

City of Madison Heights Downtown Development Authority

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MHDDA INFORMATIONAL MEETINGS 2024



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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 FY23-24

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

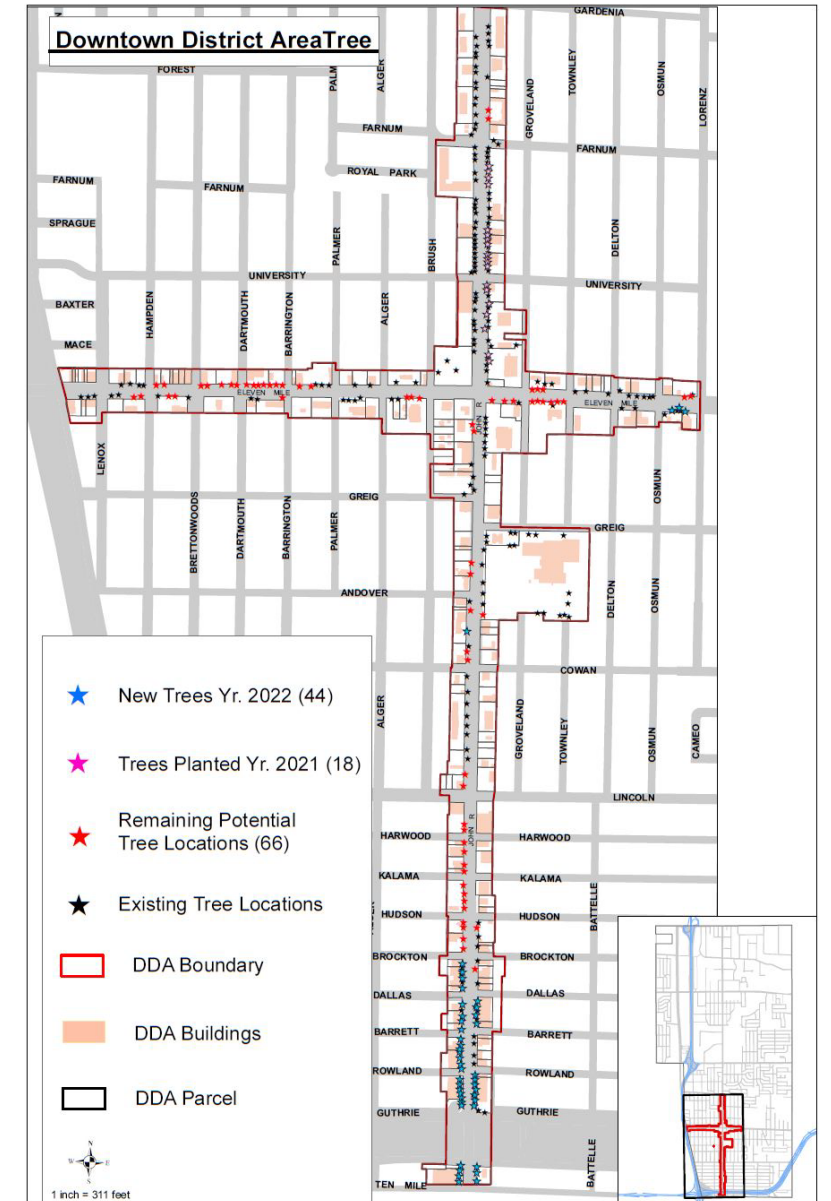
City of Madison Heights Downtown Development Authority (MHDDA)

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2023-2024 UPDATES & ACCOMPLISHMENTS

