

DOWNTOWN SOUTH LYON

BUILDING A COMMUNITY WITH CHARACTER



Above
Grande Trunke Home Mural
installed August 2021. Photo by: M.
Johnson Photography.

How the DDA is Structured

The South Lyon Downtown Development Authority utilizes the Main Street Four Point Approach, which is a unique economic development strategy that focuses on leveraging existing social, economic, physical, and cultural assets to energize community revitalization efforts and help manage success for the long term. The Four Points are: Organization, Promotion, Design, and Economic Vitality.

Organization: builds consensus and partnerships between the stakeholders throughout a downtown to create a volunteer base in which everyone is working toward the same goal.

Promotion: Advertising, retail and special events, marketing and social media campaigns can be used to communicate the unique characteristics of a downtown to residents and visitors - sparking interest in shopping, dining, living or investing and creating a business in the community.

Design: Capitalizes and enhances the visual aspects of downtown commercial areas to create a safe, appealing, and inviting atmosphere. Physical elements such as the storefronts and building architecture, streetscape, public art, street furniture, parking areas, and public spaces are used to convey a positive image for the downtown. Quality maintenance practices such as historic building rehabilitation, adaptive use, appropriate new development, a design review process, and long term planning are also strategies used to enhance the physical appearance of the downtown.

Economic Vitality: Strengthens the existing economic assets while diversifying the economic base of the downtown to support and improve profitability. The goal is to build a strong commercial mix that supports existing and expanding businesses, new businesses, and converting underused or unused commercial space into economically productive property.

In 2021, the DDA successfully facilitated the installation of the mural at Grande Trunke Home through its mural incentive program. Additionally, the first Food Truck Rally downtown was held and was very successful. The DDA continues to operate the farmers' market, which has been growing over the years. The DDA also acts as a liaison between downtown business and property owners and the city administration.



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