

# City of West Branch Downtown Development Authority Development Plan and TIF Plan

November 2010

## West Branch City Council

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## 1. INTRODUCTION

### A. *Purpose*

The statute governing a DDA Development/TIF Plan is Michigan Public Act 197 of 1975, as amended, MCL § 125.165 *et. seq.* (the “Act”).

The Act was enacted to provide a means for local units of government to correct and prevent deterioration in business districts; to encourage historic preservation; to authorize the acquisition and disposal of interest in real and personal property; to authorize the creation and implementation of a development plan in the district; to promote the economic growth of the district; to create a board; to prescribe its powers and duties; to authorize the levy and collection of taxes; to authorize the issuance of bonds and other evidences of indebtedness; and to authorize the use of Tax Increment Financing.

Tax Increment Financing is a government financing program which contributes to economic growth and development by dedicating a portion of the increase in the tax base resulting from the economic growth and development to facilities, structures of improvements within a development area thereby facilitating economic growth and development. Tax Increment Financing mandates the transfer of tax increment revenues by City and County treasurers to authorities created under the Act in order to effectuate the legislative government programs to eliminate property value deterioration and to promote economic growth.

The Act seeks to accomplish its goals by providing local units of government with the necessary legal, monetary, and organizational tools to eliminate property value deterioration and to promote economic growth through publicity initiated projects undertaken cooperatively with privately initiated projects.

The way in which a Downtown Development Authority makes use of the tools available under the Act depends on the problems and priorities of each community. The Tax Increment Financing Plan, as amended, has been developed in accordance with the purposes of the Act based on the goals, projects, and priorities as perceived by the Downtown Development Authority of the City of West Branch (hereinafter sometimes referred to as the “DDA” or the “Authority”).

The Development Plan and Tax Increment Financing Plan is intended to describe the goals and objectives of the West Branch Downtown Development Authority for redevelopment of the downtown development district and to outline the steps necessary for achieving these goals.

It is intended that the Plan becomes the basis for all future development/redevelopment projects in the downtown district. After it has been adopted, the DDA Plan should be all of the following: (1) a long range guide for evaluating proposals for physical changes and for scheduling improvements in the downtown district; (2) a guide for making recommendations and establishing properties in the development area capital

improvement program; (3) a foundation for conducting more specific and detailed studies for the general development district and for assessing possible improvements and developments; and (4) a source of information and a statement of policy which is useful to citizens and business owners in making private investment decisions.

The DDA must prepare and submit a tax increment financing plan and a development plan if it determines that creation of such plans is necessary for the achievement of the purposes of the Act. This document constitutes both these plans, with the development plan and the format described in Section 17(2) of the Act, followed by the Tax Increment Financing plan as described in Sections 14, 15, and 16 of the Act. [Section 14(2), 17(2)]. This document is one development plan and TIF plan for the entire DDA.

### ***1. Creation Of The Downtown Development Authority***

The City of West Branch established the Downtown Development Authority on December 17, 1979 via Ordinance #154. In creating and establishing the DDA, the City found that the DDA was necessary for the best interests of the public to halt property value deterioration and increase property tax valuation where possible in the City's business district, to eliminate the causes of said deterioration, and to promote economic growth.

### ***2. History of the Development***

As stated above, the West Branch DDA was formed on December 17, 1979 (Ordinance 154). The boundaries of the DDA were amended on November 17, 1986 (Ordinance 184). The minutes of the Council meeting indicate that this was done to correct an incomplete property description in Ordinance 154.

The West Branch DDA's first Development Plan/TIF plan, known as "Project Pride" was adopted in 1986. Tax capture took place from 1986 to 2001. Bonds for projects taken on during this TIF plan were retired on May 2002. On May 5 of 2003, the City Council approved an amendment/extension of the DDA TIF Plan (Ordinance #03-05). This plan is an extension/amendment to the 2003 TIF Plan/Development Plan.

Projects that the DDA has provided funding for over the years include:

- Downtown streetscape improvements including sidewalks, planter boxes, landscaping, trash receptacles
- A revolving loan fund for façade improvements
- Railroad track crossing improvements
- Alley work
- Street improvements
- Funding for activities of the Retail Merchants Association, including Fabulous Fridays.

## **2. DEVELOPMENT PLAN**

### ***A. The designation of boundaries of the development area in relation to highways, streets, streams, or otherwise. Section 17 (2)(a)***

The development area includes the entire DDA District. A map showing the boundaries of the DDA district is attached as Map 1. A legal description of the DDA district is included as Exhibit 1.

### ***B. The location and extent of existing streets and other public facilities within the development area, the location, character, and extent of the categories of public and private land uses then existing and proposed for the development area, including residential, recreational, commercial, industrial, educational, and other uses, and a legal description of the development area. Section 17 (2)(b)***

Existing streets and public facilities within the DDA area are shown in Map 1. Map 2 shows existing land uses as they were depicted for the City Master Plan in 2009.

