

City of Madison Heights Downtown Development Authority

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INFORMATIONAL MEETING JUNE 13TH 2023



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City of Madison Heights Downtown Development Authority (MHDDA)

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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 Goals

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- ***TO CREATE A VISUAL COHESIVENESS AND UNITY FOR THE COMMERCIAL AND INDUSTRIAL FRONTAGE THROUGH ENHANCEMENT OF BUILDING FACADES AND STREETScape IMPROVEMENTS***
- ***TO ELIMINATE THE EFFECT OF BLIGHTING INFLUENCES WHICH DETRACT FROM THE APPEARANCE AND MARKETABILITY OF THE DISTRICT AND NEGATIVELY AFFECT THE IMAGE OF THE CITY***
- ***TO CREATE EMPLOYMENT OPPORTUNITIES***
- ***TO ENHANCE THE ECONOMIC VITALITY OF THE BUSINESSES IN THE DISTRICT***
- ***TO CREATE A PHYSICAL ENVIRONMENT, IMAGE, AND “SENSE OF PLACE” WHICH WILL ENCOURAGE ADDITIONAL RETAIL AND COMMERCIAL ACTIVITY IN THE DISTRICT***

Overview of TIF Funding: How Does it Work?

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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



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UPDATES & ACCOMPLISHMENTS

MHDDA Board Members FY22-23

Board Members

- Chair- Mike Van Buren (*Artech Printing*)
- Vice-Chair- Joe Jarbo (*Amori's Market*)
- Treasurer- Rickey Busler (*RE/MAX First*)
- Secretary- Ruth Charlebois (*AccentCare*)
- Member- Mayor Rosyln Grafstein
- Member- Gordie Davignon (*Cadillac Straits*)
- Member- Joe Keys (*Correct Car Care*)
- Member- City Manager Melissa Marsh
- Member- Lenea Renshaw (*Miss NeNe's Child Care*)
- Member- Michael Sheppard (*Northern Audio Service*)
- Member- Giuseppe Marando (*Iannuzzi Manetta & Co.*)

DDA Staff

Giles Tucker

The Supply House Sign Grant Project Complete

Cadillac Straits has expanded their seating and seeking partners for a ghost/ pop-up kitchen use.

This created a need for a separate storefront space for the brewing supply business “The Supply House”.

The Supply House moved into its new location adjacent to Cadillac Straits and received \$5,147.66 in funds for new signage. The business fully reopened in October 2022.



Before



After



Maintenance to Downtown Amenities

The DDA has made repairs to existing downtown amenities between Fall 2022 and Spring 2023 including:

Resurfacing and powder coating all (8) DDA area trash bins

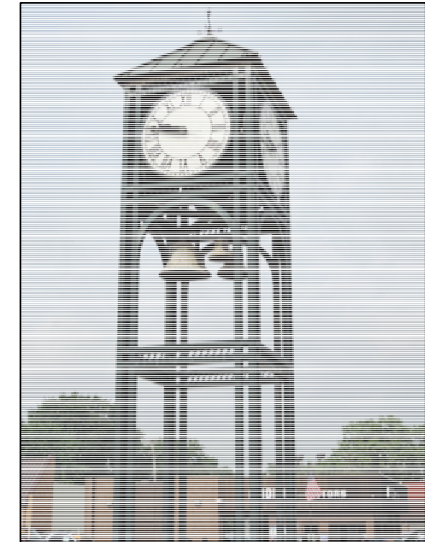
Repaired the clocktower and landscaping sprinkler system

Removed warped fascia board on Welcome Sign at Southern border of the DDA, and ordered composite fascia for replacement

Trash Bins Repair & Resurfacing



Clocktower Repair & Landscaping



Welcome Sign Repairs (ongoing)



Downtown Banners & the Return of Holiday Decorations

The FY 22-23 DDA budget included up to \$5000 for holiday decorations and up to \$20,000 in physical improvements throughout the DDA area.

In November, the DDA paid for the installation of additional streetlight outlets along 11 Mile Rd and brought back holiday decorations for the first time in nearly a decade to the District.

In May 2023, the DDA finalized the purchase of (60) 30" x 60" banners along John R & 11 Mile Rd with anticipated installation in Summer 2023.

DDA Area Banners



CUSTOM BANNER | Persian Green (A)



STOCK BANNER | Kites Galore on Pacific Blue (30 qty.)

Holiday Decorations



MHHP Chamber of Commerce Service Agreement

In January 2023 the MHDDA finalized a service agreement with the Madison Heights-Hazel Park Chamber of Commerce. This agreement includes providing coordination of promotional events, and small business development support activities.

Thus far the Chamber has assisted the Promotions Committee with the “Love our Local Business” and “2nd Annual Green Crawl” events and will be a critical partner in the upcoming “Small Business Saturday” and “Downtown Day” events.

Past Events



Upcoming Promotional Events



Streetscape & Conceptual Engineering Plan RFP

Submission for the 11 Mile Rd Streetscape & Conceptual Engineering Plan closed June 1st and staff is now reviewing the single proposal that was submitted for consideration.

The intent of this plan is to provide the level of detail necessary to be competitive in seeking grant funding for streetscaping projects and help encourage private investment. This plan has three main deliverables:

Conceptual engineering plans for streetscaping improvements along 11 Mile Rd from Groveland to Lorenz.

Design Guidelines for all of 11 Mile Rd.

Implementation Plan that includes costs, phasing, and identifies potential outside funding sources.

Staff anticipates this phase of streetscaping development will be completed Winter 2023 and into 2024.



REQUEST FOR PROPOSALS

MH 23-01

DOWNTOWN MADISON HEIGHTS PLACEMAKING PLAN

ISSUED: APRIL 26, 2023

SUBMITTAL DEADLINE: JUNE 1, 2023



11 Mile Rd, Madison Heights, MI

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AVAILABLE GRANTS, PROGRAMS AND RESOURCES

Oakland Thrive

Oakland Thrive is a strategic partner to Oakland County's government and administers the innovative Business Forward program.

Together with non-profit partners, business Forward serves all Oakland County small businesses with special focus on underrepresented communities and minority, woman, and veteran-owned businesses.

Free Technical Assistance Offered

- Business Consultants
- Human Resources
- Government Contracting
- Training & Workshops
- Marketing
- Market Research
- Legal Support
- Accounting
- eCommerce



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Recent/Upcoming Training Events



Main Street Oakland County

Main Street Oakland County (MSOC) is a unique economic development program for downtowns in that they are the nation's first and only county-wide coordinating Main Street program.

MHDDA is currently an “affiliate” level member of the County-wide program. However, the MHDDA is still able to take advantage of training and grant opportunities.

Upcoming Training & Events




Main Street Placemaking
and Façade Grant Program
Description




Spirit of Main Street
MICRO BUSINESS STARTUP
GRANT PROGRAM

Upcoming Training & Events



WORKSHOP

Transformational
Strategies
Training
June 30th 9-11am

Local Grants & Programs Offered by MHDDA

In addition to the grants and resources offered by our partner organizations, the MHDDA offers local sign and façade grant programs.

Qualifying new and redevelopment projects may also be eligible for the Redevelopment Liquor License program.

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 has the ability to issue new public, on-premises liquor license to new and existing businesses located within the designated DDA District

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QUESTIONS? THANK YOU!

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