tenant model?

MGMT/GOVERNANCE

What is the management model?
Who sets the policies?

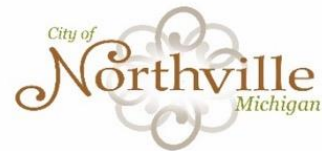
FUNDING

Sources for land acquisition and capital improvements?

BUSINESS PLAN

How do we move forward to create a business plan?

Recent Progress



SUMMARY OF FINDINGS

Project prioritization results are relatively consistent when looking at all respondents versus city respondents only. The exception to this consistency are those projects that *fall in the middle*. The community's top priority is to **Secure a New Site for the Farmers' Market** which will eventually be displaced once the Downs are redeveloped.

ALL RESPONDENTS			CITY RESPONDENTS		
RANK	PROJECT	COMPOSITE SCORE	RANK	PROJECT	COMPOSITE SCORE
1	SECURE SITE FOR FARMERS' MARKET	17645	1	SECURE SITE FOR FARMERS' MARKET	9766
2	PUBLIC RESTROOMS AT FORD FIELD	16427	2	RIVERWALK SEGMENT #3: NORTHVILLE DOWNS RIVER DAYLIGHTING	8922
3	RIVERWALK SEGMENT #3: NORTHVILLE WNS RIVER DAYLIGHTING	16409	3	PUBLIC RESTROOMS AT FORD FIELD	8871
4	RIVERWALK SEGMENT #1: FORD FIELD EAST TO SOUTH MAIN STREET	14741	4	REPLACE FORD FIELD STAIRWAY WITH ADA ACCESSIBLE AND SAFE ENTRY	7981
5	INDOOR FARMERS' MARKET/EVENT VENUE	14384	5	INDOOR FARMERS' MARKET/EVENT VENUE	7786
6	RIVERWALK SEGMENT #2: SOUTH MAIN STREET TO BELL STREET	14364	6	RIVERWALK SEGMENT #1: FORD FIELD EAST TO SOUTH MAIN STREET	7786
7	REPLACE FORD FIELD STAIRWAY WITH ADA ACCESSIBLE AND SAFE ENTRY	14299	7	RIVERWALK SEGMENT #2: SOUTH MAIN STREET TO BELL STREET	7708
8	FORT GRISWOLD PLAYGROUND REPLACEMENT	14198	8	FORT GRISWOLD PLAYGROUND REPLACEMENT	7517
9	HIGHLY VISIBLE FORD FIELD "GATEWAY" NEAR DOWNTOWN	10760	9	HIGHLY VISIBLE FORD FIELD "GATEWAY" NEAR DOWNTOWN	6077

Source: City of Northville Project Prioritization Final Report 6/17/2022

Recent Progress



June 29th Special City Council Meeting/Strategic Priorities

Prioritized acquisition of Farmers' Market property #1 priority and Indoor/Farmers' Market #5 priority.

June 17th Meeting with City Administration

Manager Patrick Sullivan, John Carter/City Council, Doug Wallace/Chamber, Nancy Darga/River Team Chair and Susan Haifleigh/FM Lead discussed project next steps.

May 21st Updated Requirements/Parking

Andrew Krenz our former Farmers' Market Chair, and current City Council member, completed an updated evaluation of parking needs for the future market and determined that both proposed properties are needed for the Farmers Market to be viable. The requirements that were developed by the task force need to be updated to reflect the more accurate parking & vendor needs analysis.

May 31 Meeting with Sherry Watkins/MIFMA (Michigan Farmers Market Association)

Former market manager of the Northville Farmers' Market for ten years, explored successful operational models for the market and discuss key insights into the unique character of the Northville Farmers' Market.

