

# City of Madison Heights Downtown Development Authority

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## INFORMATIONAL MEETING



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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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## **2021-2022 UPDATES & ACCOMPLISHMENTS**

## MHDDA Board Members FY22-23

Anthony Mancini owner of  
Celina's Sports Bar & DDA area  
property owner Giuseppe  
Marando joined the DDA Board  
in August 2021.

### **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- Jennifer Zmarzlik (*Resident*)
- New Member- Anthony Mancini (*Celina's Sports Bar*)
- New Member- Giuseppe Marando (*Iannuzzi Manetta & Co.*)

### **DDA Staff**

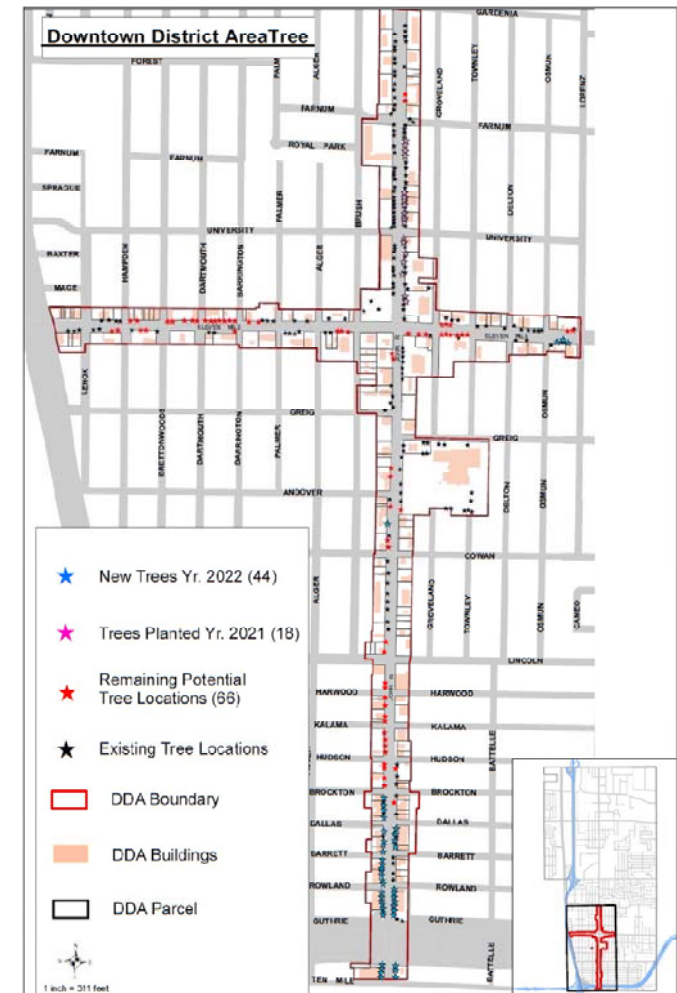
Giles Tucker



## Downtown Area Tree Planting Program

The DDA and the City of Madison Heights was awarded an Oakstem grant from Oakland County. This grant enabled the Department of Public Service Dept. to plant 18 trees in 2021 and another 44 trees in 2022.

The DDA will continue contribute \$5000 per year towards tree planting until the remaining 66 remaining potential tree location are filled.



## DDA Street Light Project

The DDA completed the streetlight painting for 106 posts. In addition, the DDA paid for the installation of 33 outlets on streetlights on 11 Mile Rd. The DDA received \$100o in grant funds from the Oakland County Main Street program.

Now that is project is complete the DDA intends to put up Holiday decorations throughout the DDA area, and for the first time along 11 Mile Rd.



## Diamond Jim's Façade Grant Project Complete

MHDDA board approved a \$5000 reimbursement grant for façade improvements to Diamond Jim's Jewelry store at 934 W 11 Mile Rd. This project was a part of an overall proposed \$53,000 in site improvements to the property.

### Diamond Jim's Façade Improvement Project



Before



After



## The Supply House Sign Grant Approved

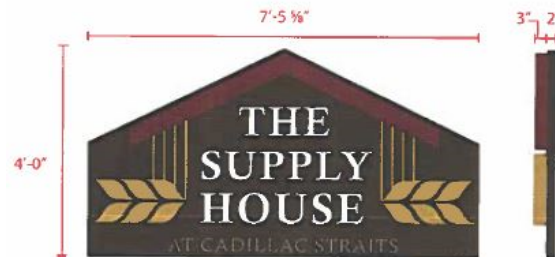
Cadillac Straits has expanded their seating and their kitchen into the space that was occupied by their home brewing supply business “The Supply House”. The Supply House is moving into an unoccupied space adjacent to the brewery and will have its own district storefront. MHDDA board approved a \$4,766 sign grant for this new storefront location.

