

Downtown Development Authority of City of Madison Heights

Memorandum

Date: February 13, 2023
To: DDA Board/ Design Committee
From: Giles Tucker, Community Development Director
Subject: **Streetscape Plan**

On Feb. 6th the Design Committee met to discuss banners and future planning for further physical improvements that can be made in the downtown. One of the challenges in finding funding for these kinds of projects is the not having a plan that clearly outlines our projects that can be used quickly to apply for grants as the become available.

The Design Committee identified the need to development a streetscape plan that will clearly identify the improvements the DDA would like to make to promote walkability and pedestrian safety. The Committee also identified three areas to focus on in the streetscape plan and later expand to other areas. These focus areas include:

- 11 Mile Rd from I-75 to Hampden
- 11 Mile Rd from John R Rd to Lorenz
- John R Rd from E Cowan to 11 Mile Rd

For reference, an example of a Streetscape Plan conducted for downtown Brighton can be found following the link below:

<https://storymaps.arcgis.com/stories/21266a4fc4cc407a8f48f5a230a6e995>

Committee Recommendation

The Committee recommends that the Board authorize the Design Committee to pursue a Streetscape Plan for the DDA area further, including the development of an Request for Proposal.