

Downtown Development Authority of City of Madison Heights

Memorandum

Date: April 3, 2025

To: MHDDA Board

From: Design Committee- Gordie Davignon, Mike Van Buren and Gerry Hambright

Subject: **Economic Vitality Recommendation: 25616 John R Rd Sign Grant Application**

Beauty Room 11 was founded in downtown Madison Heights in 2019 located at 925 W 11 Mile Rd, where it was operated until 2023. At this time Tatiana closed her business following the birth of her daughter. After a brief time in another location outside of the city, Beauty Room 11 returned to the DDA area at 25616 John R Rd in January 2025. On March 14th, Tatiana submitted a Sign Grant application along with three quotes she had gathered for signage on her John R facing frontage. The application is requesting a match for \$2000 for a \$4000 backlit wall sign.

Design Committee Recommendation:

The Economic Vitality Committee met on 3-26-25 to discuss this Sign Grant application. After review, the committee recommended that this grant request be approved for up to 50% of the total project cost or \$2,000, whichever is less with the following conditions:

1. Upon first reviewing her application staff discovered that the proposed signage exceeded the maximum size allowed based on the 20ft frontage. Provide a revised quote and sign plan including dimensions and material that meets all requirements of local sign ordinances.
2. The applicant was able to open in February with a temporary certificate of occupancy with the understanding that business parking space striping would be complete when weather permits. Complete striping and obtain a certificate of occupancy.
3. While the applicant has operated their business in downtown Madison Heights in the past, they have not been in continuous operation at this location. For this reason, the Economic Vitality Committee recommends that the project be reimbursed for the project once you have reached one continuous year at this location **(February 4, 2026)**.

Staff concur with this recommendation. The applicant understands that they will only be reimbursed for this project after it is completed, inspected, demonstrated that the contractor has been paid, and that the business has been in continuous operation for at least one year.