



**CITY OF MADISON HEIGHTS
CITY HALL - MADISON ROOM, 300 W. 13 MILE RD.
MHBRA & MHDDA JOINT MEETING AGENDA
MAY 14, 2026 AT 8:00 AM**

ROLL CALL

CALL TO ORDER

ADDITIONS/DELETIONS

APPROVAL OF MINUTES

- [1.](#) April 16th MHBRA & MHDDA Joint Meeting Minutes

MEETING OPEN TO THE PUBLIC

UNFINISHED BUSINESS

- [2.](#) Downtown Strategic Plan

NEW BUSINESS

COMMITTEE REPORTS

- [3.](#) Brownfield TIF Policy & Application Update

REPORTS

- [4.](#) Update on Ongoing Projects

TRAINING & EVENT OPPORTUNITIES

ADJOURNMENT

NOTICE: Persons with disabilities needing accommodations for effective participation through electronic means in this meeting should contact the City Clerk at (248) 583-0826 or by email: clerks@madison-heights.org at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

MHBRA & MHDDA Joint Meeting
Madison Heights, Michigan
April 16, 2026

A MHBRA & MHDDA Joint Meeting was held on Thursday, April 16, 2026 at 8:00 AM at City Hall - Madison Room, 300 W. 13 Mile Rd.

PRESENT

Member David Eldridge
Chair Yousif Jarbo
Member Joseph Keys
Member Joe Marando
Member Melissa Marsh
Member Lourdes Osorio-Lorenzo
Member Michael Sheppard
Vice -Chair Michael Van Buren

ABSENT

Mayor Corey Haines
Member Lenea Renshaw
Member Mitchell Socia
Member Marija Ujkic

OTHERS PRESENT

Community & Economic Director Giles Tucker
Deputy City Manager/City Clerk Cheryl Rottmann

BRA/DDA-26-1. Excuse Members.

Motion to excuse Members Haines, Renshaw and Ujkic from today's meeting.

Motion made by Member Marsh, Seconded by Member Sheppard.

Voting Yea: Member Eldridge, Chair Jarbo, Member Keys, Member Marando,
Member Marsh, Member Osorio-Lorenzo, Member Sheppard, Vice -Chair
Van Buren

Motion carried.

BRA/DDA-26-2. MHDDA Special Meeting 3-13-26 Minutes.

Motion to approve the MHDDA meeting of March 13, 2026, as printed.

Motion made by Vice -Chair Van Buren, Seconded by Member Keys.

Voting Yea: Member Eldridge, Chair Jarbo, Member Keys, Member Marando,
Member Marsh, Member Osorio-Lorenzo, Member Sheppard, Vice -Chair
Van Buren

Motion carried.

MEETING OPEN TO THE PUBLIC:

There were no members of the public wishing to speak.

BRA/DDA-26-3. 28220 John R Rd- Brownfield TIF Application.

Director Tucker provided an overview of the proposed Brownfield Plan for 28220 John R Rd. to build a professional medical building on the site of the old McDonalds, and reviewed the eligible reimbursement expenses should the board recommend approval of the plan to City Council.

Motion to recommend to City Council approval of the Brownfield TIF Plan for 28820 John R Rd.

Motion made by Vice -Chair Van Buren, Seconded by Member Marando.

Voting Yea: Member Eldridge, Chair Jarbo, Member Keys, Member Marando, Member Marsh, Member Osorio-Lorenzo, Member Sheppard, Vice -Chair Van Buren

Motion carried.

BRA/DDA-26-4. MHDDA Downtown Strategy.

Director Tucker reviewed the proposals received for the MHDDA Strategic Plan Contractors for the board.

Motion to approve the proposal received from POW! Strategies in the amount of \$10,000 for the completion of a Downtown Strategic Plan with the condition that a 50% deposit would be made upon commencement of the plan and 50% upon completion.

Motion made by Member Marsh, Seconded by Member Marando.

Voting Yea: Member Eldridge, Chair Jarbo, Member Keys, Member Marando, Member Marsh, Member Osorio-Lorenzo, Member Sheppard, Vice -Chair Van Buren

Motion carried.

BRA/DDA-26-5. Banner & Bracket Replacements.

Director Tucker noted that several of the banners and brackets are missing after this winter season and will need replacement.

Motion to purchase banner replacements and materials in an amount not to exceed \$5,000 from Banner Sign Company in Detroit or Kalamazoo Banner Works.

Motion made by Member Marando, Seconded by Member Keys.

Voting Yea: Member Eldridge, Chair Jarbo, Member Keys, Member Marando,
Member Marsh, Member Osorio-Lorenzo, Member Sheppard, Vice -Chair
Van Buren

Motion carried.

MHDDA Special Meeting May 14th

It was the consensus of the board to add May 14th to the meeting calendar.

Committee Assignments

The following committee assignments were agreed to:

Design & Physical Improvements

Joe Keys
Melissa Marsh - Chair
Lourdes Osorio-Lorenz
David Eldridge

Economic Vitality

Joe Morando
Mike Van Buren - Chair
Joe Jarbo
Michael Sheppard

Promotions

Marija Ujkic
Lenea Renshaw
Mitch Socia
Corey Haines - Chair

Clocktower Repainting

Director Tucker advised the board that staff selected Seaway Painting, LLC as the contractor for the clock tower painting renovations. The cost of the painting will be \$14,492 and falls under the previous approved amount by the board.

Finance Report

Director Tucker advised that a 50% payment was made towards the clocktower replacement project in the amount of \$19,145.

Update on Ongoing Projects

The following updates were provided:

27025 John R Rd RFQ (11 Mile Rd & John R)

Our designation as a “certified” community through RRC has unlocked \$35,000 for the development of an RFQ document. We are seeking a company with both the architectural background to help us produce an RFQ document that includes conceptual designs that meet our ordinances and vision, market data that demonstrates the concept is economically viable and incentives we are willing to offer to encourage a catalyst development within the heart of our downtown district. Once completed, the city with the help of the Community Economic Development Association of Michigan (CEDAM) and the MEDC will seek developers interested in submitting proposals to acquire and develop the site.