Downtown Area Tree Planting Program

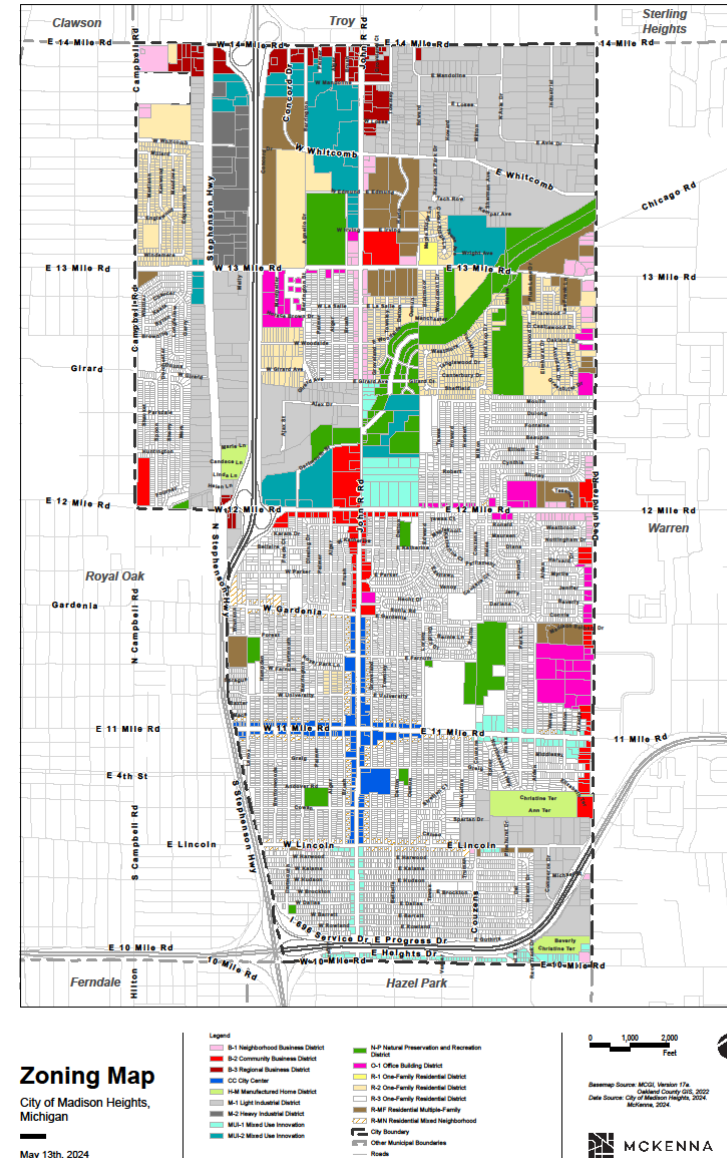
The DDA contributes \$5000 per year towards tree planting with the DDA area. On average, this equates to around 15 trees per year. No trees were planted in 2023, but plantings have been scheduled for Fall 2024.



Zoning Ordinance Rewrite Now Complete

With the help of a Technical Assistance grant from the Michigan Economic Development Corporation (MEDC) Madison Heights City Council Adopted a new Zoning Ordinance on May 13th.

The New Zoning Ordinance includes an easier to use format and establishes two zoning districts within the DDA area: City Center, and Mixed-Use Innovation zoning districts.

