City of Madison Heights Downtown Development Authority

MHDDA INFORMATIONAL MEETING
END OF YEAR REVIEW 2026

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City of Madison Heights Downtown Development Authority (MHDDA)

INTRODUCTION TO OUR DOWNTOWN

The Downtown at a Glance

City Council created the Downtown Development Authority of Madison Heights (MHDDA) in 1997 to eliminate the cause of property value deterioration and to promote of economic growth.

The district includes 182 parcels across an area of 104 acres. Its boundaries of the DDA area are on John Rd at Gardenia to the North to 10 Mile Rd to its South, and on 11 Mile from Exit 62 on I-75 to the West and Lorenz to the East.

The district is presently zoned B-3 General Business District and M-1 Light Industrial and is home to approximately 110 businesses.

The MHDDA board includes downtown area business owners, residents, the Mayor and the City manager of Madison Heights.

Our Mission

TO CHAMPION DOWNTOWN PROSPERITY AND COMMUNITY CONNECTION FOR SUSTAINABLE LIVABILITY BY PROACTIVELY ELIMINATING BLIGHT, EXPANDING MIXED-USE REDEVELOPMENT, ACCELERATING BUSINESSES, AND DELIVERING ROBUST STREETSCAPE IMPROVEMENTS THAT FURTHER INVESTMENT AND BRING NEIGHBORS TOGETHER.

RENEW. GROW. CONNECT.

Overview of TIF Funding: How Does it Work?

DDA utilizes Tax Increment Financing (TIF)

TIF is derived primarily from new taxes generated by new building construction or property improvements which is then directed back to the DDA district

MHDDA Board Members FY25-26

Board Members

- Chair- Joe Jarbo
- Vice-Chair- Mike Van Buren
- Treasurer- Giuseppe Morando
- Member- Mayor Corey Haines
- Member- Joe Keys
- Member- City Manager Melissa Marsh
- Member- Lenea Renshaw
- Member- Michael Sheppard
- Member-Lourdes Osorio-Lorenzo
- Member-David Eldridge
- Member Mitch Socia
- Member- Stephanie Catalfio
- Member- Open

DDA Staff

Giles Tucker

City of Madison Heights Downtown Development Authority (MHDDA)

END OF YEAR 2026
UPDATES & ACCOMPLISHMENTS

Downtown Strategic Plan

The MHDDA first ever Downtown Strategic Plan was completed in August 2026 and will be officially adopted at the Nov. 19th MHDDA meeting. This document will serve as the roadmap for the MHDDA for 3-5 years.

See complete **Downtown Strategic Plan.**

DISTRICT DISCOVERY

UNIFIED IDENTITY & ACTIVATION

ACTION PLAN	OBJECTIVE
Downtown Event Programming	Shift **promotional focus** from the 13 Mile corridor into the **heart of the downtown** of the DDA district. Focus on **place-based signature events & seasonal gap programming.**
Placemaking Partnerships	**Partner with existing businesses** to better utilize space for placemaking. **Utilize the Acquisition Budget** of $35k annually for identifying properties, enhancement partnerships and potential purchases.
B2B Collaborative Ecosystem	Communicate regularly with businesses while incentivizing **inter-district collaboration** and centralizing **DDA-led digital promotion** of district events, business openings, and quarterly spotlights.
District Brand & Marketing Strategy	**Define who Downtown Madison Heights** is and utilize the market data to target marketing efforts.

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ENGAGED PARTNERS

PROACTIVE GOVERNANCE & STRUCTURED COLLABORATION

ACTION PLAN	OBJECTIVES
Proactive Grant Distribution	Aggressively **target and market business grants** for building, façade, digital marketing program, and MSOC programs directly to business owners.
Structured Engagement & Communication Pipelines	**Build communication infrastructure** to prioritize direct, low-friction transmission channels, transparent long-term visioning, and the active integration of property and business owners into the planning process.
Governance & Training	**Main Street Select Level Preparedness** – further develop the organizational framework and volunteer engagement.

NICHE VITALITY

TARGETED RECRUITMENT & STRATEGIC INFILL

ACTION PLAN	OBJECTIVES
Recruitment Incentives	Deploy recruitment incentives and matching grants that **draw independent niches** — coffee and bakeries, boutique retail, and micro-distilleries and breweries — to the district ahead of national chains.
Development Marketing & First Floor Retail Mandates	**Market infill and redevelopment sites** to developers under new, more **flexible form-based zoning** that reserves primary-avenue **ground floors** for active retail, food, and experience uses, backed by a **vacancy ordinance**.
Catalytic Node Activation & Vision Plan	Prioritize catalytic parcels in the Core Downtown, Lincoln, and Farnum intersections, and capture these development and connectivity ideas in a long-range Vision Plan.