The first step for this project is setting up initial conversations with contractors to go over scope of the RFQ. We have identified two companies we feel would have the best background suited to the development of the RFQ, Progressive Companies (formerly Progressive AE) and SmithGroup. We met with SmithGroup on April 9th and as of writing this memo we will be meeting with Progressive Companies April 14th or 15th.

We will then schedule formal scoping calls that include the MEDC and CEDAM to really nail down the specific deliverables for the RFQ and to answer any remaining question the contractors may have. We would require these contractors to provide proposals no later than the end of May, possibly sooner. Once a contractor is selected, I anticipated we would receive a completed RFQ document by early fall.

Clock Tower Repair and Component Replacement

Verdin confirmed receipt of the 50% deposit for the project on April 8th. Their production team will be contacting me to discuss delivery of the clock components and scheduling of installation. It is likely that they would prefer that we complete painting prior to installation, but I will see what the installation crew prefers and schedule appropriately.

905 W 11 Mile Rd Location Station Sign Grant Application & Request

Christina Johnson owner of “Lactation Lighthouse” a doula service business on 11 Mile Rd applied for a sign grant on April 6th. The project proposes repainting an existing 155 SF metal wall sign. After reviewing our sign ordinance, it has been discovered that the max signal for this business would be 90SF. Staff denied the request but mentioned the grant can cover 100% of sign removal cost and up to 50% on new sign.

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ADJOURNMENT:

Having no further business, Chair Jarbo adjourned the meeting at 9:09 a.m.

Downtown Development Authority of City of Madison Heights**Memorandum**

Date: May 8, 2026
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject: Strategic Plan Update- Stakeholder Survey & Setting Strategic Planning Dates

On April 30th I met with Cristina from Pow Strategies to kick off the DDA Strategic Planning process. I provided her with all the necessary background information to begin her background research, and we discussed target dates for key steps towards the completion of this project by the end of the summer.

Board/Key Stakeholders Survey- Coming Very Soon!

To anonymously gather the individual thoughts and ideas of the DDA, City Council, Planning Commission and other key stakeholders Pow Strategies will be sending an online survey well before our in person planning sessions scheduled for later this summer. Please be sure to complete this when it comes to you, it will help shape the priorities of the DDA for next 1-3 years!

Community Assessment- Focus Groups & Downtown Tour

In addition to visiting and touring the downtown area, Pow Strategies want to gather meaningful feedback for businesses owners and other key stakeholders OUTSIDE of the DDA board and City Hall. If you know business owners, DDA area residents or other stakeholders are important to the future of the downtown that

DDA Board Needs to Set Date for 5-hour Planning Session

The most important component of the Strategic Plan is the Planning Session. This is where all the information we've gathered throughout the summer is used to help us develop a vision, mission and core values of the DDA and begin prioritizing goals to reach towards that vision and the milestones we need to reach to achieve them. This session will take around 5-hours, I am hoping that we can find a date and time for the week of July 20th that works for everyone so I can find a venue. I suggest it be a morning to midday meeting so I can arrange lunch and that way everyone at least gets the rest of the afternoon to themselves.



MADISON HEIGHTS DDA PROPOSAL FOR STRATEGIC PLANNING SERVICES

COMPANY OVERVIEW

POW! Strategies, Inc. provides the superpowers to turn-around your town with business, economic development, marketing and communications strategies, as well as management and specialty services. Founded in 2015 by Cristina Sheppard-Decius, CMSM, nationally and locally known for her 25-year proven track record of revitalizing downtowns, including Downtown Ferndale from 2000-2015, Downtown Dearborn from 2015-2022, and serving as Chairperson of the Michigan Downtown Association.

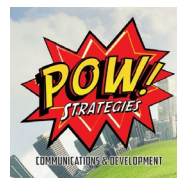
Our process begins with assessing your needs, establishing a vision and helping you set implementable strategies so you can leap tall buildings in a single bound. From there we can help you deliver results that meet your goals, whether through project management, executive management, specific services or solution-oriented plans.

Our POW!erful clients include Downtown Dearborn (DDAs), Ypsilanti DDA, Alpena DDA, South Lyon DDA, Lyon Township DDA, Wixom DDA, Lake Orion DDA, Oxford DDA, Auburn Hills DDA, Romeo DDA, Frankenmuth DDA, Ferndale DDA, Michigan Downtown Association, Michigan Main Street, Main Street Oakland County, Downtown Brighton and more!

DOWNTOWN STRATEGIC PLAN

A Downtown Strategic Plan will provide the Madison Heights DDA with a clear vision, path and prioritized, implementable strategies based on market analytics and community engagement that will continue strengthening your community for the next three to five years.

POW! Strategies' downtown strategic planning process is a multi-step process that creates a comprehensive plan to move communities forward. We will analyze the market potential of your downtown by identifying the target audience utilizing demographic, psychographic, and real-time mobile data. POW! Strategies will also survey stakeholders, gather input and evaluate the strengths, weaknesses, opportunities, threats, existing work plans and TIF plans, and conduct a four forces of value needs assessment. We encourage you to invite your Board, committee members and key stakeholders to the



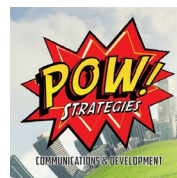
POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecus@powstrategiesinc.com

half-day planning session, where we will then review the data collected. At the beginning of the session, we will review and reset your vision, mission and core values, and then prioritize needs that align with that vision. A formal presentation of the strategic plan will include goals, objectives, tasks and metrics of success that will be put into an action plan with specific measures and a timeline needed for the Madison Heights DDA to deliver the most impact. We will also establish who and what working teams are needed to champion the plan of action.

To increase community engagement and build broad-based support, POW! Strategies recommends adding an on-site community assessment, one-on-one sessions, focus groups and a business survey to help identify key areas of need. These would be conducted before the planning session so that the Board and committee members can discuss the data collected.