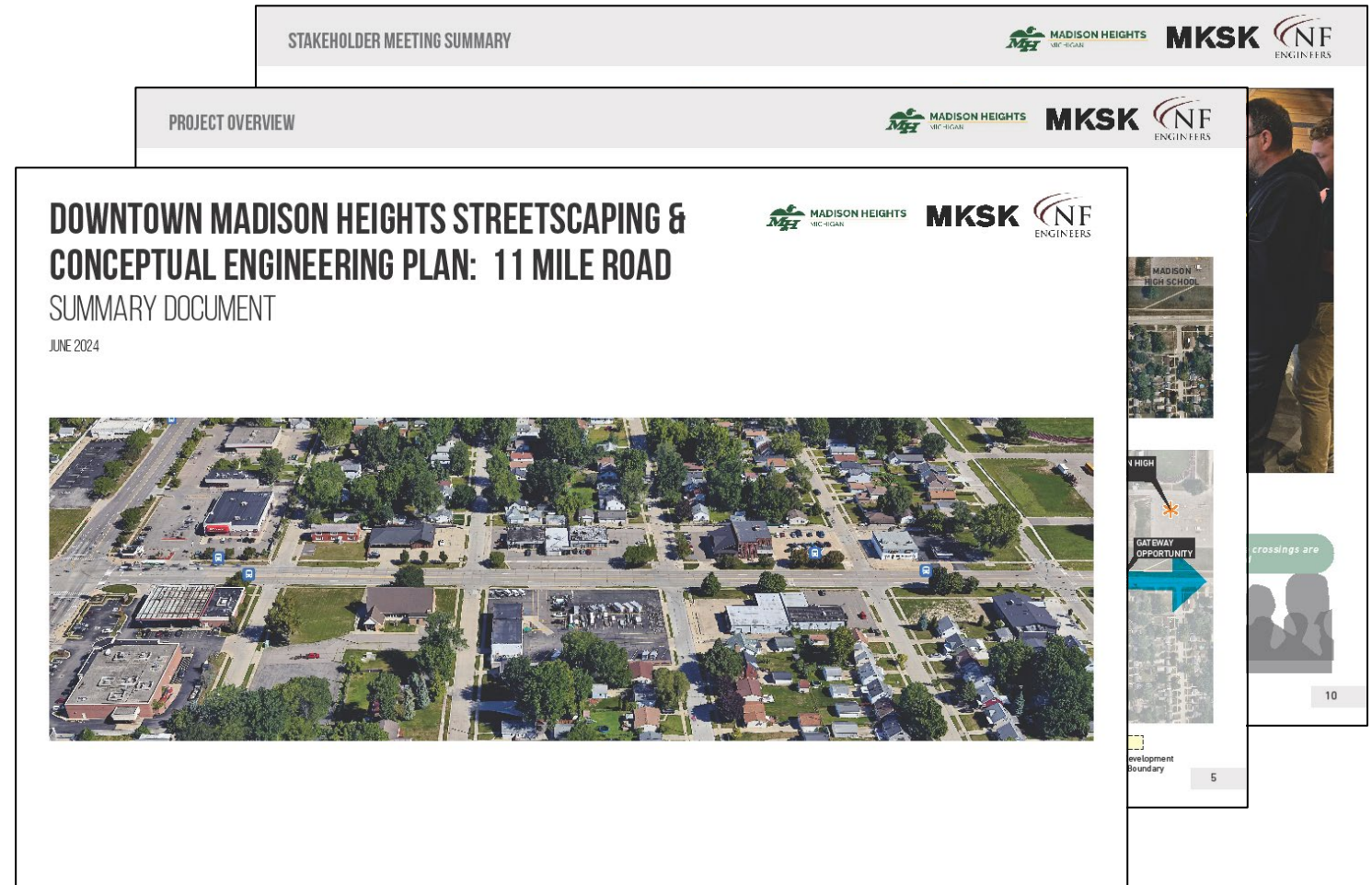


11 Mile Streetscape Plan Complete

In June 2024, the 11 Mile Streetscape plan was completed and included a 3-lane configuration in addition to the originally proposed 4-lane configuration with center median.

The 11 Mile Streetscape Plan provides renderings, conceptual engineering, and engineers costs estimates for both lane configurations proposed.

It also includes a traffic analysis that was conducted from Stephenson Hwy to Dequindre along 11 Mile Rd to measure potential impacts to traffic flow through the corridor.



11 Mile Streetscape Plan: Traffic Study Overview

A 3-lane configuration was included within the Streetscape plan because of its potential for improved pedestrian safety and savings in total of costs of construction.

- The study considered the potential traffic impacts of how a 3-lane conversion of 11 Mile Rd would impact the entirety of the corridor along 11 Mile Rd from Stephenson Hwy to Dequindre Rd.
- The study examined the traffic operations and capacity, safety, and geometric needs of the corridor including the following six (6) intersections on 11 Mile Rd:
 - Dequindre Rd
 - Hales St.
 - Lorenz St.
 - John R Rd
 - Hampden St.
 - NB Stephenson Hwy
- The study included analysis of three scenarios: Existing Conditions (2024), 3-Lane w/ Existing Conditions, and 3-lane 20 Year Forecast (2044).

