

# City of Madison Heights Downtown Development Authority

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**MHDDA INFORMATIONAL MEETINGS 2025**



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# City of Madison Heights Downtown Development Authority (MHDDA)

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## INTRODUCTION TO OUR DOWNTOWN

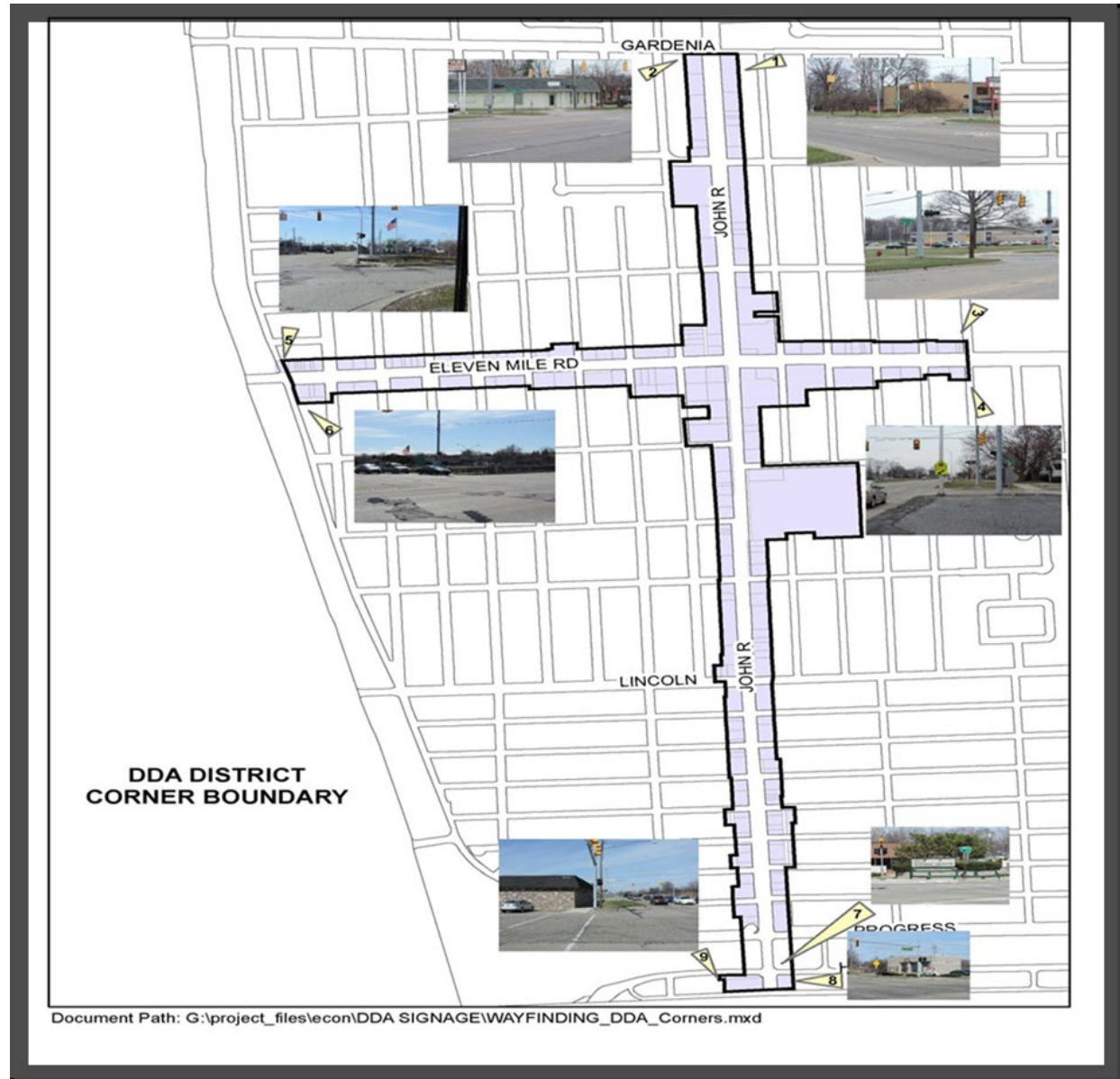
## The Downtown at a Glance

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 ELIMINATE THE EFFECT OF BLIGHTING INFLUENCES WHICH DETRACT FROM THE APPEARANCE AND MARKETABILITY OF THE DISTRICT*
- *TO PROMOTE ECONOMIC GROWTH IN THE DISTRICT*
- *TO CREATE A COHESIVE, WELCOMING, AND WALKABLE DOWNTOWN 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



# MHDDA Board Members FY24-25

## **Board Members**

- Chair- Mike Van Buren (*Artech Printing*)
- Vice-Chair- Joe Jarbo (*Amori's Market*)
- Treasurer- Rickey Busler (*RE/MAX First*)
- Member- Marija Ujkic (*Mia's Tasty Bar & Grill*)
- 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.*)
- Member- Gerry Hambright (*Pyro Services Company*)

## **DDA Staff**

Giles Tucker

# City of Madison Heights Downtown Development Authority (MHDDA)

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## **2024-2025 UPDATES & ACCOMPLISHMENTS**



# 11 Mile Streetscape Project Funded & Set for Construction


In June 2024, the 11 Mile Streetscape plan was completed and the included a 3-lane configuration of the roadway was approved by City Council.