### Gordie's Brewery | The Supply House

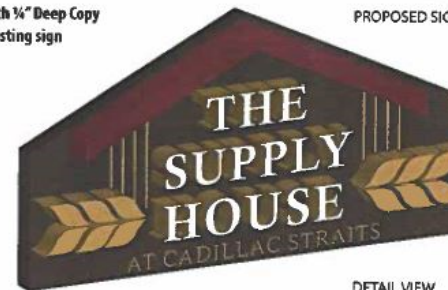
NOTE: Renderings below utilize sample dimensions.



EXISTING SIGNAGE



QTY 1: Aluminum Panel with 1/4" Deep Copy  
Panel painted to match existing sign



PROPOSED SIGNAGE- DAY VIEW



PROPOSED SIGNAGE- NIGHT VIEW

DETAIL VIEW

## MHDDA Website Now Active



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

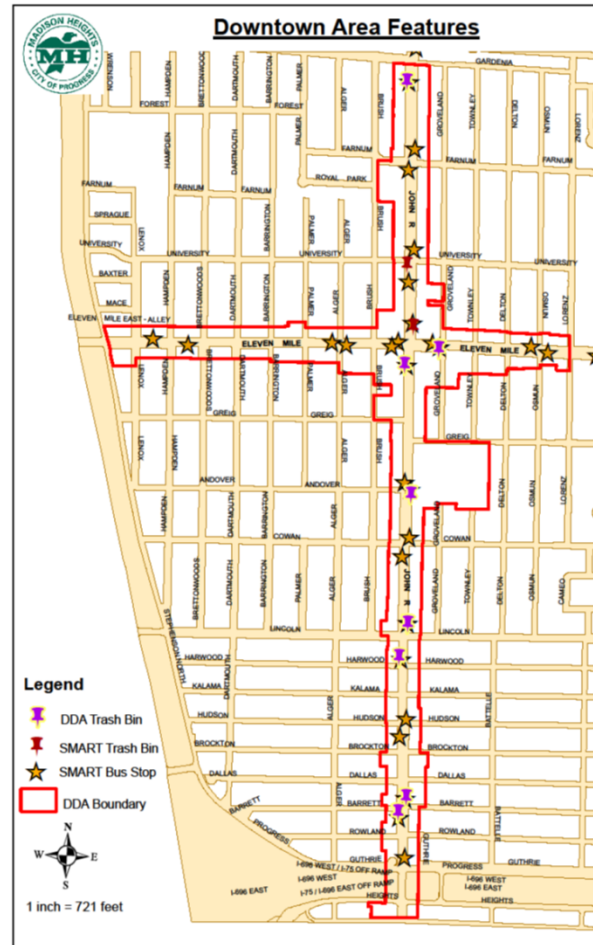
# City of Madison Heights Downtown Development Authority (MHDDA)

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## FISCAL YEAR 22-23 UPCOMING PROJECTS

## Trash Bin Refurbishment

Cadillac Straits has expanded their seating and their kitchen into the space that was occupied by their home brewing supply business “The Supply House”. The Supply House is moving into an unoccupied space adjacent to the brewery and will have its own district storefront. MHDDA board approved a \$4,766 sign grant for this new storefront location.





## Potential Physical Improvement Projects

The FY 22-23 budget includes \$20,000 for physical improvement projects throughout the DDA area. Examples of these projects include:

## Streetlight Banners

## Wayfinding & Signage

## Gateway Improvements

## Benches, Bike Racks, Trash Bins

## BANNER-TO-POLE PROPORTION

### SIZE UP YOUR BANNER

Illustrated below is an example of various light pole heights and styles with multiple banner dimensions. Work with our experienced sales staff to determine the correct banner size according to your pole height.



NOTE: Traffic clearance is a minimum of 14' from bottom of banner to ground where applicable





## Holiday Decoration

The FY 22-23 DDA budget includes up to \$5000 for holiday decorations throughout the DDA from November to January. This project includes the decoration of the DDA clock tower and refurbishing and installing street light decorations throughout the DDA area.



### Refurbishing City-Owned Decorations



# 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!**