Future land uses according to the 2000 Master Plan are shown in Map 3.

A legal description of the development area as attached as Exhibit A.

### ***C. A description of existing improvements in the development area to be demolished, repaired, or altered, a description of any repairs and alterations, and an estimate of the time required for completion. Section 17 (2)(c)***

None

### ***D. The location, extent, character and estimated cost of the improvements including rehabilitation contemplated for the development area and an estimate of the time required for completion. Section 17 (2)(d)***

In March of 2010, the West Branch DDA developed an on-line survey to gain input from DDA members and others who had an interest in downtown West Branch. The survey was made available in April and May of 2010. The results were used to develop a list of potential improvements for the DDA Area. The DDA met and refined the list and developed the proposed projects and activities which can be viewed in Table 1 on the following page.

The results of the survey can be viewed in Exhibit 2.

**Table 1 – WEST BRANCH DDA PROPOSED IMPROVEMENTS**

<b>Projects</b>	<b>Estimated Cost</b>	<b>Phase</b>
Make street improvements where necessary to improve the DDA district.	Varies	1-3
Begin a Building Improvement grant program.	\$20,000	1
Begin a revolving loan fund for gap financing for new businesses.	\$40,000	1
Preserve and renovate historic buildings.	Varies	1-3
Add restrooms in the downtown area.	\$120,000	2
Improve parking in the downtown area.	\$200,000	2
Improve and add wayfinding signage in the downtown area.	\$80,000	2
Improve walkability in the downtown area by adding and improving sidewalks and multi-use paths.	\$100,000	1
Continue to market vacant buildings in the DDA and encourage new businesses.	\$5,000/yr	1 – 3
Sponsor and promote special events such as sidewalk sales, downtown concerts, farmers market, fabulous Fridays, art events, etc.	\$10,000/yr	1-3
Acquire or build a public events stage in the DDA district.	\$40,000	2
Investigate options for improving the former Mill End Building.	\$5,000	2
Investigate business incubator opportunities in the DDA area.	\$5,000	1
Look at ways to incorporate public art into the DDA district as a community enhancement.	\$20,000	1 - 3

***E. A statement of the construction or stages of construction planned, and the estimated time of completion for each stage. Section 17 (2)(e)***

Refer to Table 1 for a proposed time of completion for each improvement. Proposed projects have been placed in phases for construction.

- Phase 1 – Years 1-5
- Phase 2 – Years 6-10
- Phase 3 – Years 11-20

The improvements contemplated by this Development Plan will commence as monies become available to pay for them.

A specific project may need to be moved to a different phase of construction if growth and development occur at a different rate or in a different area than anticipated, and as specific grant funds become available.

***F. A description of any parts of the development area to be left as open space and the use contemplated for the space. Section 17 (2)(f)***

The area along the banks of the Rifle River is intended to be left as open space. This area may be used for walking paths and passive recreational activities.

***G. A description of any portions of the development area that the authority desires to sell, donate, exchange, or lease to or from the municipality and the proposed terms. Section 17 (2)(g)***

At this time the Authority does not plan to sell, donate, exchange, or lease any of the property to or from the municipality. If this opportunity should present itself, the DDA will use whatever process the City has in place for such a transaction.

***H. A description of desired zoning changes and changes in streets, street levels, intersections, or utilities. Section 17 (2)(h)***

No street changes, street level changes, intersection changes, or utility changes are planned for at this time. However, certain types of development may require that some of these changes occur.

***I. An estimate of the costs of development, a statement of the proposed method of financing the development and the ability of the authority to arrange the financing. Section 17 (2)(i)***

The estimate of total costs for all of the proposed developments is \$1,000,000. Pursuant to MCL § 125.1661, 125.1663, and 125.1666(1) the costs of acquisition and development are anticipated to be financed by:

- public and private grants
- donations received by the DDA
- tax increment revenues
- proceeds of a tax, not to exceed 2 mills, imposed pursuant to Section 12 of Act 197
- general obligation bonds issued by the City in amounts limited in amount by a percentage of the anticipated tax increment revenues available for payment of debt service on such bonds
- tax increment bonds issued by the DDA pledging solely the tax increments and other revenues of the DDA
- proceeds of a special assessment district created as provided by law

- money obtained from other sources approved by the City of West Branch or the DDA, including development agreements
- Revenue transferred pursuant to section 11a of chapter 2 of the city income tax act, Act No. 284 of the Public Acts of 1964, being section 141.611a of the Michigan Compiled Laws.
- Revenue transferred pursuant to section 11b of chapter 2 of the city income tax act, Act No. 284 of the Public Acts of 1964, being section 141.611b of the Michigan Compiled Laws.

***J. Designation of the person or persons, natural or corporate, to whom all or a portion of the development is to be leased, sold, or conveyed in any manner and for whose benefit the project is being undertaken if that information is available to the authority. Section 17 (2)(j)***

The West Branch DDA does not have any plans to lease, sell, or convey any of the development to a specific person, natural or corporate at the time this plan was developed. As development and market opportunities occur, the DDA may enter into agreements to lease, sell, or convey a portion of the development to natural or corporate persons if it is determined to be in the best interest of the DDA and its goals in preventing deterioration and revitalizing its downtown area.

