

Downtown Development Authority of City of Madison Heights

Memorandum

Date: January 3, 2024

To: Downtown Development Authority Board Members

From: Giles Tucker, Community Development Director

Subject: Update on 11 Mile Streetscape Activities

MHDDA Business Digital Marketing Program Update

Payment has been sent to 1 Vision Media for the completion of two promotional videos, one for Amore Beautiful You and another for Madison Motors. Each of these videos has been shared on the DDA Facebook page.

11 Mile Streetscape Project Phase I Updates

1. Notice Sent by Mail & Email of Phase I Start in June 2025: Certified mail was sent to the property owners and known business owners within the project area. This letter included an engineer's exhibit showing how the on-street parking will impact the circulation of private parking lots and the full 11 Mile Streetscape plan.
2. Meeting with U-Haul Scheduled for January 16th at 2pm: In response to the certified letters that were sent to the property owners notifying them of the changes that will be made to the project area, U-Haul's corporate office has requested to meet with City staff to discuss the impact our project has on their site. The DDA maintains that we are happy to hear their concerns and consider reasonable accommodation but that all our improvements are being made in the city ROW and not on private property.
3. Invitation to Bid Preparation: Preparations for an Invitation to Bid document for the construction of Phase I are underway and the engineering portion of the document is expected to be ready around January 6th. MKSK is also including documents for the design elements including trees and furnishing. A complete package is anticipated to be ready in February.
4. Resident Phase I Survey Results: The Phase I 11 Mile Streetscape Project survey has been posted onto the www.downtownmadisonheights.com website, shared on social media and sent to 673 residences along 11 Mile Rd. To date, we have received 82 total responses, 43 of which indicated that they would like to receive updates on the project as it progresses. A combined summary of the results from online and by mail is included along with this memo. Some major take-aways are:
 - a. Attitudes on-street parking and 3-lane conversion are almost evenly divided. When asked if they supported the 3-lane conversion 47.5% of respondents (one "other" responses was submitted but was a emphatic "no") said "no" and 45% said "yes" with

close to 8% respondents saying "maybe". Responses for the inclusion of on street parking nearly mirrored these results but seemed to be less certain with 13% indicating "maybe".

- b. Most Residents are in favor of the 10ft Wide Multi-use Path. 52% Yes. 41% No and 7% maybe. There were two responses that were "other". One thought it was a waste of resources, the other wanted the path to extend all the way to Royal Oak. These responses were added to the "yes" and "no" response percentages above.
- c. Most residents feel that the area is generally safe pedestrians already. 68% of respondents felt that the project areas were at least somewhat safe and that it was easy to businesses.
- d. Street Trees and Landscaping were ranked as the two most important amenity improvements for respondents.
- e. Respondents were somewhat dissatisfied with the mix of businesses in the area, but not by much. 41% of respondents said they were at least somewhat dissatisfied, but 37% said they were at least satisfied, with a significant of respondents 23% remaining neutral