11 Mile Streetscape Traffic Analysis Findings

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Existing 4-lane Configuration

- With the current 4-lane configuration (without landscape medians), all movements at the studied intersections operated acceptably except for the Dequindre & 11 Mile Rd intersection.
- The Dequindre & 11 Mile Rd currently unacceptable levels during peak periods. The traffic consultants indicates that the signal, under the jurisdiction of Macomb County, operating on a 180-second cycle, is the cause of these delays.

Traffic Analysis of 3-lane Configuration (Current & 20-year Forecast)

- All intersection approaches and movements would operate like the existing conditions of 11 Mile Rd, with the exemption of Dequindre & 11 Mile Rd.
- Up to a 3-minute delay anticipated in the Westbound right turn lane of the Dequindre & 11 Mile Rd intersection during the school PM peak hour.
- 2044 (20 Year Forecast): Nearly all observed intersections would see traffic conditions like those of the current four-lane configuration.
- Traffic simulations did find that long periods of vehicle queues would be present at AM, School PM, and PM peak periods at Dequindre & 11 Mile Rd. In addition, the simulation found that there could be up to 4 minutes of delay during school PM peak hour at John R & 11 Mile Rd.

11 Mile Streetscape Plan: Traffic Study Recommendations

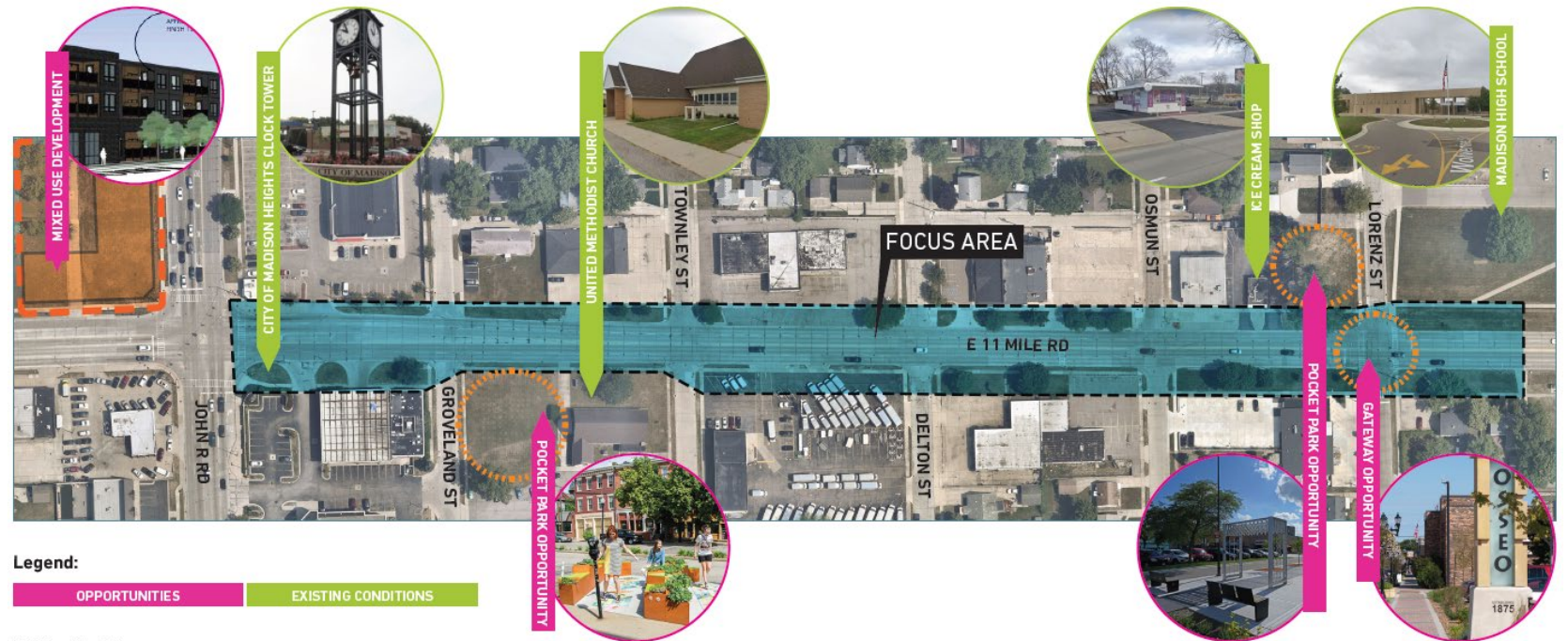
- The primary goal of this road diet is to improve safety and reduce the crashes along the 11 Mile Road corridor. The result of the analysis indicates that crashes are expected to be reduced by **15-16%**.
- The traffic consultants that conducted the analysis recommended that the road diet is implemented. There are several options to consider for the extra space created by the eliminated lanes, such as parking space, bike lanes, additional green space, etc. The use of the additional space is up to the discretion of the city.
- The traffic consultants recommended that at the intersection of Dequindre Road & 11 Mile Road, that the westbound approach be restriped to include a left-turn lane, a through lane, and a right-turn lane.
- The traffic consultant recommended that at the intersection of John R Road & 11 Mile Road, that the eastbound and westbound approaches be restriped to include a left-turn lane, a through lane, and a right-turn lane.
- The traffic consultant also recommended that the City request that Macomb County considering reducing the 11 Mile & Dequindre intersection signal from a 180 second cycle to a 120 second cycle to reduce existing traffic queues.