***K. The procedures for bidding for the leasing, purchasing, or conveying in any manner of all or a portion of the development upon its completion, if there is no express or implied agreement between the authority and persons, natural or corporate, that all or a portion of the development will be leased, sold, or conveyed in any manner to those persons. Section 17 (2)(k)***

If the DDA determines that it is in its best interest to lease, sell, or convey a portion of the development, it will proceed with the process that the City ordinarily uses for leasing, selling, or conveying property.

***L. Estimates of the number of persons residing in the development area and the number of families and individuals to be displaced. Section 17(2)(l).***

Less than 100 persons live in the development area.

The DDA has no plans to displace any persons as a result of the development plan.

***M. A plan for establishing priority for the relocation of persons displaced by the development in any new housing in the development area. Section 17(2)(m).***

Not applicable.

No relocation.

***N. Provision for the costs of relocating persons displaced by the development and financial assistance and reimbursement of expenses, including litigation expenses and expenses incident to transfer of title, in accordance with the standards and provisions of the Federal Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, being Public Law 91-646, 42 U.S.C. sections 4601, et. seq. Section 17(2)(n).***

Not applicable.

No relocation.

***O. A plan for compliance with Act No. 227 of the Public Acts of 1972, being sections 213.321 to 213.332 of the Michigan Compiled Laws. Section 17(2)(o).***

Does not apply. No relocation planned.

### **3. TIF PLAN**

#### ***A. Tax Increment Financing Procedure***

The Tax Increment Financing procedure outlined in the Act requires the passage of an ordinance by the City of West Branch to adopt or amend a Downtown Development Plan and Tax Increment Financing Plan. Following adoption of the ordinance approving the Development and Tax Increment Financing Plan, the City and County Treasurers are required by law to transmit to the DDA that portion of the tax levy of all taxing jurisdictions paid each year on the captured assessed value of all real and personal property included in the Tax Increment Financing Plan. The Tax Increment Financing Plan may be modified if the City of West Branch follows the same modification and public hearing procedures as were required to adopt the original Plan.

At the time the first Tax Increment Financing Plan was adopted, the “initial assessed value” was determined. The initial assessed value means the assessed value, as equalized, of all the taxable property within the boundaries of the Development Area at the time the ordinance establishing the Tax Increment Financing Plan is approved, as shown by the most recent assessment roll for which equalization has been completed at the time the ordinance is adopted. Property exempt from taxation at the time of the determination of the initial assessed value shall be included at zero. Property for which a specific local tax is paid in lieu of property tax shall not be considered exempt from taxation. The initial assessed value of property for which a specific local tax was paid in lieu of property tax is determined as provided below.

The percentage of taxes levied for school operating purposes that is captured and used by the tax increment financing plan shall not be greater than the plan’s percentage capture and use of taxes levied by a municipality or county for operating purposes. For purposes of the previous sentence, taxes levied by a county for operating purposes include only millage allocated for county or charter county purposes under the property tax limitation act, Michigan Public Act 62 of 1933, being sections 211.201 to 211.217a of the Michigan Compiled Laws. Tax increment revenues used to pay bonds issued by the City under section 16(1) of the Act shall be considered to be used by the tax increment financing plan rather than shared with the City.

“Specific local tax” means a tax levied under Michigan Public Act 198 of 1974, being Sections 207.551 to 207.572 of the Michigan Compiled Laws, the Commercial Redevelopment Act, Michigan Public Act 255 of 1978, being Section 207.651 to 207.668 of Michigan Compiled Law, Act No. 189 of the Michigan Public Acts of 1953, being Sections 211.181 to 211.182 of the Michigan Compiled Laws, and the Technology Park Development Act, Michigan Public Act 385 of 1984, being Sections 207.701 to 207.718 of the Michigan Compiled Laws. The initial assessed value or current assessed value or current assessed value of property subject to specific local tax shall be the quotient of the specific local tax paid divided by the ad valorem millage rate. However, after 1993, the Michigan State Tax Commission shall prescribe the method of calculating the initial

assessed value and current assessed value for which a specific local tax was paid in lieu of a property tax.

***B. Estimated Captured Assessed Values, and Estimated Tax Increment Revenues***

The tax increment revenues or “captured assessed value” means the amount in any one year by which the current assessed value of the project area, including the current assessed value of property for which specific local taxes are paid in lieu of property taxes, exceeds the initial assessed value. Tax Increment Revenue to be transmitted to the Authority by the City Treasurer and/or County Treasurer shall be that portion of the tax levy of all taxing bodies paid each year on the assessed value of real and personal property in the Development Area on the captured assessed value.