SEAMLESS & COHESIVE DISTRICT

CONNECTED FRAMEWORK + VISUAL RECOGNITION

ACTION PLAN	OBJECTIVES
11 Mile Streetscape Continuation	**Complete the 11 Mile tree plantings** and landscape maintenance, and **advance a Phase II community engagement and design plan** continuing the streetscape with traffic calming, wider sidewalks, protected bike lanes, and vibrant landscaping.
Shared Parking Infrastructure	Address parking deficits by **executing public-private partnerships** (P3) to establish hidden, centralized community parking lots, resolving property disputes and clearing space for outdoor dining or taprooms (e.g., Weiss Distillery).
Building Design Aesthetics	**Adopt clear DDA design guidelines** backed by stronger code enforcement for facade maintenance, and **partner with MSOC on design assistance for key properties** leveraged with the Facade Improvement program.
Wayfinding & Artistic Identity	Install comprehensive, updateable **gateway signage** with a distinct artistic identity, and **accentuate the core downtown and district nodes** with banners, public art, historic signage and wayfinding.

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CERTIFIED Redevelopment Ready Communities®

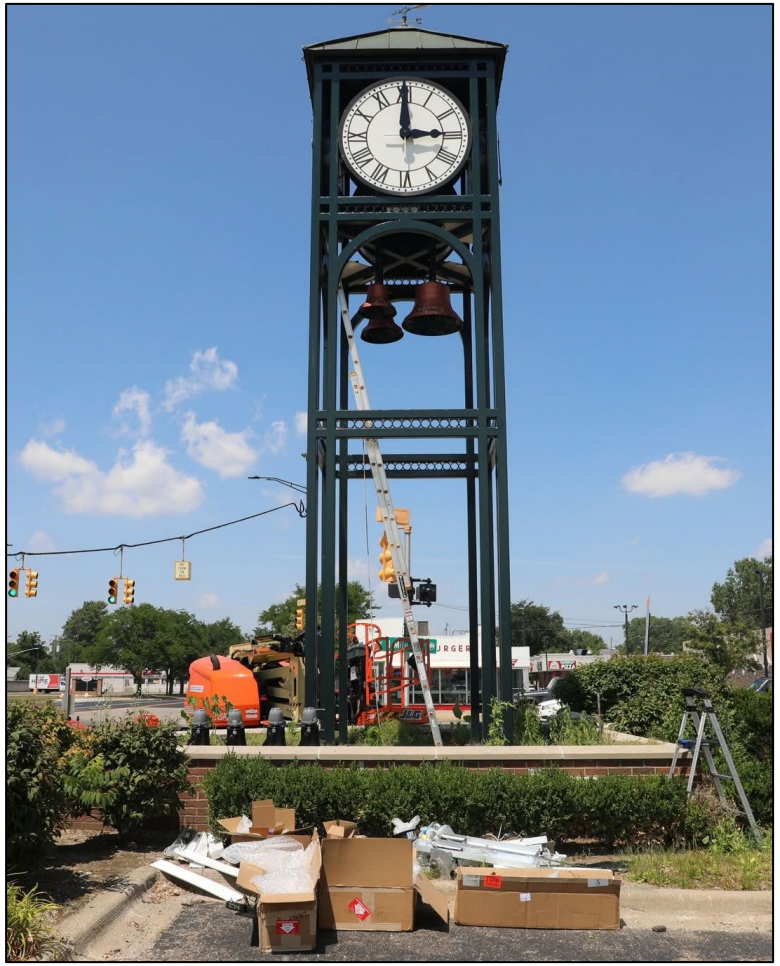
POW! STRATEGIES COMMUNICATIONS & DEVELOPMENT

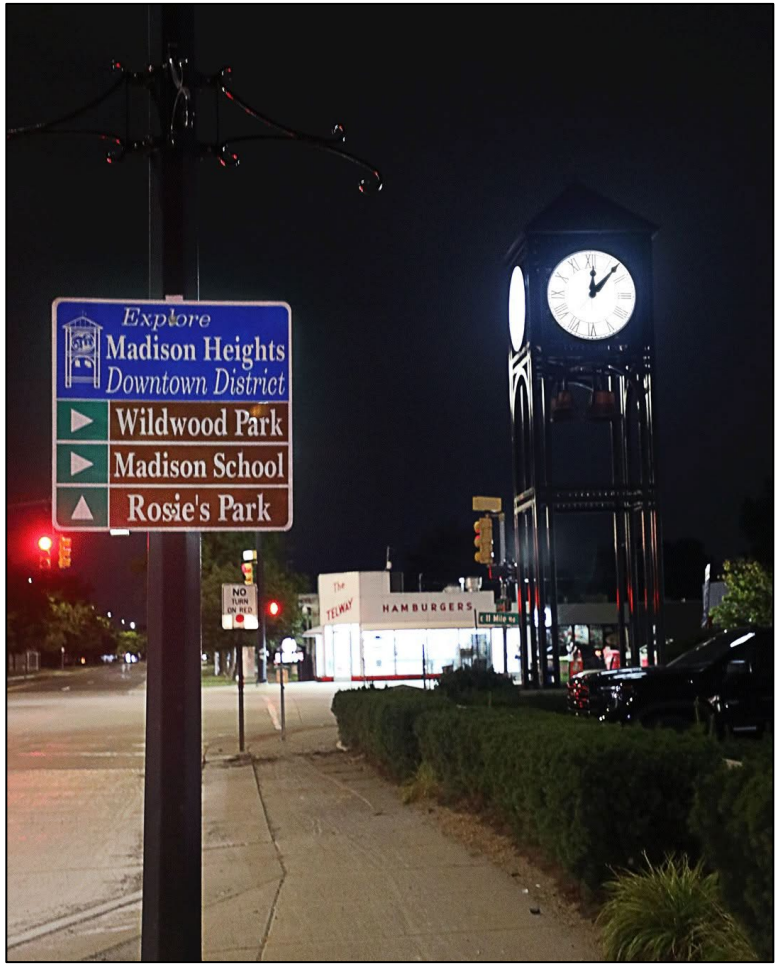
MH DOWNTOWN DEVELOPMENT AUTHORITY

MAIN STREET OAKLAND COUNTY est. 2000

Clocktower Restoration Complete!

The downtown clocktower project was completed on July 15th for a total cost of $55,751.93. It included new clockfaces, backlighting, a new control module and replacement of all audio equipment. For the first time in 10 years the clock works AND the chimes have returned to John R & 11 Mile Rd.





Banner Replacements

Weather wear and tear required that replacement bracketing and banners be ordered for our existing (4) banner designs deployed in the DDA area seasonally.

Installation of all replacement banners was completed in August 2026.

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UPCOMING PROJECTS

27025 John R Redevelopment Developer RFQ

The NE corner of 11 Mile & John R has the potential to be a significant downtown catalyst site, setting the stage for the future of downtown Madison Heights.