11 Mile Streetscape Awarded Main Street Oakland County Placemaking Grant

The day after the 11 Mile Streetscape Plan was provided to city staff from our consultants, Main Street Oakland County provided the City the opportunity to apply to the Main Street Oakland County Placemaking Grant.

At the August 12th City Council Meeting the City formally accepted a Placemaking grant of \$313,981.50 in support of the 11 Mile Streetscape.

This grant provides enough matching funds to implement the first phase of the plan described as the “focus area” in the Streetscape Plan,



Legend:

OPPORTUNITIES

EXISTING CONDITIONS

Existing Conditions

The current streetscape features several challenges, including numerous curb cuts, disjointed sidewalks, high speed traffic, and few street trees or pedestrian amenities.

Future Opportunities

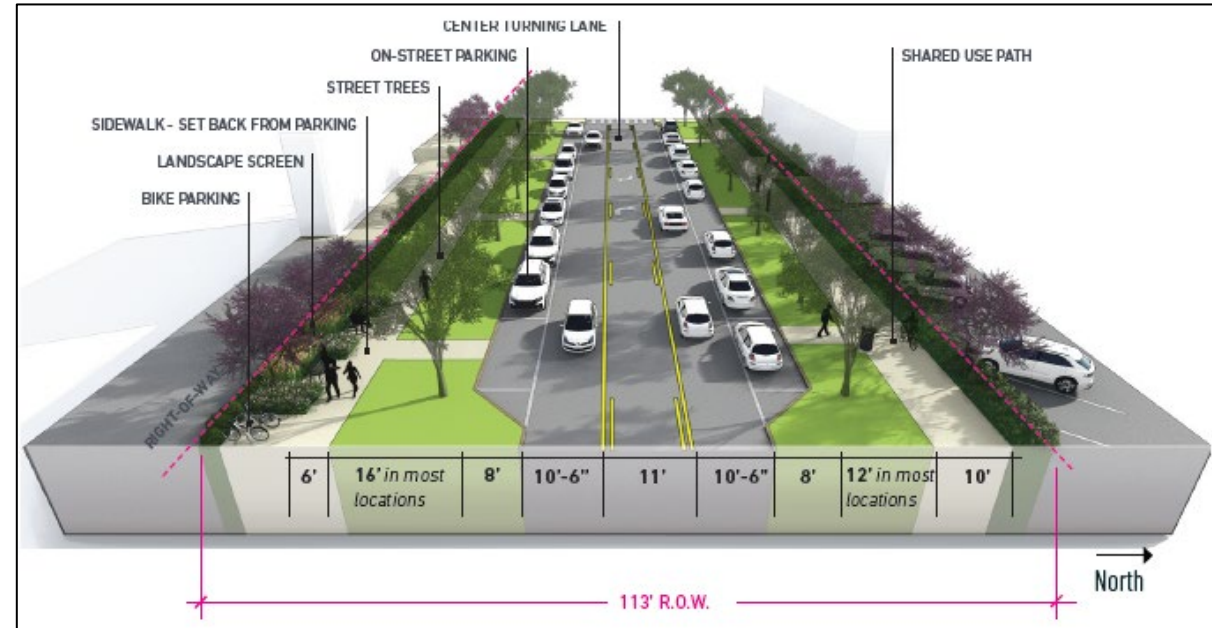
Opportunities include improved sidewalk environments, enhanced pedestrian safety, the establishment of gateway elements, traffic calming and pedestrian amenities such as pocket parks and bike facilities.