The DDA is not authorized to capture tax increment revenues from any ad valorem taxes or specific local taxes attributable to the levy by the State of the six-mill education tax pursuant to Michigan Public Act 331 of 1993, as amended, or taxes levied by any local or intermediate school district.

Refer to Exhibit C for estimated tax increment revenue based upon various growth scenarios in the DDA. The actual tax increment revenues available to the DDA may vary from the estimates herein provided due to potential changes in millage rates. The estimates of tax increment revenue in the exhibit are based on the following:

- An initial taxable base of \$5,638,032 in the DDA area. In accordance with the requirements of Act 197, this is the assessed value established on December 31 of 2002 and finally equalized in May, 2003. The DDA is using 2002 as a base year because that is when Ordinance 03-05 was passed which established a new Development Plan and TIF plan.
- All current voted millages will be renewed throughout the duration of the plan.
- No local, intermediate school district or state education taxes will be captured.

***C. Amount of bonded indebtedness to be incurred***

The maximum amount of bonded indebtedness to be incurred by the DDA and/or the City of West Branch for all bond issues or loans, including payments of capitalized interest, principal and required reserve shall be \$1,000,000 for the proposed projects outlined in the Development Plan. Actual bonded indebtedness to be incurred will be limited by the amount of revenues anticipated to be received each year that will be available for servicing the debt load. The bonded indebtedness proceeds will be sufficient to pay the estimated costs of the development plus any associated costs of accompanying professional services. The City of West Branch must approve any bonds or indebtedness, which pledge the full faith and credit for the City of West Branch.

***D. Duration of the Program***

The Tax Increment Financing Plan will remain in effect to the end of fiscal year 2030 unless amended after hearing and notice in accordance with section 19(2) of the Act to a

shorter or longer period. Further, if repayment of the Bonds or any future bonds issued by the Authority has not been completed by 2030, the Development Plan will be extended until the bonds have been retired.

***E. Estimated Impact on Assessed Value of Taxing Jurisdictions***

The tax increment financing plan generates revenue based only on the captured assessed value. Each Taxing Jurisdiction will continue to levy and receive taxes on the initial taxable value of \$5,638,032 in the DDA. That taxable value will continue to be used for taxing purposes by the Taxing Jurisdictions that are not exempted by the DDA Act. In effect, the taxable value is frozen at the base level for taxing purposes for the duration of the DDA development plan.

The Intermediate School District, the local school district, and the State of Michigan Education Tax fund will receive revenues from all increases in taxable value.

The justification of the tax increment financing procedure is based on the expectation that all or a portion of the “capture assessed value” that is created following implementation of a downtown development plan, would not have occurred without the stimulation of the public investment involved in the plan implementation. Therefore, the short term investment made by the taxing unit in foregoing part of the initial growth in tax revenues is repaid by the long-term benefit of substantially greater taxes realized from a stronger commercial base when the plan is completed. Furthermore, this plan uniquely tries to retain the same value of tax revenues throughout the plan, while encouraging revenue generation for all taxing jurisdictions.

The overall impact of the Tax Increment Financing Plan is expected to generate increased economic activity in the City of West Branch and Ogemaw County at large. This increase in activity will, in turn, generate additional amounts of tax revenue to local taxing jurisdictions through increases in assessed valuations of real and personal property and from increases in personal income due to new employment within the Development Area, the City of West Branch, and other neighboring communities throughout Ogemaw County.

***F. Provision for use of part or all of the captured assessed value to be used by the DDA***

The DDA shall expend the tax increments received from the development plan only in accordance with the Tax Increment Financing Plan. Tax Increment revenues in excess of the estimated tax increment revenues or in excess of the actual cost of the Plan to be paid by the tax increment revenues may be retained by the DDA only for purposes that, by the resolution of the DDA Board, are determined to further the development plan in accordance with the Tax Increment Financing Plan. The excess revenue not so used shall revert proportionately to the respective taxing jurisdictions upon the execution of a resolution directing said action. The resolution should only be adopted if the DDA Board determines that all of the projects listed in the TIF Plan are completed and it has no intention to begin the process to amend its plan to add additional projects. These

revenues shall not be used to circumvent existing property tax laws that provide a maximum authorized rate for the levy of property taxes.

**G. Compliance with Section 15 of the Act**

As referred to above, it is the intent of these plans to comply with Section 15 of the Act regarding tax increments, amount of tax increments, expenditure of tax increments, and submission of the tax increment financing report. These revenues shall not be used to circumvent existing property tax limitations.

