

DOWNTOWN CLAWSON

Mid Year
Informational Meeting

PURPOSE

In accordance with Public Act 57 of 2018, Downtown Development Authorities must hold two informational meetings each calendar year ‘for the purpose of informing the public of the goals and direction of the Authority, including projects to be undertaken in the upcoming year’.

BRIEF RECAP OF ACHIEVEMENTS

2011 Received Grant funding for Streetscape Improvements

Remove highway-style Cobra street lights

Installed new decorative street lights and extended the coverage area

Creation of planting beds, many that include pedestrian seating

Planting of new street trees

Additional brick pavers for sidewalks and brick splashwalks

Increased on-street parking on 14 Mile Road

Closing of access drives for safer pedestrian environment

BRIEF RECAP OF ACHIEVEMENTS

2013 Completed Pedestrian and Bicycle Plan

Documentation included in this plan lays the groundwork for future efforts

Addition of three pedestrian crossing islands on 14 Mile Road, further improving pedestrian safety and comfort through traffic calming

2014 Completed Downtown Market Analysis + Business Welcome Packet

An evaluation of the current retail market and business mix.

2015 Completed a new Downtown Master Plan

Creating a vision to guide development over the next 10 to 20 years.

BRIEF RECAP OF ACHIEVEMENTS

2016 Completed Design Guidelines + Downtown Parking Study

This business development resource provides guidelines to support the Master Plan. As a result of the parking study, DDA purchased and installed Parking Signage.

2017 Developed and Installed a History Walk

Working closely with the Historical Museum, the DDA created a series of plaques marking interesting or important developments in Downtown Clawson.

2018 Created and Installed Public Art Series

Clawson Silhouettes, a series of steel silhouettes intended to spark joy and activate the pedestrian space were installed.

BRIEF RECAP OF ACHIEVEMENTS

2019 Designed and Fabricated Alley Signage

As part of an Alley Improvement Project, DDA completed a steel archway to further create a sense of place and pedestrian scale in downtown. This project is awaiting installation.

- ## **EVENTS**
- Cinema in the Street (13 years)**
 - Trick or Treasure (10 years)**
 - Pubkin Crawl (10 years)**
 - 2020 Open Air Sidewalk Fair**
 - 2020 Open Air Harvest Fare**

BRIEF RECAP OF ACHIEVEMENTS

BUSINESS ASSISTANCE

Awarded (9) Business Assistance Grants, totaling over \$33,000 in funding to downtown businesses

Ongoing assistance to all development projects and new business owners from site plan to Grand Opening

Assisted the application of 10 Redevelopment Liquor Licenses

Provide resources through the National Main Street Program. As **an accredited member since 2011**, our businesses have access to many technical assistance and support programs through Main Street.

FUTURE GOALS & PROJECTS

FUNDRAISING PLAN

- Goal: Achieve greater Sponsorships for projects
- Achieved: Clawson Can Do **\$12,500**

DOWNTOWN NEIGHBORS

- Goal: Community & Non-DDA Business Inclusion
- Plan Developed & Ready to Implement

DEVELOPMENT & TIF PLAN

- Completed & Filed with County **Adopted Dec 2020**

2020-2021 WORKPLAN

Complete the Alley Improvement Project **In Process**

Wayfinding & Municipal Parking Lot Striping

New Lightpole Banners **Spring 2021**

Maintain Annual Events and/or Create New Events

Additional Public Art **Awarded grant funding**

Adopt a Public Amenity Policy **In Process**

Additional Landscaping & Maintenance Plan

Improved Business Marketing & Support

Mobile App and Downtown Dollars