

Mission Statement

It is the mission of the Chelsea Downtown Development Authority to provide the mechanism and leadership necessary to keep Chelsea a desirable place to own a business, raise a family, work and recreate. The DDA was created in 1985 with the following goals:

A. To maintain the strength of the city center as an active marketplace-the community and retail center of Chelsea. It is important to capitalize on the historic character of the downtown. B. To continue to enhance the historic character of the downtown through restoration and renovation, while allowing the opportunities for healthy growth that complements the existing retail mix.

C. Focus on the importance of off-street parking to gain a quality pedestrian shopping environment.

D. Maintain the distinction of the different character and function of the highway commercial district (I-94 and M-52) and downtown Chelsea.

Objectives provide the framework for implementing the goals. The objectives include: A. Preservation of Chelsea's small-town character and historic image. B. Improve accessibility and directional signing to and from parking areas.

C. Strengthen the "marketplace" economically.