**H. Reports**

The authority shall file the following with the State Tax Commission within ninety (90) days of the end of the fiscal year of the authority

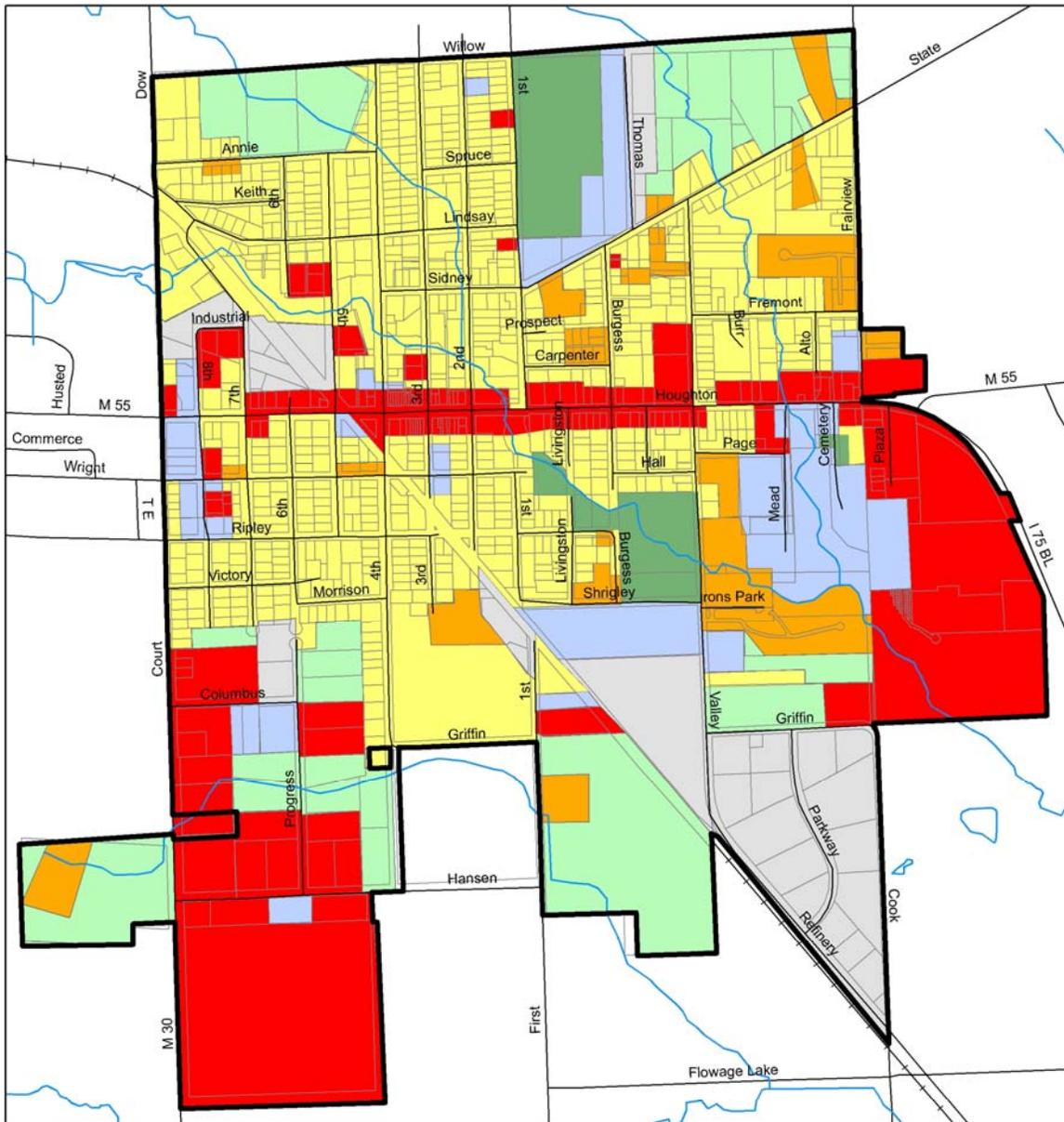
- 1) Form 2604 (if one school district) Form 2967 (if more than one), as amended, if required
- 2) Annual report (AR) as required by State Tax Commission Bulletin 9 of 1997, as amended (see appendix 3 of form 2604/2967 instructions). The City annual audit will not fulfill this requirement. At a minimum, the annual report on the status of the tax increment financing account shall contain the following (125.1665):
  - a) The amount and source of revenue in the account
  - b) The amount in any bond reserve account
  - c) The amount and purpose of expenditures from the account
  - d) The amount of principal and interest on any outstanding bonded indebtedness
  - e) The initial assessed value of the project
  - f) The captured assessed value retained by the authority
  - g) The tax increment revenues received
  - h) The number of jobs created as a result of the implementation of the tax increment financing plan
  - i) Any additional information the City or the state tax commission considers necessary.
- 3) A copy of the assessor or treasurer's worksheet (ATW) for the authority's tax increment financing plan district, which was used to determine the plan's tax increment revenue. This is the worksheet that was used to compute how much money to send to the authority, and it may be either handwritten or computed. The worksheet should include:
  - a) Millages
  - b) Initial, current, and captured values by property tax roll (i.e., ad valorem homestead, ad valorem non-homestead, IFT new, CFT new, Tech Park, IFT replacement, and CFT restored), and
  - c) The source of tax increment revenue, subdivided by each millage levied.