STRATEGIC PLANNING SCOPE OF WORK

- **Pre-Planning Session** - A 90-minute pre-planning meeting to finalize the needs and logistics for the strategic planning process, determine stakeholder engagement plans, as well as gather internal insights and the current status of the downtown, initiatives and relationships.
- **Board/Key Stakeholder Survey** – An online survey of the Board, committees and key stakeholders will be conducted ahead of time to gather individual thoughts and ideas so that the planning session can move efficiently, and individuals may fully express their ideas in an anonymous environment.
- **Market Snapshot** – Working with MSOC market analytics and existing business and occupancy data Madison Heights has available, POW! Strategies will provide a market snapshot of the downtown, defining its target audience, opportunities for economic growth and business development. This will help inform your future marketing and business recruitment efforts.
- **On-site Community Assessment** – A full day (or two half-days) on-site assessment conducted by POW! Strategies to evaluate the downtown area first-hand utilizing 25 years of experience. This will include a tour of the downtown to assess the physical, visual and environmental needs and opportunities to grow the downtown. This will also include either focus groups or open house format with a diverse representation of your community, as well as one-on-one meetings with key leadership, local businesses and staff to dive deeper into the comprehensive needs and economic opportunities for the downtown. (4-6 meetings + half-day tour)
- **Business Survey** – If Madison Heights DDA has contact data available to them of all business owners, then an online survey will be shared with the businesses to help better understand their needs, desires and expectations to create the quality of life and business they envision. Typically, it is difficult to engage businesses in meetings, and this provides another avenue for them to contribute their thoughts and ideas.
- **Strategic Planning Session** – 5-hour in-person session with DDA Board of Directors, volunteers, staff and key stakeholders. The planning session will begin with a brief overview of downtown management, then we will work on developing a vision, mission and core values. Next we will review the data collected from SWOT and Forces of Value Analysis, and begin prioritizing goals that align with that vision.
- **Final Strategic Plan Report & Presentation** – A presentation of the final report will be provided to the Board of Directors for review and adoption. The final report will be provided in a digital



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presentation format that can be used to help share with others. A trackable action plan will be provided to help manage, track and monitor future progress, including timelines, metrics of success, key partners, Main Street committee assignments, and project/initiative budget estimates.

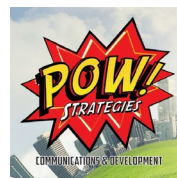
TRAINING OPTIONS

Below is a list of other training options for future reference:

- **DDA Mini-Refresher** – A short 1-hour training session to refresh Board and committee members about the basics of DDAs and Main Streets, and the role of the Board and committees.
- **Board Training 101** – A two-hour training session covering the basics of downtown management organizations, DDAs and Main Street, the roles and responsibilities of Boards and committees, an overview of the Open Meetings Act, bylaw composition, and more.
- **TIF Training** – A 90-minute training on the specifics of Tax Increment Financing and the DDA law (PA57).
- **Leading Leaders! Leadership Development** – Building strong leaders assures the longevity of organizations. Learn the ins and outs of what makes a strong leader, assess individual leadership strengths and areas to improve, and steps you can take to continue growing. A two-hour training course with interactive activities.
- **Spark the Fire! Volunteer Development & Management** – Create a game plan to recruit, grow and manage your volunteer organization. We will walk through what is needed, discuss best practices and develop your organization’s action steps to implement. A two-hour training course with action plan development.
- **Show Me the Money! (Fundraising 101 to Launching Fundraising Programs)** – Whether your team needs to understand the basics of fundraising or wants to hit the ground running with a fundraising program, this training and services is tailored to meet your organization’s needs.

TERMS

- Fee Structure
 - Standard Services for Strategic Planning - \$10,000
 - Training Options
 - DDA Mini-Refresher - \$1500
 - Board Training 101, TIF Training or Fundraising 101 - \$2500
 - Leadership Development or Volunteer Development & Management - \$3500
 - Fundraising Program Development - \$5,000
 - Full payment due upon commencement of work.
- Materials – Any print materials will be provided by the Madison Heights DDA (ie: copies of presentation). Madison Heights DDA to provide facility and AV equipment necessary for the planning session(s). One easel will be needed. Facility must allow for 3M flip charts to be hung on walls with ample space for up to 15-20 sheets.

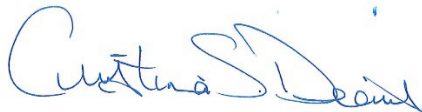


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- The following items are due to POW! Strategies, Inc., no later than two months prior to the planning session:
 - Madison Heights DDA to provide copies of any previous plans and documents to help inform the strategic plan, and the status of any projects/goals, ie: TIF Plans, community assessment reports, previous strategic or work plans, etc.
 - Madison Heights DDA to provide logo, DDA map and supporting images that help speak to the recent successes downtown.
 - MSOC to provide market data and evaluation reports (POW! Strategies to acquire).
- Timeline –
 - Strategic Planning - Up to 100 days from start to completion depending on availability of Madison Heights DDA meetings.

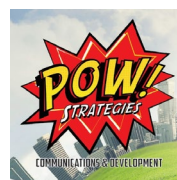
If acceptable, please confirm any of the optional items desired, then a formal contract will be sent shortly thereafter for final signatures.

Sincerely,



Cristina Sheppard-Decius, CMSM
Founder/President
POW! Strategies, Inc.

April 7, 2025



POW! Strategies, Inc.
835 Albany, Ferndale, MI 48220
248-760-9265
csdecius@powstrategiesinc.com

CITY OF MADISON HEIGHTS
BROWNFIELD REDEVELOPMENT AUTHORITY
BROWNFIELD PROGRAM POLICIES & PROCEDURES

1. BACKGROUND & PURPOSE

On November 13, 2001, the City of Madison Heights voted to establish a Brownfield Redevelopment Authority (BRA) in accordance with the Brownfield Financing Act, Act 381 of the Public Acts of the State of Michigan of 1996, as amended (Act 381). The purpose of the Brownfield Redevelopment Authority is to encourage the revitalization, redevelopment, and reuse of eligible property, as defined by Act 381 and the Natural Resources and Environmental Protection Act, Act 451 of the Public Acts of the State of Michigan of 1994, as amended. The BRA is authorized to administer a Brownfield Redevelopment Program (Program), which provides economic incentives using Tax Increment Financing (TIF) revenues to pay for or reimburse public or private costs of eligible activities.