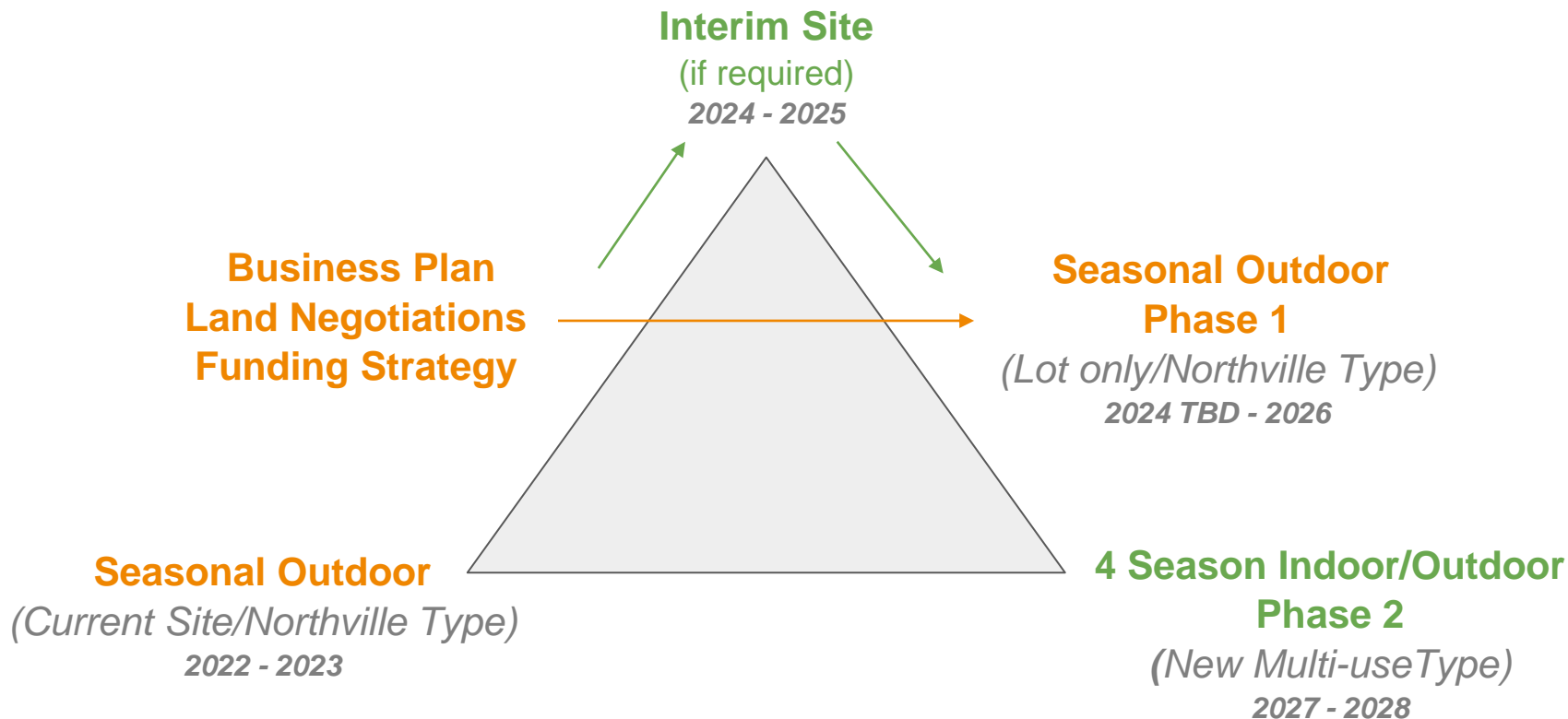
Ms. Watkins pointed out that the market has regional pull with 45 zip codes in attendance weekly and a high of 76 zip codes during the "Flower Days" and other special events. She feels the Northville Farmers' Market has the ability to build a sustainable business operation beyond the weekly market. She has agreed to assist the team by reviewing the plans in detail and offering her experience and advice.

April 14th Farmers Market Study presented to The Chamber Board of Directors

The majority of the members were in favor of a year-round operation with expanded vendor and event format. They however did not want to be landlords and preferred an arrangement where the city owns the property, and the Chamber operates the market and possibility the expanded use facility.

April 8th Meeting with Doug Wallace, new Director of the **Northville Chamber** on April 8 to verify the Chamber's commitment to continue the Farmers' Market and in what format. Mr. Wallace confirmed that they intend to continue the Farmers Market. He informed us that Northville Township offered to locate the market within the Legacy Park project. Mr. Wallace stated that The Chamber felt the market needed to stay in the city.