Map 1 – DDA Area with existing streets and public facilities



MAP 2 - Existing Land Use

Map 12. Existing Land Use



Map prepared by:  
  
 crescent consulting  
 Last updated: 4/17/08  
 Data source:  
 Crescent Consulting  
 Michigan Geographic Data Library  
 Michigan Resource Inventory System

**West Branch Existing Land Use**

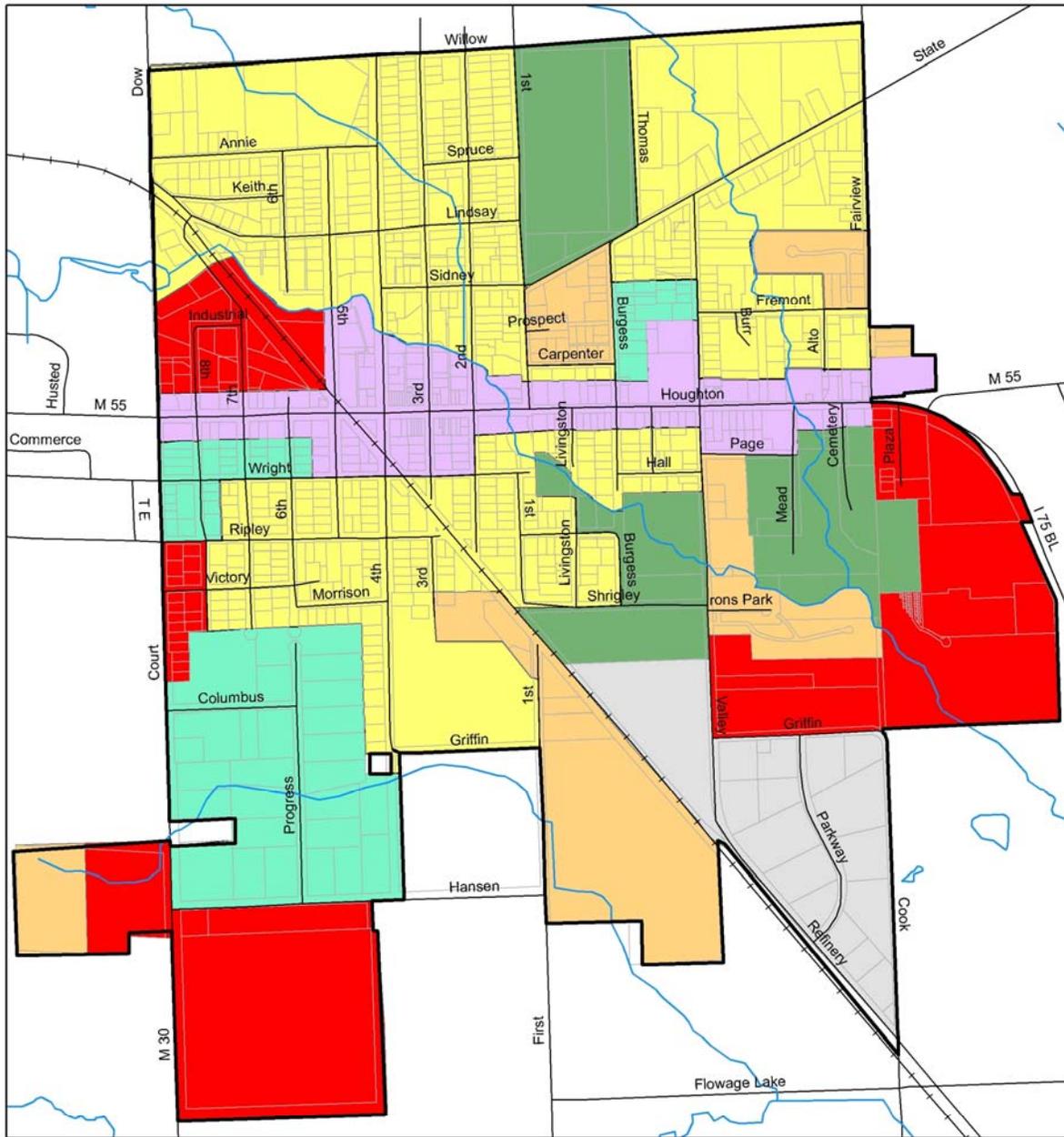
**Legend**

City Limits	Commercial	Public/Quasi-Public	Railroads
Rivers	Industrial	Single-Family	
Roads	Multi-Family	Vacant/Undeveloped	
Parcels	Parks		

1 inch equals 1,000 feet



**MAP 3 - Future land use**



**West Branch Future Land Use Map**

Map Prepared by:  
  
 crescent consulting  
 ENP & ASSOCIATES  
 Last updated: 9/14/08  
 Data source:  
 Michigan Geographic Data Library  
 and City of West Branch

Legend			
	Rivers		Single-Family Residential
	Roads		Downtown Commercial
	Parcels*		General Commercial
			Multi-Family Residential
			Parks/Public
			Office
			Industrial



