

Macomb County Planning and Economic Development

Placemaking Grant - Request for Projects

Program Description:

The Macomb County Department of Planning and Economic Development is seeking to fund projects that will revitalize or create public spaces in our local downtown communities. Eligible projects will enhance quality of life, help attract and retain talent, and grow stronger local economies.

Applications may be submitted for:

1. Projects that activate public placemaking, or places where people gather and spend time
2. Projects that support the sustainability and greening of infrastructure and stormwater systems

Before applying for this funding program, applicants are encouraged to have established public awareness and local momentum for their project.

Eligible Applicants:

This funding mechanism is available to projects located in Macomb County's traditional downtown communities and other established DDA jurisdictions. The applicant must be the community, the DDA, or a nonprofit that was authorized by the community to apply on its behalf.

A traditional downtown is defined as:

- 1) A grouping of 20 or more contiguous commercial parcels containing buildings of historical or architectural significance
- 2) An area that has been zoned, planned, or used for commercial development for more than 50 years
- 3) An area that consists of primarily zero-lot-line development
- 4) An area that has a pedestrian-friendly infrastructure

A list of eligible entities can be found on page 3.

Types of Activities Allowed:

Applications may be submitted for projects that activate public placemaking, or places where people gather and spend time, and projects that support the sustainability and greening of infrastructure and stormwater systems. Before applying for this funding program, applicants are encouraged to have established public awareness and local momentum for their project.

Projects that fit this description would include, but are not limited to:

- Streetscape Beautification & Walkability
- Public Plaza Development/Enhancement
- Access and Connectivity to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmers Markets, Pop-Up Retail/Incubator Space (community or non-profit)
- Alley Rehabilitation/Greening
- Green and Sustainable Infrastructure (Rain Gardens, Bioswales, Pollinator Gardens, Etc.)
- Park Enhancements
- Non-Motorized Infrastructure (Benches, Bike Racks, Repair Stations, Wayfinding Signage, Etc.)
- Band shells, Amphitheaters, Outdoor Community Theaters
- Place Branding & Event Implementation
- Murals and Public Art
- Any other project that activates public space or a community place

Grant Dollars :

Eligible projects must have a minimum total development cost of \$10,000, where the recipient will commit to a 50% match for the project. This match can be in the form of in-kind work, crowdfunded, from community partners, or allocated dollars from the community/DDA's funds. The maximum award for these grant funds will be \$20,000. MCPED is seeking to fund 1 to 2 projects per fiscal year.

Evaluation Criteria:

Projects will be evaluated on a variety of factors, including, but not limited to:

- A defined and focused project
- The overall impact of the project on the community and placemaking efforts
- Local financial commitment and documented plan of how to attain the necessary match needed
- Project location (preference is given to projects connecting to or located in a traditional downtown)
- Project start and completion date

Other Criteria:

- Projects must demonstrate the activation of a new, distressed, or underutilized public space or community place
- This program is to be used for investments in permanent improvements unless event-based as previously described

Timeline:

Grant Application Opens: Jun 14, 2022

Proposals Due: Tuesday, Jul 19, 2022

Award Date: Aug 1, 2022

Project Close Out: Dec 31, 2022

List of Eligible Entities:

Village of Armada (DDA)

Center Line (DDA)

Clinton Township (DDA)

Eastpointe (DDA)

Harrison Township (DDA)

Mount Clemens (DDA)

New Baltimore (DDA)

Richmond (DDA)

Village of Romeo (DDA)

Roseville (DDA)

Saint Clair Shores (Nautical Mile & 9/Mack)

Shelby Township (DDA)

Warren (DDA)

Utica