Phasing/Timeline/Type



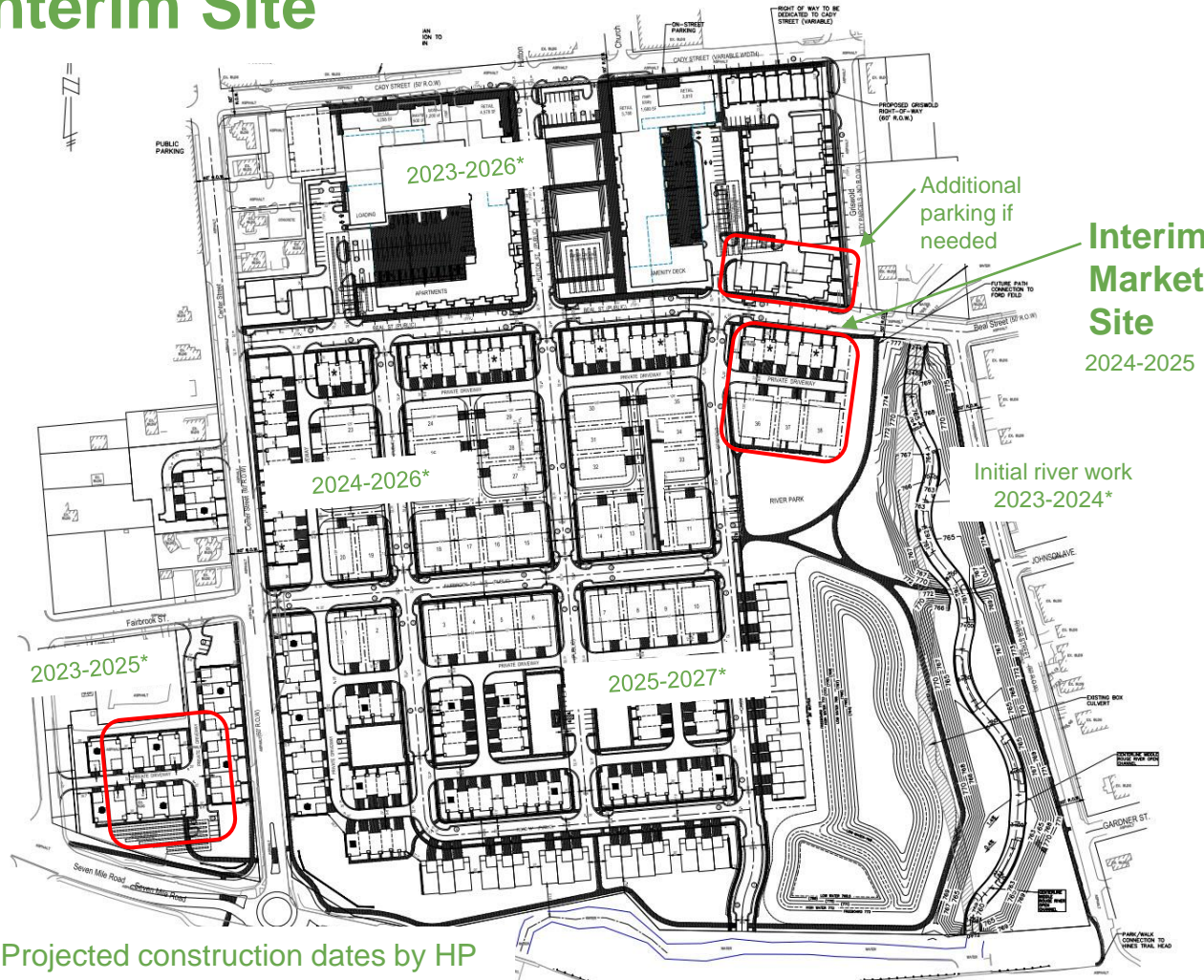
Potential Site



City of Northville Zoning Ordinance

- General Commercial District
- Setbacks: 20' Front, 10' Side / 20' Total, 20' Rear
- Min. Landscape Area 20%
- Max. Bldg. Ht. 30'

Interim Site



*Projected construction dates by HP

Schedule:

- ☐ Current location 2022 & 2023
- ☐ Temp location for 2024 & 2025 if required
- ☐ The details to be negotiated as part of the larger PUD (Community Benefits)

Infrastructure

- ☐ Flat hard surface
- ☐ Adequate vendor space
- ☐ Parking and vendor accessibility
- ☐ Portable restrooms
- ☐ Basic Utilities
- ☐ No storage and/or office for market management
- ☐ Concurrent w/ other construction in vicinity

Next Steps:



- ☐ Revisit Parking/Vendor Requirements ~ meeting 7/6 Chamber/FM team/MIFMA consultant
- ☐ Land Acquisition Negotiations ~ Stakeholder meetings planned
- ☐ Timeline ~ now to 2025 (end of existing site) Preliminary/confirm
- ☐ Business Plan Developed ~ based on above outcomes
- ☐ Environmental barriers to development ~ critical part of land negotiations
- ☐ Ownership/management model
(Chamber, City, public/private partnership, etc.) ~ more benchmarking needed
- ☐ Funding options (bond, grants, etc.) ~ City Strategic plan/more research required



Thank you!

City of
Northville
Michigan