

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: **Economic Vitality Committee Report**

On Feb. 9th the Economic Vitality Committee welcomed Erick Phillips and Annaka Norris from Oakland County Main Street to discuss Oakland County's subscription to Placer, a data tool that can help downtowns understand foot traffic in their area, and the process of Asset Mapping and how it can help better understand our strengths and weaknesses and how to address them.

After some discussion of the capabilities of Placer, and the process and work involved in Asset Mapping the Committee decided that they should not pursue the Asset Mapping process further. The reason for this is that it would duplicate much of the work that was already done between the City Master Plan and the 2017 DDA plan. Further, it would involve a public engagement process that while potentially fruitful the group felt that we need to take action, before we can ask for feedback whether those actions are effective.

Next Steps: Identify Priority Sites

The Committee plans to meet either at the end of February or sometime in March. At this meeting staff will prepare large maps with identified "priority sites" and as much information on these sites as possible. Oakland County will provide data from CoStar about these properties and staff will provide information about current use, purchase history etc. Oakland County will also run a void analysis for the DDA area to identify gaps in specific businesses and services in the downtown to help inform what businesses we should seek to attract.