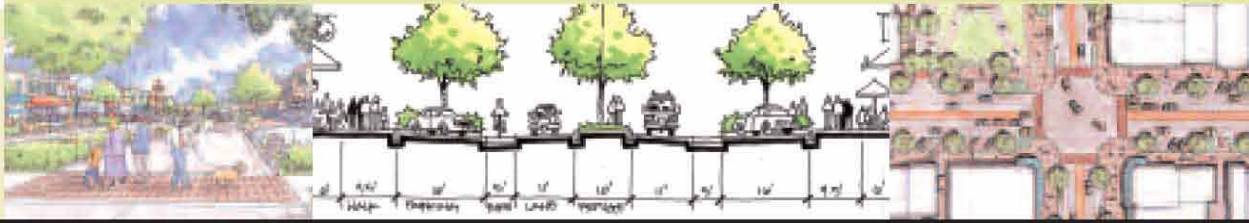




# DOWNTOWN CLAWSON



## Downtown Development Authority Fact Sheet

### History

- Clawson Downtown Development Authority (DDA) was formed by resolution of the City Council on July 5<sup>th</sup> 1977.
- In 1998 the DDA was disbanded after having completed the Phase I Streetscape project.
- At the end of 2002, the DDA was reconstituted in response to a recommendation from participants at a city sponsored Economic Summit.

### Purpose

- The purpose of the Downtown Development Authority is to:
  - Halt property value deterioration
  - Increase property tax valuation where possible
  - Eliminate the causes of deterioration
  - Promote economic growth

### Board of Directors

- The DDA is governed by a Board of Directors.
- By law the chief elected official of the city (mayor) automatically serves on the DDA.
- The DDA has ten (10) members - 6 representing an interest in property located in the district and at least one (1) a resident of the downtown.
- The DDA members are all volunteers and are not paid for their services.

### District

The DDA district is the area within the blue line on the aerial to the right. It generally is one property deep along 14 Mile and Main Street from Washington on the west to Bellevue on the east and Madison on the south to Lincoln on the north.



## **Funding**

- The DDA is funded primarily from two sources: Tax Increment Financing (TIF) and a 2 mill tax on all property within the DDA District.
- TIF is the capture of *increased* tax dollars (within the district) since 1991 that otherwise would have been distributed to Oakland County, SMART, Oakland Community College, Oakland County Parks and Recreation, Huron – Clinton Metro Park Authority and Clawson General Fund.

## **Vision Statement**

Downtown Clawson is a vibrant pedestrian-friendly center of commerce. The restored vintage style buildings and compatible architecture house a variety of unique specialty retail stores, restaurants and second story residence. The tree-lined downtown is safe, clean, well maintained and adorned with colorful flowers, street furniture, banners and decorative paving. The main streets are lined with on-street parking and surrounded by well designed public parking in ample lots where patrons access the stores through attractive front and rear entrances. The downtown is a gathering place for people to mingle in outdoor cafés and public spaces for shopping, eating, entertainment, festivals and family fun.

## **Philosophy**

The DDA follows a successfully proven approach from National Historic Trust for Historic Preservation called the Main Street program. The program advocates a unified management of the downtown where public and private partnerships are built cooperatively to affect revitalization. Four basic elements are carefully advanced to create a marketable downtown: Organization, Design, Promotion and Economic Restructuring.

## **Plans**

- Downtown Clawson Urban Design Framework Plan and CMD-1 and CMD-2 Zoning Ordinance to implement the plan.
- Interim On-Street Parking Plan for Main Street.
- Concept Plan for 14 Mile Public Space and On-Street Parking improvements.
- Marketing Strategy Plan – under development.
- Clawson DDA Development and TIF Plan.

## **Programs**

- Awning, Sign, Door, Window, Landscaping Grant Program.
- Design Assistance Grant Program.
- Monthly Business Visit program.
- Red Ribbon Cutting to Welcome and Promote New Businesses and Expansion of Existing Businesses Program.
- Joint downtown Advertising Program.
- New business assistance and advocacy.
- Quarterly newsletter.
- Annual summer flower baskets.