



PROPOSAL TO THE CITY OF MADISON HEIGHTS FOR A DDA STRATEGIC PLAN

From:
Giffels Webster
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Giles Tucker
Community & Economic Development Director
City of Madison Heights

Dear Mr. Tucker:

We are pleased to submit a proposal to help the Madison Heights Downtown Development Authority develop a strategic plan. Strategic planning is a key to keeping a DDA on track and moving toward its goals. We have completed four other strategic plans for DDAs in Michigan within the last year, including nearby Clawson, and we believe we have a strong approach that gives DDAs actionable plans.

If the city opts to move forward with our proposal, I will be the lead contact for the project, and our project team will also include Senior Planner Andy Aamodt and Staff Planner Ava Miller. Our scope of work and cost estimate follow.

Please let me know if you need any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "JT" followed by a stylized flourish.

Joe Tangari, AICP
Principal Planner
Giffels Webster
1025 E. Maple Road
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Scope of Services

The scope of work below is directly responsive to the scope requested by the city. In our cost analysis, we determined that the economic analysis and land use analysis were the elements pushing the fee past the \$10,000 range that was discussed in our call. We have therefore provided sub-fees for those elements so that the city can better understand the breakdown.

1. Project Initiation:

- Conduct kickoff meeting with city staff
- Review all relevant planning and economic development documents
- Refine project goals and confirm deliverables
- Identify key stakeholders for engagement

Deliverable: Final work plan and schedule.

2. Downtown Economic Analysis: Consultant will analyze the realistic economic potential of the downtown area, using available data provided by Main Street Oakland County and the DDA.

- Downtown Economic Conditions
- Development Economics

Deliverable: Market realities report identifying what types of (re)development are actually feasible.

3. Physical & Land Use Analysis: Consultant will evaluate how the built environment supports or constrains downtown growth.

- Vacant or underutilized sites
- Parking supply and utilization
- Streetscape and public space conditions
- Walkability and connectivity

Deliverable: Downtown opportunity and constraint analysis.

4. Stakeholder & Community Input: Consultant will conduct targeted engagement including:

- Interviews with major property owners/downtown business
- One public workshop or open house
- Online survey
- Engagement will focus on:
 - Barriers to investment
 - Opportunities for growth
 - Community priorities for downtown

Deliverable: Engagement summary and key findings.

5. Strategic Vision & Development Opportunities: Using analysis and input, develop:

- Clear downtown vision statement
- Strategic priorities for downtown growth
- Identification of catalyst redevelopment sites
- Recommended development types and uses
- Placemaking opportunities

Deliverable: Visioning session with DDA Board and draft strategic framework. The visioning session will include a training element to help DDA Board members envision the evolution of the corridors into a downtown form in the absence of a traditional downtown to build on.

6. Downtown Implementation Strategy: Develop a practical implementation roadmap for each DDA committee:

- Economic Development (Economic Vitality) Strategy
 - Business retention and attraction strategies
 - Business Recruitment priorities
 - Downtown housing strategies
- Marketing & Promotions Strategy
 - Special Events with measurable impact
 - Communicating our successes
 - Meaningful promotions that support downtown businesses
- Land Use & Physical Environment (Design)
 - Streetscape improvements
 - Public space enhancements
 - Infrastructure investments
- Organizational Strategy
 - Roles of city government
 - Role of downtown business organizations
 - Partnerships needed to implement plan
- Implementation Roadmap
 - Responsible entities
 - Estimated costs
 - Potential funding sources
 - Implementation timeline
 - Success metrics

Deliverable: Draft and final downtown strategic plan.

7. Final Plan & Presentations

- Prepare final plan document
- Present findings and recommendations to DDA

Deliverables: Final plan, executive summary, implementation matrix

Fees

Strategic Plan (Elements 1, 4-7): \$10,900

Downtown Economic Analysis (Element 2): \$2,900

Downtown Physical & Land Use Analysis (Element 3): \$2,500

Total for All Elements: \$16,300