\*Accuracy of parcel lines is not guaranteed and should be used for planning purposes only

1 inch = 1,000 feet

**Map 13. Future Land Use**

EXHIBIT A - legal description of the development area

## **West Branch DDA Legal Description**

Beginning at the southeast corner of Lot 9, Block 12, of the recorded plat of D. Wright and Co. Addition to the City of West Branch; thence north along the east line of said block to a point 41.0 feet north of the southeast corner of Lot 8, Block 12, thence west to a point intersecting the southerly line of Lot 8, thence northwesterly along Lot 8, to the southwest corner of the alley; thence west along the south line of Lot 12, Block 12, to the center of Second Street; thence south along said center line to a point 17.0 feet south of Lot 3, Block 3 of the recorded plat of R.H. Weidemann and Co. Addition to the City of West Branch; thence west along said line to the west side of the alley; thence north along the west side of alley to a point 44.0 feet north of the southeast corner of Lot 9, thence west along said line to the centerline of Third Street; thence south along centerline to a point in line with the north line of Lot 1, Block 2, thence west along said line to the west side of alley; thence south along west side of alley 30.0 feet; thence west along said line to the west right-of-way line of Fourth Street; thence north to the northeast corner of Lot 2, Block 1; thence west along said line to the east side of alley; thence north along the east side of alley to the mid point of Lot 5, Block 1, thence east to a point in the centerline of Fourth Street; thence south 57.0 feet; thence east 129.5 feet; thence north to the line of Lot 9, thence east to the west line of alley; thence north along west line of alley to West Branch of Rifle River; thence northwesterly along said river to the centerline of Fourth Street, thence south along centerline to a point eight feet south of north line of Lot 7, Block 9, of the recorded plat of D. Wright and Co. Addition to the City of West Branch, thence to the east right-of-way line of Fifth Street to the northwest corner Lot 5, Block 9, thence east along the north line of Lot 5, to a point 50.0 feet west of the right-of-way of Fourth Street; thence north to the north line of Lot 2, Block 9, thence west to the centerline of Fifth Street; thence south to a point in line with the north line of Block 4, of the recorded plat of R.H. Weidemann and Co. Second Addition to the City of West Branch; thence west to a point midway on the north line of Lot 11, Block 3, thence north 33.0 feet; thence north  $18^{\circ}23'10''E$  110.3 feet to the right-of-way of railroad spur; thence northwesterly along said railroad spur to the centerline of Seventh Street; thence south along centerline to a point 70.0 feet north of the northeast corner of Lot 1, Block 2, of the recorded plat of R.H. Weidemann and Co. Second Addition to the City of West Branch; thence westerly to the northeast corner of Lot 10, Block 2; thence south along said east side of Lot 10, 37.0 feet; thence west to the centerline of Eighth Street; thence south to the north right-of-way of Houghton Avenue; thence west to the midpoint of Lot 2, Block 1; thence north 66.0 feet parallel with the east and west boundaries; thence northwesterly to the northwest corner of Lot 2; thence north to the northeast corner of Lot 10, Block 1; thence west to the easterly right-of-way of M-30 extended north; thence south along said right-of-way to the centerline of Houghton Avenue; thence east to a point in the centerline of Eighth Street; thence south along centerline of Eighth Street to a point intersecting with the south line of Lot 1, Block 2, of the recorded plat of the City of West Branch; thence east to the northwest corner of said Lot 9, Block 2; thence south along the west line to the southwest corner of said lot thence east along the south line of Lot 9, 66.0 feet; thence north to the southwest corner of Lot 8, Block 2, thence east to the northwest corner of Lot 9, Block 4; thence south to the southwest corner of Lot 10, Block

4; thence east to the centerline of Fifth Street; thence south to a point in line with the north right-of-way of Wright Street; thence east to the southeast corner of Lot 6, Block 7; thence north to the southwest corner of Lot 10, Block 7; thence east to the centerline of Second Street; thence north along centerline to a point intersecting with the south line of Lot 1, Block 8; thence east to the southeast corner of Lot 2, Block 8; thence south to the southwest corner of Lot 9; thence east to the southeast corner of Lot 9; thence north along First Street and the center of West Branch of the Rifle River to the north right-of-way of Houghton Avenue; thence east to the place of beginning.

