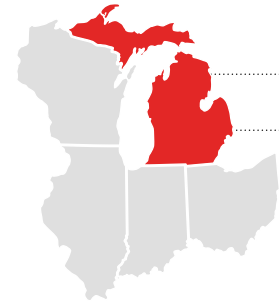




Downtown Renewal Roadmap

CITY OF ADRIAN, MICHIGAN

Adrian's DDA needed a clear framework to guide reinvestment while reinforcing downtown character. McKenna updated the Development and TIF Plan aligning community priorities, market realities, and funding tools to support a vibrant, resilient downtown.



POPULATION
20,493

AREA (SQ MI)
8.0

COMPLETED
2025

MCKENNA'S ROLE

- » Led the planning process by grounding priorities in data, community input, and action-oriented strategies.
- » Formed and supported the Area Citizens Council (DACC) and led engagement to turn input into a clear, phased 30-year project list.
- » Crafted strategies for long-term TIF-based reinvestment citywide.



OUTCOME

The adopted plan gives Adrian a clear roadmap for downtown reinvestment. With prioritized projects, support, and TIF funding tools, the DDA can advance catalytic improvements, coordinate partners and sustain downtown momentum.



MAP Planning Excellence Award for Economic Planning and Development (2025)