The Program also supports the use of additional economic incentives and financing mechanisms to assist with the redevelopment of eligible property. This may include economic development programs administered by the Michigan Economic Development Corporation (MEDC)/Michigan Strategic Fund (MSF), Michigan Department of Environment, Great Lakes and Energy (EGLE), Michigan State Housing Development Authority (MSHDA), and the United States Environmental Protection Agency (EPA), and other state or federal agencies. Approval of any project under the Program is at the discretion of the BRA and the City Council. Additionally, all projects must align with the City's goals, ordinances, and development standards.

2. POLICY STATEMENT

The intent of this policy is to promote the revitalization of eligible properties through the BRA in accordance with Act 381. This policy applies to projects seeking financial incentives for environmental remediation, redevelopment, or site improvements using TIF or other state and federal programs.

3. SCOPE

This policy impacts property owners, developers, and businesses seeking Brownfield incentives within the City of Madison Heights.

4. DEFINITIONS

- 4.1. Brownfield Redevelopment Authority (BRA): The entity responsible for reviewing and approving Brownfield Plans and the use of Tax Increment Financing (TIF).
- 4.2. Brownfield Plan: A plan that outlines the redevelopment of eligible properties using incentives and financial support under Act 381.
- 4.3. Eligible Property: A site that meets the definition of “eligible property” under Act 381, which typically includes blighted, functionally obsolete, or environmentally contaminated properties.
- 4.4. Eligible Activities: Specific activities that qualify for reimbursement under Act 381, such as environmental remediation, demolition, site preparation, and infrastructure improvements.
- 4.5. Tax Increment Financing (TIF): A financing mechanism that captures incremental property tax revenue to reimburse eligible activities on a Brownfield site.
- 4.6. Reimbursement Agreement: A formal agreement between a developer and the BRA outlining the terms and conditions for reimbursing eligible activities using TIF.
- 4.7. Local Brownfield Revolving Fund (LBRF): A fund established to support future Brownfield redevelopment projects using captured tax increment revenues.
- 4.8. Michigan Strategic Fund (MSF): A state entity that approves funding and tax incentives for economic development, including certain Brownfield activities
- 4.9. Michigan Department of Environment, Great Lakes, and Energy (EGLE): The agency responsible for environmental oversight and approval of Brownfield activities related to contamination cleanup.
- 4.10. Michigan State Housing Development Authority (MSHDA): The agency responsible for overseeing housing-related Brownfield activities and funding.
- 4.11. Infrastructure Improvements: Public or private improvements necessary to support redevelopment, such as roads, utilities, and drainage systems.
- 4.12. Blighted Property: A property that meets the statutory definition of blight due to unsafe or deteriorating conditions.

4.13. Functionally Obsolete Property: A property that is no longer useful for its original purpose due to outdated design or layout.

4.14. Project Concept Application: A preliminary application submitted to the City and BRA to initiate the Brownfield process.

4.15. Act 381 Work Plan (“Work Plan”): A required document detailing eligible activities and costs for state tax capture approval.

4.16. Tax Increment Revenue (TIR): The portion of increased property tax revenue generated by redevelopment that is used to reimburse eligible costs.

5. POLICIES

5.1. **Eligible Properties**: The BRA is authorized to consider Brownfield Plans for properties that meet the definition of “eligible property” under Act 381.

5.2. **Eligible Activities**: The BRA is authorized to allow the use of TIF revenues to pay for or reimburse public or private costs of eligible activities, as defined in Act 381.

Eligible Activities may include:

- Baseline Environmental Assessment (BEA) activities.
- Due care activities (which limit exacerbation of, or exposure to, contamination on a site).
- Additional response activities.
- Reasonable costs of preparing a Brownfield Plan, Act 381 Work Plan and actual cost of Work Plan review.
- Demolition (above and below ground).
- Lead and asbestos assessment and abatement.
- Administrative fees.
- Capture for the Local Brownfield Revolving Fund (LBRF).
- Reasonable cost of environmental insurance.

Housing Development Eligible Activities may include:

- Infrastructure improvements that are necessary for housing property and supports housing development activities.

- Site preparation that is not a response activity and that supports housing development activities.
- Reimbursement provided to owners of rental housing units for qualified rehabilitation.
- Costs for infrastructure available for public use and safety improvements necessary for a housing project.
- Costs of demolition and renovation of existing buildings and site preparation, to the extent necessary to accommodate an income qualified purchaser household or income qualified renting household.
- Temporary household relocation costs for an income qualified household for a period not to exceed 1 year.
- Acquisition cost for blighted or obsolete rental units, to the extent the acquisition would promote rehabilitation or adaptive reuse of the blighted or obsolete rental unit to accommodate an income qualified purchaser household or income qualified renting household.
- Reimbursement provided to a developer to fill a financing gap associated with the development of housing units priced for income qualified households and to assist with costs related to infrastructure improvements and site preparation that are not a response activity and that are necessary for new housing development for income qualified households on eligible property.

Payment of interest from tax increment revenues (TIR) or advances made for eligible activities will not be approved. Exceptions will be consideration on a case-by-case basis for projects that demonstrate significant public interest.

Reasonable cost of developing, preparing AND implementing

Applicants are encouraged to obtain approval for school tax capture as appropriate for the eligible activities requested. Local tax capture for eligible activities may be limited to the proportional share that captured local tax mills have to the total property taxes in cases where state tax capture is not approved.

The applicant is responsible for keeping detailed records of all eligible expenses and investments, including purchase orders, invoices, waiver of liens, contracts, and records of payment, and for providing these to the City when requesting the incentive. Final reimbursement will be based on the records provided, and the City is not responsible for incomplete or inaccurate records.