11 Mile Streetscape Project Phase I “At a Glance”

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.

Construction Anticipated to begin Summer 2025.



To view the complete 11 Mile Streetscape Plan visit:
www.downtownmadisonheights.com/11-mile-streetscape

- **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%.

MHDDA Business Digital Marketing Program Pilot Approved

The MHDDA and 1 Vision Media Group, LLC have partnered to offer videography promotional services to DDA area business.

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

Digital Marketing Program Summary

- DDA businesses complete a brief application for DDA consideration. If approved, the businesses enter into a separate agreement with 1 Vision Media and agree to pay \$52 for videography services.
- 1 Vision Media provide the DDA with a paid invoice from the business and proof that the business has received the promotional video, the DDA will pay 1 Vision Media \$208.00.
- The DDA agrees to continue this arrangement for a term of four (4) months or upon completion of eight (8) DDA business promotional videos, whichever comes first.
- The agreement may be extended with DDA board approval if so desired.



Façade & Sign Grant Guidelines Update

Consideration of Façade and Sign grant applications at the end of 2023 prompted the Economic Vitality Committee to meet and discuss possible revisions to the DDA Façade and Sign Grant Guidelines and Applications.

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.

Façade Grant Program Updates

1. Program applications simplified and now digitally fillable.
2. The limit for façade grant was increased to \$10,000 from \$5,000.
3. Removed requirement of Property owners to be an existing business for one year to be eligible.
4. Business tenants in business less than a year may be approved on a case-by case basis, but not receive reimbursement funds until one year of continuous operation.
5. Past Eligible Activities Removed
 - Cleaning building exterior as a part of a more extensive project.
 - Exterior painting of the building as a part of a more extensive project.
 - Masonry Repair.
 - Fence/Wall removal or replacement.
6. Eligible Activities Added
 - Activities that create or expand upon outdoor seating or similar uses, that are more permanent in nature.
7. Past “Not Eligible” Activities Removed
 - Inappropriate cleaning methods, repairs, or replacements.
8. “Not Eligible” Activities Added
 - Routine façade and building cleaning, maintenance, replacement, or repair.
9. Removal of “Category System” replaced with stating grant consideration priorities.
10. Clearer grant procedure including Grant Commitment Letter, proof of payment requirements and Waiver of Lien.

Sign Grant Program Updates

1. Edited and reformatted the document for conciseness and allowed for fillable application.
2. Removed requirement that signage be 90% or less than the area allowed by City Ordinances.
3. Removal of “Category System” replaced with stating grant consideration priorities.
4. Clearer grant procedure including Grant Commitment Letter, proof of payment requirements and Waiver of Lien.

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.

Madison Heights Downtown Development Authority

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QUESTIONS? THANK YOU!