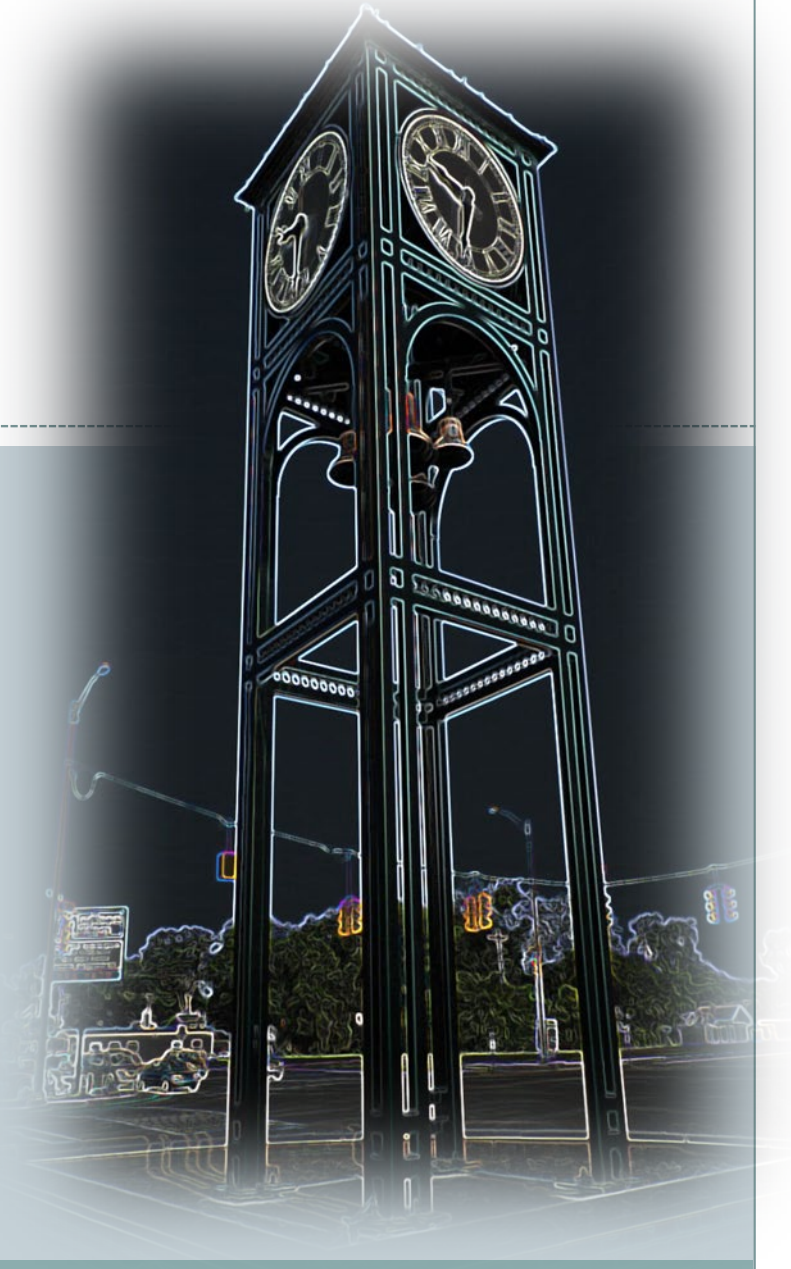


# City of Madison Heights Downtown Development Authority

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**INFORMATIONAL MEETING SEPTEMBER 14<sup>TH</sup>  
2021**



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# City of Madison Heights Downtown Development Authority (MHDDA)

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## INTRODUCTION TO OUR DOWNTOWN