5.3. Qualification for Incentives:

- 5.3.1. The proposed project site meets the definition of an “eligible property” as defined in Act 381.
- 5.3.2. The BRA supports the inclusion of eligible property in the Brownfield Plan and use of TIF to support the proposed Brownfield Project.
- 5.3.3. The proposed redevelopment for the eligible property is consistent with the master plans, zoning ordinances and community, sustainability, and economic development, and housing goals of the City.
- 5.3.4. The existing character of the eligible property is such that the redevelopment activities would be limited or prohibited without Brownfield assistance provided by Act 381 and/or other Brownfield programs. In addition, the project developer commits to exploring all other private and public funding sources, as determined in consultation with the BRA.
- 5.3.5. An analysis demonstrates that the required eligible activities can be satisfactorily completed within the available resources under this program, or if not, that supplemental funding sources, such as private equity or financing, tax credits, grants, or loans, will be utilized to complement the financial resources available under Act 381 for proposed projects.
- 5.3.6. The developer has provided evidence of a firm commitment to the project and a demonstration of sufficient experience, financial resources, and development capabilities to successfully implement the proposed redevelopment project.
- 5.3.7. The proposed project site has adequate access to the necessary public infrastructure and utilities needed to serve the proposed redevelopment project, as determined through the Project Application Concept submittal outlined in Section 2.1.
- 5.3.8. The BRA reserves the right to consider other factors as applicable to a specific project and its impact on neighboring properties.
- 5.3.9. Completing the project will adequately address the brownfield conditions upon which the need for financial assistance was requested.

5.4. Local-Only Qualification

The BRA will consider costs of all eligible activities as defined in Act 381 to be reimbursed with both incremental local and school taxes to the extent practical; however, there are circumstances when reimbursement with local-only tax increments will be approved. Each such project and eligible activity for which reimbursement with

local only tax increments is proposed will be considered on a case-by-case basis and must meet the following criteria:

- 5.4.1. Reimbursement of the costs of eligible activities using “local only” tax increments will be considered only if the following conditions are met:
 - 5.4.1.1. All activities must be eligible under Act 381.
 - 5.4.1.2. Need and rationale for the local-only capture, based on project economics and/or schedule demands, must be demonstrated.
 - 5.4.1.3. Descriptions and costs of activities must be included in an approved Brownfield Plan.
- 5.4.2. Eligible activities completed on an eligible property prior to the approval of the Brownfield Plan may be considered for local reimbursement only.
 - 5.4.2.1. On all eligible activities whether environmental or non-environmental.
 - 5.4.2.2. Activities were conducted no earlier than 90 days prior to the City Council approval of the Brownfield Plan.
 - 5.4.2.3. All criteria described in Section 5.1.3 above are met.
 - 5.4.2.4. Eligible activities that are conducted after Brownfield Plan approval and are included in a Work Plan submitted to EGLE, MSF or MSHDA for approval, but are not approved by EGLE, MSF, or MSHDA, or such Work Plan approval is not sought, will be considered if all of the following criteria are met:
 - 5.4.2.4.1. Must be an eligible environmental, non-environmental, or housing development activity as outlined in section 5.2.
 - 5.4.2.4.2. All criteria described in Section 1.3 above are met.

5.5. Qualification for Eligible Activities Prior to Brownfield Plan Approval

- 5.5.1. Non-environmental eligible activities completed on eligible property prior to the approval of the Brownfield Plan will be considered for school and local reimbursement provided these eligible activities are defined in an Act 381 Work Plan may include the following:
 - 5.5.1.1. Only non-environmental activities that are eligible within the City of Madison Heights and included in an approved Brownfield Plan,
 - 5.5.1.2. Submitted to and approved by the MSF, and
 - 5.5.1.3. Activities were conducted no earlier than 90 days prior to City Council approval of the Brownfield Plan.
 - 5.5.1.4. Environmental eligible activities completed on an eligible property prior to the approval of the Brownfield Plan will be considered for

school and local reimbursement for Baseline Environmental Assessment activities that include:

- 5.5.1.4.1. Phase I Environmental Site Assessments (ESAs)
- 5.5.1.4.2. Phase II ESAs
- 5.5.1.4.3. Baseline Environmental Assessments (BEAs)
- 5.5.1.4.4. Due Care Planning Activities
- 5.5.1.4.5. Activities conducted no earlier than 12/31/2012

5.6. Administrative Cost Reimbursement

- 5.6.1. Annual reimbursement of reasonable and actual BRA administrative and operating costs from local taxes is permitted under Act 381 of 1996, as amended. Each Brownfield Plan will include capture of administrative fees to cover actual expenses related to operating of the Brownfield Redevelopment Program.
- 5.6.2. For reimbursement of actual administrative expenses, the BRA will transfer to the City's General Fund ten percent (10%) of annual TIF capture. Actual administrative expenses will be reimbursed with local-only incremental taxes.
- 5.6.3. As determined by the BRA, a potential addition of minimum capture may be requested for administrative costs if proposed TIR estimates do not account for anticipated administrative costs incurred to administer the Plan. Actual administrative expenses, as defined by Act 381, include the following:
 - 5.6.3.1. Assistance provided to consultants and developers to prepare Brownfield Plans and Work Plans.
 - 5.6.3.2. Review and approval of Brownfield Plans and Work Plans.
 - 5.6.3.3. Preparation, review, and approval of Reimbursement and/or Development Agreements.
 - 5.6.3.4. Review and approval of actual eligible activities.
 - 5.6.3.5. Managing and accounting tax increment capture and disbursement.
 - 5.6.3.6. Managing and accounting eligible activity reimbursement.
 - 5.6.3.7. Managing and distributing funds from the Local Brownfield Revolving Fund (LBRF).
 - 5.6.3.8. Community education and outreach.
 - 5.6.3.9. Other reasonable and administrative operating expenses of the Authority.

5.7. Local Brownfield Revolving Fund (LBRF) Capture

It is the intent of the BRA to utilize the Local Brownfield Revolving Fund (LBRF). The BRA intends to include provisions to capture revenues for deposit into the LBRF in the approved Brownfield Plan for each project. The BRA intends to capture all or a portion

of the LBRF funds after the reimbursement period for eligible activities for a period not to exceed five years in accordance with Act 381.