The DDA was awarded a \$313,981.50 Placemaking Grant from Main Street Oakland County for the completion of the first phase of the 11 Mile Streetscape Project in August 2024.

Construction is set to begin June 23<sup>rd</sup> with substantial completion anticipated for August 25<sup>th</sup>.



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[WHAT'S HAPPENING](#)
[FOR BUSINESSES](#)
[ABOUT THE DDA](#)
[11 MILE STREETScape](#)



Let's learn about the 11 Mile Streetscape!


The City of Madison Heights has been awarded a \$313,000 Placemaking Grant from Main Street Oakland County to create a more walkable, pedestrian friendly, vibrant downtown area along 11 Mile Rd.

### 11 Mile Streetscape Project Phase I "At a Glance"

**Project Scope:** The 11 Mile Streetscape Plan outlines potential improvements for a stretch of 11 Mile Road. Initially, the first phase focuses on the section between John R and Lorenz, where it proposes reducing the current 4-lane roadway to a 3-lane configuration. This phase also includes adding a 10-foot multi-use path and incorporating on-street parking. Future phases will include additional opportunities for public feedback and revisions as each phase will present unique circumstances.

**Project Highlights:**

- **Does not include any bike lanes on the roadway.** Instead, the project expands the existing sidewalk to a 10ft multi-use path on the north side of 11 Mile.
- **Increases available parking.** Adds an estimated 19 additional parking spaces to support local businesses.
- **Improves Safety & Access for Pedestrians.** Reduces the distance to cross 11 Mile for pedestrian, increases the number of crosswalks and reduces pedestrian/vehicle conflict points at curb cuts and parking lots.
- **Improves Safety for Motorist.** The road study conducted as a part of the Plan projected to reduce traffic accidents by 15-16%.



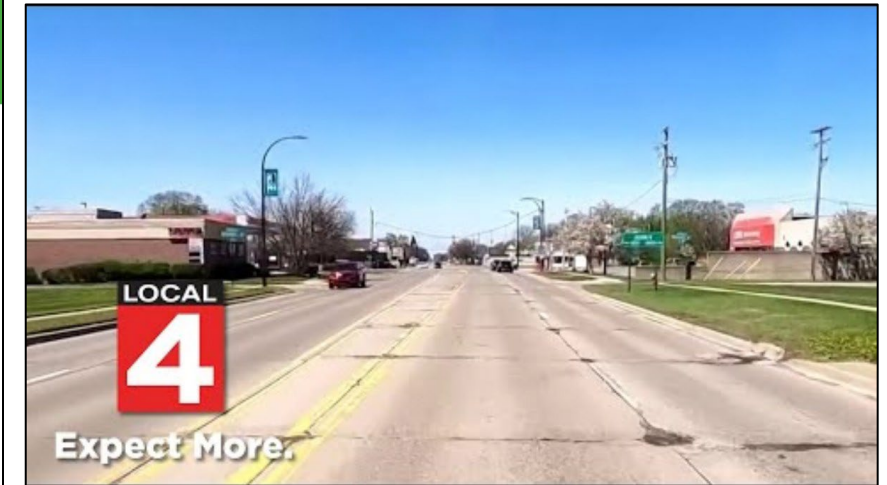
To view the complete 11 Mile Streetscape Plan Click Here or visit: [www.Madison-Heights.org/StreetscapePlan](http://www.Madison-Heights.org/StreetscapePlan)

[READ THE ENTIRE PLAN HERE](#)

We want to hear from you as we gear up for the first phase of 11 Mile Streetscape Project!

[TAKE THE SURVEY NOW](#)

## WDIV Local 4 News Feature



## Façade & Sign Grant Project Updates

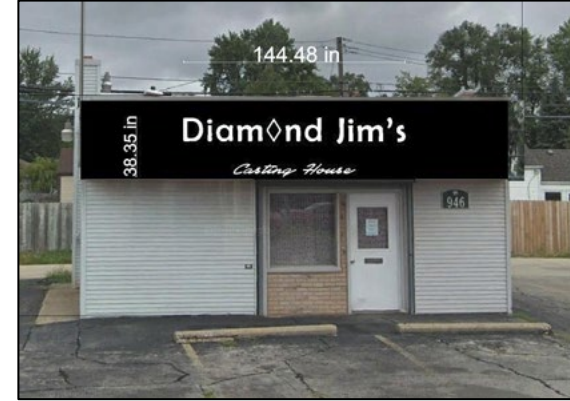
In February 2024, the MHDDA adopted proposed changes to these program that increased available matching funds, simplified program applications, and providing for a clearer grant procedure.

Upon completion of the first phase of the 11 Mile Streetscape Project greater efforts will be made to encourage DDA businesses to use these program to enhance the project area.