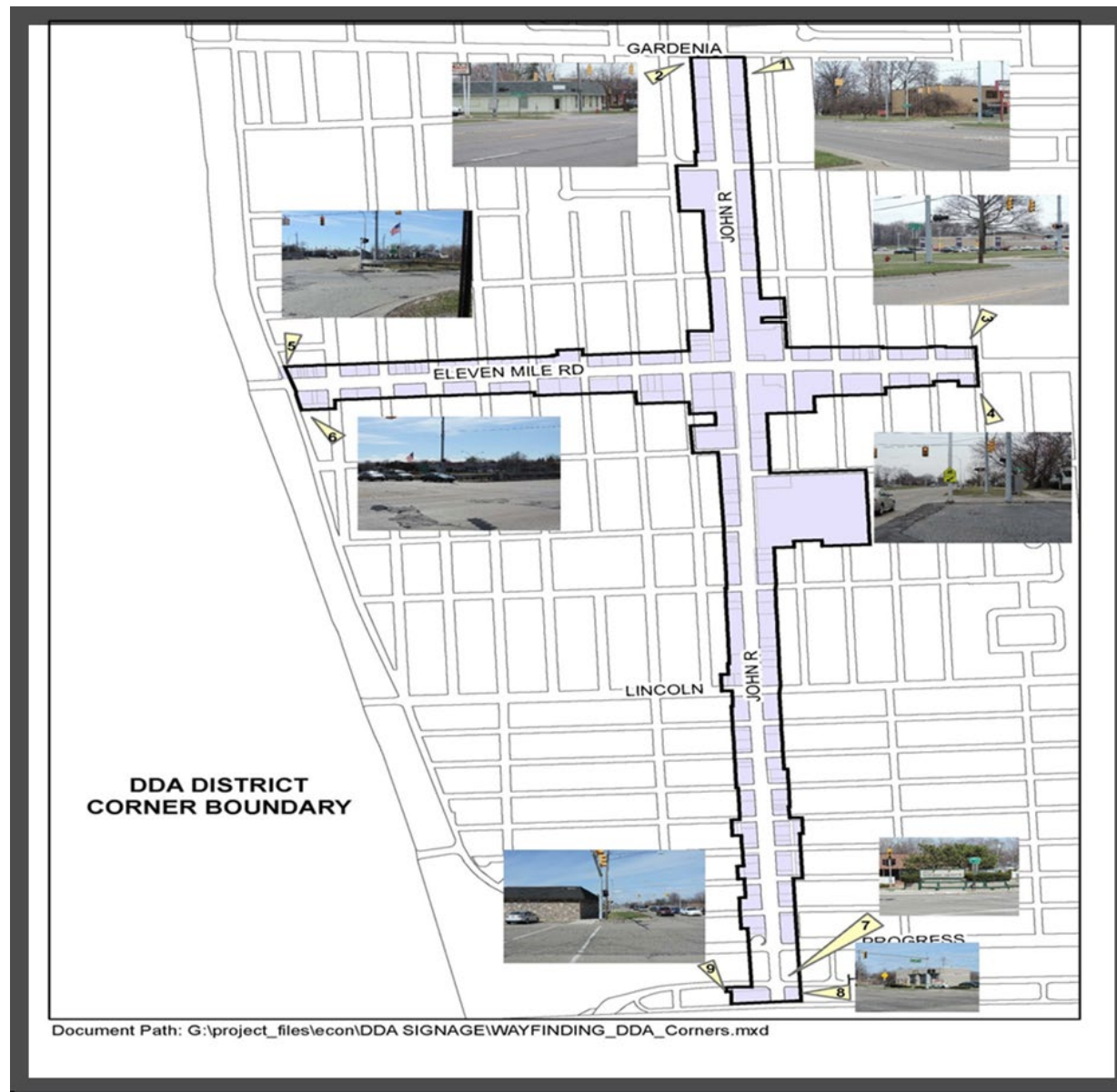
## The Downtown at a Glance

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



# City of Madison Heights Downtown Development Authority (MHDDA)

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## **2020-2021 UPDATES & ACCOMPLISHMENTS**

## New Board Appointment Process

## New Members & Open Seats

- As long time board members resigned, and board positions starting opening for the first time in a decade, a process for board recommendations to Mayor became an important feature to include in the DDA Bylaws.
- In 2020 the MHDDA saw considerable change in board membership. Mayor Hartwell resigned to become a judge at the 43<sup>rd</sup> District Court and longtime board members resigns after many years of service to the board.
- MHDDA Bylaws were amended by the board on April 13<sup>th</sup> and later approved by City Council. The bylaws now include that the board require applicants attend a DDA meeting and introduce themselves to the DDA board at a scheduled meeting. The Mayor maintains full appointment powers, the DDA is just afforded an opportunity to know the candidates and offer a recommendation.
- To date the DDA currently has two open board positions available. Six applicants and have applied for these seat and a first round of interviews was held at the May 18<sup>th</sup> Special Meeting.



## Downtown Area Tree Planting Program

In 2019, GIS and DPS staff identified approximately 105 locations for potential tree planting throughout the downtown area.

By end of 2020 the MHDDA planted approximately 22 additional trees throughout the downtown area.

Staff has been awarded Oakland County's OAKSTEM 2021 grant. This grant will provide an additional 40 tree plantings within the DDA.



## DDA Street Light Project

The board approved the painting of 105 DTE Street Lights black for an estimated \$18,850. Anticipating completion September 2021.





## Diamond Jim's Awarded \$5000 in Façade Grant Funds

MHDDA board approved a \$5000 reimbursement grant for façade improvements to Diamond Jim's Jewelry store at 934 W 11 Mile Rd.

Façade improvement is a part of an overall proposed \$53,000 in site improvements to the property



## Native Species Flower Bed Project

The DDA board partnered with the Bloom Project and covered costs of planting native plants in the planter box & City sign area.



Existing Flower Bed

Proposed Flower Bed



## MHDDA Branding & Logos

The DDA board partnered with local graphic designer Amy Lewis to develop new logos for the DDA and for all official documents and promotional materials.



PMS 362U Green

PMS 631U Blue

PMS 350U Green

## Standalone MHDDA Website

The DDA approved the costs for building a standalone website designed to highlight DDA area businesses, news, promotions and programs.



[www.downtownmadisonheights.com](http://www.downtownmadisonheights.com)

# Local Grants & Programs

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## Sign Grant Program (\$5000 Available 2019-20 FY)

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 (\$10,000 Available 2019- 20 FY)

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

# Madison Heights Downtown Development Authority

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**QUESTIONS? THANK YOU!**