

**Downtown Development Authority of City of Madison Heights**

**Memorandum**

**Date:** December 27, 2022

**To:** DDA Board/ Design Committee

**From:** Giles Tucker, Community Development Director

**Subject:** **Banners & Other Improvements**

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**Physical Improvement Project Budget- \$20,000**

Within this FY 2022-23 the DDA has built in \$20,000 for larger projects such as wayfinding & gateways, and banners. These funds were for physical improvement in the downtown in general and not specific to a particular project. In August 2022, I provided information pertaining to installing approximately 106 streetlight banners throughout the DDA area. At that time, the DDA board decided to hold off deciding until after we understood the cost of refurbishing and installing the holiday decorations. Staff needs direction as to whether we would like to move forward with banners or another project.

**Staff Recommended Action:**

Staff recommends that the DDA board ask the Design Committee to review and provide recommendations to the DDA board as to how to use the \$20,000 allocated within the 2022-23 budget at the February 14<sup>th</sup> meeting. If the Design Committee would like to move forward on a banner project for the downtown, they should answer the following questions before bringing to the DDA Board:

1. How many banners should we buy?
2. What size banner should we use?
3. What material should we use?
4. Verify we are using a quality bracket with flexible banner arm.
5. At least have an example banner design to include.

