

July 16, 2009

Programs Spur Downtown Ferndale Growth

Ferndale, Michigan -- Downtown Ferndale's decision to stay the course of Oakland County's Main Street Program has produced enviable results and supports the viability of the tenets of the National Trust for Historic Preservation, whose revitalization initiatives were developed to save historical downtowns across the country.

With the Ferndale Downtown Development Authority now in its 9th year, the city's business district has experienced an impressive rebirth with an influx of restaurants, services and retailers, stabilizing and building business traffic, day and night. More than 400 businesses populate the approximately 4 linear miles intersecting at Woodward Avenue and Nine Mile Road.

Highlights of the recent of growth in Downtown Ferndale include:

- A 300% increase in private and public investment from 2007 to 2008, a trend continuing with reporting of recent statistics.
- Multiple multi-million dollar reinvestment projects including:
 - ✓ Lofts on 9 - \$9 million
 - ✓ Foley Mansfield Law Firm - \$5 million
 - ✓ The Loving Touch - \$2 million
 - ✓ Blumz by JR Designs - \$1 million
 - ✓ Rosie O'Grady's - \$3.4
- Additional reinvestment projects, completed or scheduled.
 - ✓ Inyo Restaurant (June '09) - \$250,000
 - ✓ Assaggi Bistro Façade (Aug. '09) - \$150,000
 - ✓ Foley Mansfield Alley Improvement (Sept. '09)- \$120,000
- \$20 million in reinvestment reported for the first half of 2009.
- The influx of more than 20 NEW businesses, generating 127 jobs.
- Ongoing investment in streetscape improvements, including planting 35 new trees on Woodward Ave., at a cost of approx. \$24,000.

For further information on the Downtown Ferndale's growth and statistics and its involvement in the Main Street program in Oakland County or the National Trust for Historic Preservation, please contact Cristina Sheppard-Decius, Executive Director at 248-546-1632.