### Diamond Jim's Carriage House Sign Grant



Before



After

In Fall 2023, Diamond Jim's was awarded \$2,200 for new signage for their carriage house building. Grant funds were issued August 2024.

### Beauty Room 11 Sign Grant

In April 2025, Beauty Room 11 was awarded up to \$2,000 for new backlit signage. The business will be issued these when the project is completed and has been in continuous operation for one year (Feb. 2026).



Before

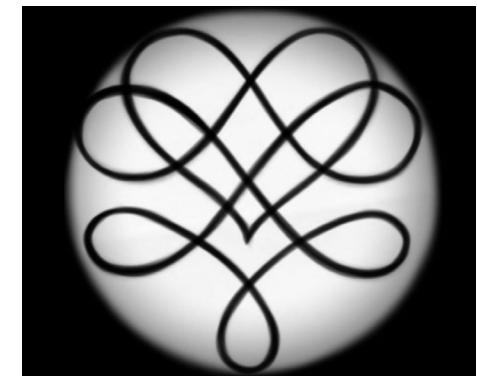


After

## MHDDA Business Digital Marketing Pilot Program Progress

The MHDDA has agreed to offer an 80/20 matching grant for DDA businesses that seek video production services with 1 Vision Media Group.

### Completed DDA Business Promotional Videos

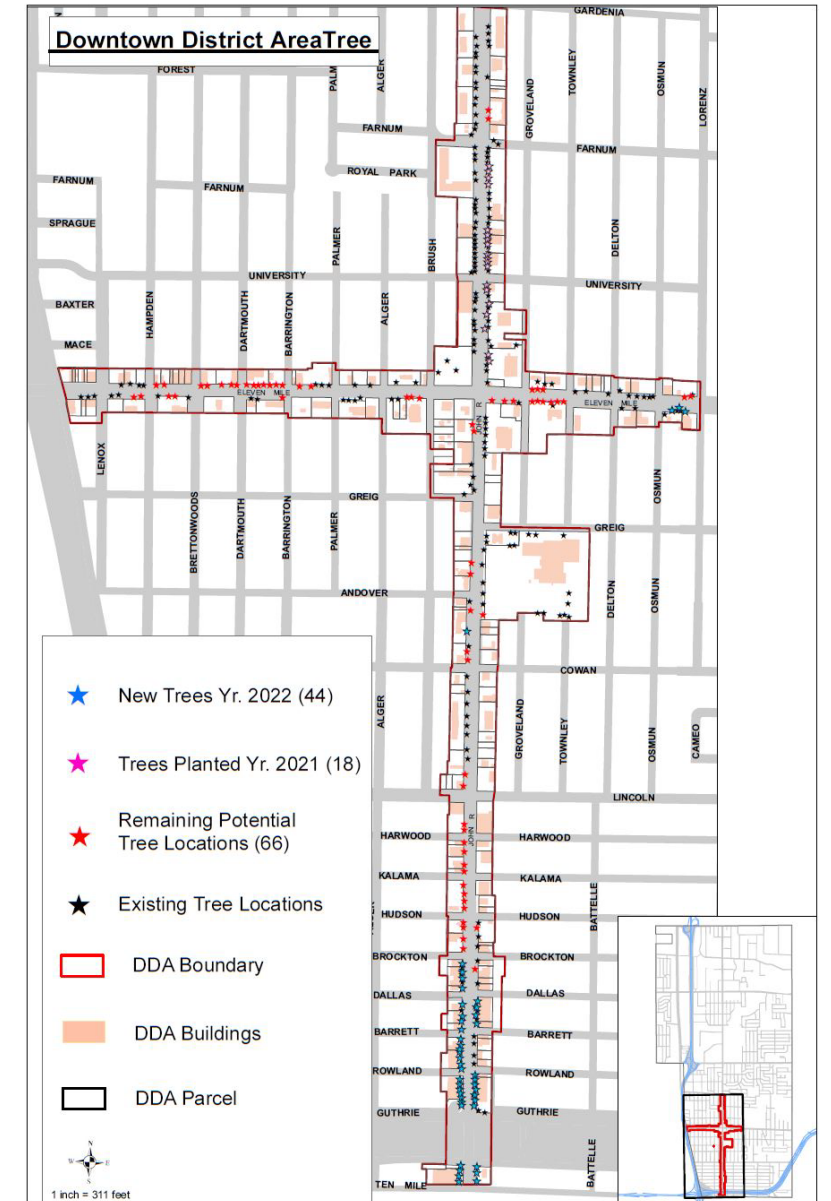


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You Salon



## Downtown Area Tree Planting Program

The DDA contributes \$5000 per year towards tree planting with the DDA area. In March 2025, 25 trees were planted along John R Rd.



## Holiday Banners & 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.

### Holiday Banners



### Holiday Decorations



# Local Grants & Programs

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## 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 can issue new public, on-premises liquor license to new and existing businesses located within the designated DDA District.

## Digital Marketing Program

The MHDDA has agreed to offer an 80/20 matching grant for DDA businesses that seek video production services with 1 Vision Media Group

# Madison Heights Downtown Development Authority

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**QUESTIONS? THANK YOU!**