LBRF funds will be used in accordance with the LBRF Policy, adopted by the BRA and subject to the restrictions of Act 381. A LBRF application must be completed by the applicant and submitted to staff if BRA LBRF revenues are being considered for a project.

The BRA intends to capture LBRF funds pursuant to the following criteria:

- 5.7.1. The BRA will capture incremental local and school taxes, if applicable, to the extent allowed by Act 381, to fund the LBRF until funds in the following amount have been placed in the LBRF, which is a maximum amount equivalent to five years of capture.
- 5.7.2. The rate and schedule of incremental tax capture for LBRF will be determined on a case-by-case basis. Considerations will include, but not limited to the following: total capture duration, total annual capture, project economic factors, and level of existing LBRF funding, and projected need for LBRF funds.
- 5.7.3. School taxes for EGLE eligible activities can be captured for LBRF deposit, but school taxes for MSF activities cannot be captured for LBRF deposit. The amount of school taxes deposited into the LBRF for EGLE activities cannot exceed the total amount of school taxes used to reimburse eligible activities.
- 5.7.4. If an approved Brownfield Plan does not provide for the capture of incremental school taxes, or provides for reimbursement of only MSF eligible activities, LBRF capture will derive solely from the incremental local taxes. In these circumstances, the impact of LBRF funding on the duration of the local capture will be considered in determining the amount and schedule for LBRF capture.
- 5.7.5. Exceptions to this policy due to extraordinary circumstances will be considered on a case-by-case basis.

5.8. Brownfield Plan Termination

- 5.8.1. The Developer and the BRA have not finalized and executed the Reimbursement Agreement, if required; within one year (365 days) after the date the Brownfield Plan is approved by the City Council; or,
- 5.8.2. The Eligible Activities have not begun within three (3) years after approval of the Brownfield Plan: or,

- 5.8.3. The developer has not followed the appropriate Reimbursement Process within three and a half years as outlined in section 6.5 below; or
- 5.8.4. In no event, however, shall the Plan extend beyond the maximum term allowed by Section 13(1)(f) of Act 381, for the duration of the Plan.

6. PROCEDURES

City of Madison Heights and the BRA recognize the importance of development project schedules and will expedite the Brownfield Plan review and approval process to the greatest extent practical.

The BRA and City Council have sole discretion in approving projects under the Brownfield Program. Furthermore, all projects must comply with the City's goals, ordinances, and development standards.

The following summarizes the typical steps for accessing available Brownfield incentives in Madison Heights. The procedure may be adjusted if the applicant proposes completing a combined Brownfield Plan and Act 381 Work Plan.

6.1. Project Concept Application and Draft Brownfield Plan Submittal

- 6.1.1. The applicant must schedule a pre-application meeting with city staff to discuss eligibility guidelines and obligations. The authorized representative who will be submitting the project application is required to attend this meeting. Contact the Community & Economic Development Department at 248-583-0831 to schedule this pre-application meeting.
- 6.1.2. The applicant must complete a Project Concept Application (Application) and submit it to the City of Madison Heights Community & Economic Development Department (CED) to initiate the Brownfield process with the BRA. Please refer to the Application for details on the requested information. Applications will be considered only when accompanied by a non-refundable application fee as established within the City Fee Schedule.
- 6.1.3. The applicant may simultaneously submit a Brownfield Plan which must include all sections identified in Act 381, Section 13(1) (MCL 125.2663 Brownfield Plan; Provisions). The site must be eligible property, and all activities must be eligible activities as defined in Act 381. The plan must also be consistent with the BRA policies outlined in Section 5.0 above. An additional review fee as defined on the Application must also be submitted.
- 6.1.4. If the applicant does not submit a Brownfield Plan with the Application, the Plan must instead be submitted directly to the City of Madison Heights CED Department for inclusion in the materials prepared for the BRA.

- 6.1.5. The appropriate City Administration and the BRA will review the information and work with the developer if revisions are necessary.
- 6.1.6. If the applicant is seeking school tax reimbursement, the applicant must meet with staff, EGLE and/or the MEDC, and/or MSHDA to determine the level of support for the project. Following administrative review, information will be forwarded to the BRA for formal review and consideration at a public meeting.

6.2. Brownfield Plan Approval

The Brownfield Plan must be approved by the BRA and City Council. The Brownfield Plan approval process consists of the following activities:

- 6.2.1. CED staff will provide the Brownfield Plan (produced as described in Section 2.1) and the draft Reimbursement Agreement to the BRA for their consideration one (1) week prior to the BRA Board meeting.
- 6.2.2. The applicant is responsible for providing final documents to the CED and Budget Department at least two (2) weeks prior to the BRA meeting for distribution to the BRA Board. This includes twelve (12) hard copies of the brownfield plan and an electronic link.
- 6.2.3. It is recommended that the applicant attend the meeting to present the project.
- 6.2.4. It is the intention of the BRA that all meetings be conducted as Open Meetings. However, at times the Board may have reason to conduct closed meetings in accordance with the law.
- 6.2.5. If the BRA recommends approval of the Brownfield Plan, a Public Hearing will be established by the City Council.
- 6.2.6. Following the Public Hearing, the City Council will consider the Brownfield Plan for approval.
- 6.2.7. If the Brownfield Plan is approved by the City Council, a resolution shall be executed, and staff and the BRA will proceed with a reimbursement agreement.

6.3. Reimbursement Agreement Execution

Following the approval of the Brownfield Plan, the reimbursement agreement must be executed. The reimbursement agreement must be approved and executed by the BRA Chairperson. It is recommended that the motion to approve the brownfield plan include language which allows the Chair of the BRA to execute the Reimbursement Agreement subject to final review and approval by the City Attorney.