The City, has selected Progressive Companies to develop an Request for Proposal document (RFP) for the redevelopment of this important downtown site. On August 18th the City held a Developer Informational Session to gauge interest and gain insight from potential developers for the site.

The City expects to release an RFP to officially receive proposal for redevelopment in Fall 2026.

Mid-Block Crossing Planned for 2027

The City was awarded a $180,602 Safe Streets for All Grant, that includes the installation of an RRFB crosswalk at either Townley or Delton within the 11 Mile Streetscape area. This project is expected to begin Spring 2027.

ROW & Streetscape Maintenance

March 2025 tree planting and the 11 Mile streetscape have completed all planting areas on John R Rd & E 11 Mile. As the DDA is exploring the feasibility of an expansion of the streetscape to W 11 Mile, the tree planting program has been paused.

The streetscape project has reduced the area of ROW grass, but greatly expanding planting, mulching and related maintenance to the DDA. An evaluation of additional maintenance service will be conducted at the beginning of 2027.

Local Grants & Programs

Sign Grant Program
Up to 50% of costs for new design & construction costs; 100% of removal costs of nonconforming signage. Max grant amount $10,000.

Façade Grant Program
Up to 50% of costs for eligible improvements ; 100% of removal costs of blight removal. Max grant amount $10,000

Redevelopment Liquor License
The MHDDA can issue new public, on-premises liquor license to new and existing businesses located within the designated DDA District.

Business Improvement Grant (BIG) Program (Proposed)
Supports significant customer-facing interior buildouts or renovations that materially improve a business with up to 50% of the costs of eligible improvements up to $10,000.

Rental Assistance Grant Program (Proposed)
The program is intended to reduce initial costs of opening a storefront, assisting property owners in filling vacancies or underutilized commercial spaces by reimbursing up to 50% of base rent for 12 months not to exceed $10,000.

Madison Heights
Downtown Development Authority

QUESTIONS? THANK YOU!