6.4. Act 381 Work Plan Approval

If the Brownfield Plan includes the capture of school taxes for eligible activities, an Act 381 Work Plan (Work Plan) must be completed in accordance with the requirements of Act 381 and guidance published by EGLE/MEDC/MSHDA and submitted to staff. Staff will review the Work Plan and work with the Applicant and the Applicant's representative to finalize it. Staff then will coordinate with the appropriate agency(s) for the submission and review of the Brownfield Plan, Act 381 Work Plan, and other necessary documents as follows:

- 6.4.1. If TIF includes capture of school taxes for environmental activities, staff will submit a completed Work Plan to EGLE. The Work Plan must include the approved Brownfield Plan, which will be evaluated during the Work Plan review.
- 6.4.2. If TIF includes capture of school taxes for non-environmental eligible activities, staff will submit a completed Work Plan to the Michigan Economic Development Corporation (MEDC) to review on behalf of the Michigan Strategic Fund (MSF). The Work Plan submission must include the approved Brownfield Plan, a signed Development Agreement or Reimbursement Agreement and other documents and information as required by the MEDC.
- 6.4.3. If the TIF includes capture of school taxes for housing development eligible activities, staff will submit a completed Work Plan to the Michigan State Housing Development Authority (MSHDA) to review. The Work Plan submission must include the approved Brownfield Plan, a signed Development Agreement or Reimbursement Agreement, Potential Rent Loss (PRL) & Total Housing Subsidy (THS) used to establish the reasonableness of certain housing activities for which tax capture is planned, and any other documents required by MSHDA.
- 6.4.4. City staff and its consultants are authorized to review and work with the Applicant and Applicant's consultants to finalize and submit all Act 381 Work Plans and Grant Work Plans to the appropriate state agencies and shall provide the BRA Board with copies of all Act 381 Work Plans and Grant Work
- 6.4.5. Plans after submission to the appropriate state agencies to be filed and included in the agenda packet for the next BRA meeting.

6.5. Reimbursement Process

The following outlines the conditions that must be met before reimbursement will occur.

- 6.5.1. The BRA will begin the reimbursement process after the following have been completed:
 - 6.5.1.1. The Brownfield Plan has been approved.

- 6.5.1.2. The Reimbursement Agreement has been executed.
 - 6.5.1.3. The Act 381 Work Plan has been approved by EGLE, and/or MSF, and/or MSHDA as appropriate.
 - 6.5.1.4. The approved eligible activities have been completed and/or initiated.
 - 6.5.1.5. All the appropriate invoices and documentation for actual costs incurred to conduct the approved eligible activities have been submitted and reviewed by the BRA, subject to the conditions outlined in the reimbursement agreement.
- 6.5.2. TIF capture begins subject to the following:
- 6.5.2.1. All taxes and special assessments due or owing to the City and/or County are paid in full.
 - 6.5.2.2. The tax year is within the TIF capture period specified in the Brownfield Plan and Act 381.
 - 6.5.2.3. The BRA will only reimburse the actual costs to conduct approved eligible activities. The BRA uses only the incremental taxes generated by the redevelopment project to reimburse approved eligible activities, and the yearly reimbursement amount is based on the actual yearly incremental taxes collected.
 - 6.5.2.4. Invoices, eligible activity documentation and proof of payment must be submitted to the BRA. The actual eligible activity cost should be summarized in a form similar to the Eligible Activity Tracking Table provided in the Reimbursement Agreement.
 - 6.5.2.5. Failure to produce invoices, eligible activity documentation and proof of payment to the BRA within 180 days of the cost incurred will result in forfeiture of the available TIR for those eligible activities under the Plan.
 - 6.5.2.6. If invoices, eligible activity documentation and proof of payment are not provided, the plan shall expire and no longer be valid as outlined in Section 1.8 above.

The actual amount of TIF reimbursement in any year may be reduced by the amount of TIF allocated for the reimbursement of BRA administrative expenses, funding the LBRF and reimbursement of 3 mills of SET, as provided in the approved Brownfield Plan, Reimbursement Agreement, and Act 381.

7. ASSOCIATED COSTS & FEES

7.1. Brownfield Plan Preparation Agreement

The developer is responsible for payment of all invoices, legal and professional fees associated with the preparation of the Brownfield Plan, any amendments to that Plan, the Reimbursement Agreement and review and tracking of eligible expenses.

7.2. Fees

- 7.2.1. A non-refundable application fee must be paid as detailed in Section 6.1 above.
- 7.2.2. Prior to the Public Hearing at the City Council meeting, a review fee must be paid based on the current City of Madison Heights fee schedule.

8. CONTACT INFORMATION

Persons interested in the Brownfield Redevelopment Program are encouraged to contact the CED Department at 248-837-2650. The office mailing address is 300 W Thirteen Mile Road, Madison Heights, MI 48071.

9. FORMS

Project Application

10. RESPONSIBILITIES

All City representatives – elected, appointed, or otherwise employed in any capacity with the City in any positions that are established by the City will be responsible for adherence to this policy and all applicable procedures.

11. ENFORCEMENT

Failure to comply with this policy may result in disciplinary action.

12. RELATED INFORMATION

Resolution Establishing the BRA Local Brownfield Redevelopment Fund

Madison Heights Brownfield Redevelopment Authority
Project Application

INSTRUCTIONS

Pre-Application Meeting Required: All interested applicants are required to have a pre-application meeting with city staff to discuss eligibility guidelines and obligations. The authorized representative who will be submitting the project application is required to attend this meeting. Contact the Community & Economic Development Department at 248-583-0831 to schedule this pre-application meeting.

Application Submission: A completed application including all relevant attachments and signatures, along with the application fee and escrow is required to activate the review process of the MHBRA, incomplete applications will not be accepted and will be returned.

Complete applications can be submitted in person or by mail to:

*Madison Heights Redevelopment Authority
300 W 13 Mile Rd
Madison Heights, MI 48197*

Payment of Application Fee & Escrow: Required Application fees and escrow are established within the Madison Heights Fee Schedule. Payment of application fee is non-refundable and due at the time of application. Acceptance of the fee does not constitute approval of Plan.

REQUIRED ATTACHMENTS

Owner Authorization Letter (if owner is not applicant): If applicant is not the property owner, include a notarized letter from property owner authorizing submission of this application on their behalf.

Site Control & Title Evidence: Provide a copy of the executed warranty deed, lease, or purchase agreement as proof of site control, accompanied by a current title insurance commitment (issued within the last 90 days). The commitment must include Schedules A, B-I, and B-II to verify legal ownership and disclose any liens, easements, or deed restrictions.

Draft Brownfield Plan Amendment: Provide a draft proposed brownfield plan including photos, maps and site plans.

Environmental Site Assessment: Include a summary of all assessments completed to date.

Sources And Uses/Proforma:

Demonstration of Financial Capacity: Bank Commitment, term sheet, or audited financial statement or demonstration of financial capacity to complete the project.

Basis of Qualification:

- Facility Qualification: Attach supporting documents (BEA, Phase I, Phase II etc.) and a summary of known environmental conditions.
- Functionally Obsolete Qualification: Attach a statement from a Level III or IV assessor attesting to the functionally obsolete status per MCL 125.2652(u). The Affidavit should include information that supports the functionally obsolete determination.
- Blighted Qualification: Attach the Brownfield Redevelopment Authority resolution indicating how the property meets the standard for blighted property per MCL 125.2652(e).

Site Plan: Engineering Site Plan(s) or at minimum preliminary site plans that illustrate how the proposed redevelopment and land uses will be situated on the subject property with access to necessary utilities and infrastructure.

Photos: Include photos of the current condition of the eligible property.

Renderings (Optional): Include any renderings of the proposed project, if available.

Letters of Support (Optional): Include any letters demonstrating community support you may have gathered from community-based organizations that have reviewed the project.

APPLICANT INFORMATION

Project Applicant Name & Tax ID:

Property Owner & Tax ID (if different from above):

Project Mailing Address:

Applicant Contact Person:

Applicant Phone/Fax:

Applicant Email:

Property Owner Contact Person (if different from above):

Property Owner Phone/Fax (if different from above):

Property Owner Email (if different from above):

PROJECT INFORMATION

Project Address:

Parcel ID Number(s):

Legal Description:

Summary of Proposed Project:

Proposed Redevelopment Use(s):

Anticipated Project Start Date, Completion Date & Other Critical Dates:

Status of Development Permits and Applications:

Description of Known or Suspected Environmental Contamination Concerns:

Summary of Needed Eligible Activities and Projected Costs:

Total Private Investment for Project:

Anticipated Number of Jobs Created and/or Retained:

Other Significant Project Information:

Important Note: The application and processing fee for the City of Madison Heights Brownfield Redevelopment Authority do not include other fees required for applicable review or permits (rezoning, site plan, special use, engineering review, building permits, etc.) Additional fees may be charged by the State of Michigan, MDEQ or MEDC.

Applicant is required to supply a Development and Reimbursement Agreement in order to qualify for any financial assistance or reimbursement.

Acknowledgment and Agreement

Applicant affirms that they are not involved in any litigation of any kind against the City, including actions in the Michigan Tax Tribunal and actions initiated under section 211.154 of the General Property Tax Act against the City. Additionally, if the Applicant institutes or becomes involved with litigation of any kind against the City after the application and/or the Work Plan has been approved, the applicant shall consent to a request by the MHBRA to terminate any or all agreement, including any approval of a Work Plan executed between the applicant and the MHBRA.

Signature: _____ Date: _____

(Company Officer, no authorized agents or consultants)

Applicant, whether a corporate entity, partnership, or other legal type of business entity or an individual, acknowledges and verifies that it is current on all tax obligations, assessments or other governmental levies and assessments and that the same have been paid when due and payable and no delinquencies exist at the time of application. Please note as part of the application process, all information will be verified and confirmed

Signature: _____
Date: _____

(Company Officer, no authorized agents or consultants)

Applicant submits the final application along with all necessary supporting documents and appropriate fees.

Date: _____

Downtown Development Authority of City of Madison Heights**Memorandum**

Date: May 6, 2026
To: MHDDA Board
From: Giles Tucker, Community Development Director
Subject: Updates on Ongoing Projects

27025 John R Rd RFQ (11 Mile Rd & John R)

Staff received two proposals for the development of an RFQ document for the redevelopment of the NW corner of 11 Mile and John R. Staff has decided to move forward with Progressive Companies' proposal for a total cost of \$21,600. All this cost will be covered by Technical Assistance funds through the MEDC. It is estimated that the RFQ development will take a total of 12 weeks. Therefore, we anticipate having all deliverables by the Fall of this year.

Clock Tower Painting and Component Replacement

Seaway Painting expects to paint the clock tower mid-May; a specific start date is TBD. I have brought in the City's electrical contractor CNS, who has reviewed the specs provided by Verdin and conducted an onsite visit this week. We are awaiting a scope of work and proposal from them to ensure everything is in place prior to Verdin's installation.

One variable cost that has arisen is the inclusion of a cellular modem. Our electrician believes if we add this device and cell service, we would be able to program the tower remotely instead of entering the gas station. I do not have confirmation this will work or the pricing for the modem and monthly data required. Thus far I believe it will be a few hundred for the modem and around \$30 per month for the data service.

Our target date for installation is July 15th. I still need to coordinate electrical work and secure a lift for the project.

Downtown Banners

The DDA Board set a budget not to exceed \$5,000 for the replacement of missing banners, brackets and tie downs. Staff ordered these replacements on May 1st from Banner Co. in Detroit for a total price of \$3,198.69. Delivery date and installation to be determined.

28220 John R Rd Brownfield TIF Project

After receiving approval from the BRA, notice to all taxing jurisdictions was sent and City Council will consider the project for approval following a Public Hearing at the May 11th City Council meeting.

Update of Grant Support for DDA Strategic Plan

At our last meeting the DDA approved the proposal from POW Strategies for the development of a DDA Strategic plan for a total cost of \$10,000. MEDC RRC TA grant funds will reimburse \$7,500 of these costs and another \$1,500 of the costs will be covered by Main Street Oakland County. Combined only \$1,000 will be out of pocket for the completion of the plan.