(Ord. 154, passed 12-17-79; Am. Ord. 184, passed 11-17-86)

**EXHIBIT B – Survey Results**

West Branch DDA Survey

**1. On a scale of 1 to 5 where 1 is really needed and 5 is not needed at all, please rate the following potential infrastructure improvements that could be completed by the West Branch DDA.**

	1	2	3	4	5	Response Count
Sidewalks	15.6% (5)	<b>31.3% (10)</b>	28.1% (9)	25.0% (8)	0.0% (0)	32
Benches and trash receptacles	3.1% (1)	<b>40.6% (13)</b>	21.9% (7)	21.9% (7)	12.5% (4)	32
Landscaping including seasonal flowers	25.0% (8)	25.0% (8)	<b>31.3% (10)</b>	12.5% (4)	6.3% (2)	32
Road improvements	<b>56.3% (18)</b>	15.6% (5)	18.8% (6)	9.4% (3)	0.0% (0)	32
New street banners that hang from the light poles	6.3% (2)	<b>28.1% (9)</b>	15.6% (5)	<b>28.1% (9)</b>	21.9% (7)	32
Parking improvements	<b>34.4% (11)</b>	21.9% (7)	9.4% (3)	28.1% (9)	6.3% (2)	32
Wayfinding signs	16.1% (5)	<b>35.5% (11)</b>	9.7% (3)	22.6% (7)	16.1% (5)	31
New/updated Christmas decorations	12.5% (4)	15.6% (5)	<b>34.4% (11)</b>	25.0% (8)	12.5% (4)	32
Restrooms	<b>37.5% (12)</b>	21.9% (7)	18.8% (6)	15.6% (5)	6.3% (2)	32
If you favor adding restrooms, where should they be placed?						19
<i>answered question</i>						<b>32</b>
<i>skipped question</i>						<b>1</b>

**2. How important is it that the DDA undertake or continue the following types of financing and business improvement projects in the upcoming years?**

	Very Important	Somewhat Important	Neutral	Not Important	Response Count
Revolving loan fund to provide gap financing to businesses that wish to locate in the DDA	<b>58.6% (17)</b>	31.0% (9)	10.3% (3)	0.0% (0)	29
Building Improvement Grant Program	<b>64.3% (18)</b>	17.9% (5)	17.9% (5)	0.0% (0)	28
Historic Building Renovation and Preservation	<b>58.6% (17)</b>	27.6% (8)	13.8% (4)	0.0% (0)	29
				<i>answered question</i>	<b>29</b>
				<i>skipped question</i>	<b>4</b>

**3. How important is it that the DDA undertake/fund the following marketing and promotional activities in the upcoming years?**

	Very Important	Somewhat Important	Neutral	Not Important	Response Count
Marketing vacant business buildings in the DDA	<b>71.0% (22)</b>	16.1% (5)	12.9% (4)	0.0% (0)	31
Sponsoring and promoting special events in the DDA such as sidewalk sales, downtown concerts, farmers market, fabulous Fridays, etc.	<b>74.2% (23)</b>	19.4% (6)	6.5% (2)	0.0% (0)	31
Promoting existing downtown business with brochures, signs, newspaper ads, web sites, etc.	<b>61.3% (19)</b>	35.5% (11)	3.2% (1)	0.0% (0)	31
				<i>answered question</i>	<b>31</b>
				<i>skipped question</i>	<b>2</b>

#### 4. What other ideas do you have for improvements to the Downtown West Branch area?

	Response Count
	14
<i>answered question</i>	14
<i>skipped question</i>	19

#### 5. Which of the following best describes your role in the downtown West Branch area?

	Response Percent	Response Count
I own a business in downtown West Branch.	3.1%	1
I manage a business in downtown West Branch.	9.4%	3
I am an employee of a business in downtown West Branch.	18.8%	6
<b>None of the above</b>	<b>68.8%</b>	<b>22</b>
<i>answered question</i>		32
<i>skipped question</i>		1

#### 6. OPTIONAL - You may provide contact information if you wish.

	Response Percent	Response Count
Name	100.0%	6
Business you represent	50.0%	3
Phone number	50.0%	3
<i>answered question</i>		6
<i>skipped question</i>		27

**Question 1 - If you favor adding restrooms, where should they be placed?**

1. ?
2. Near the center of the downtown area.
3. By the Dairy Queen
4. Some by Dairy Queen at least. Big hassle arriving with children in tow and no restroom to be found.
5. Right on the main drag somewhere....maybe by the downtown stoplight (3rd street)
6. someplace downtown, but they have to be nice ones, look good
7. where the frame shop was?
8. next to logger in the vacant spot
9. between buildings for instance by the Mill and Rau tavern, and downtown between stores that have a space between
10. I believe that if restrooms were added either near the firestation or on another side street high volume area they would be extremely utilized.
11. Maybe somewhere around the walkway between The Ogemaw Herald and Morse Clark.
12. Some where down town.
13. Between South 3rd & 4th Street on the empty lot.
14. Center of town behind main street with good signage
15. Centrally located.
16. Vacant lot next to Loggers
17. down town
18. Irons Park and CoC train office.
19. It would be nice to have a Welcome Center in one of the empty store fronts. The Welcome Center would could include restrooms.

**Question 4 - What other ideas do you have for improvements to the Downtown West Branch area?**

1. The sidestreets are really getting tough on vehicles. There are a few spots where I have a hard time with my stroller. There should be a place for young people to congregate. Are there not enough funds to open a Y? There would be the membership income for the city and upkeep; and what a bonus for our community! Childcare, fitness, swimming, a bounce room(for young childrens exercise), indoor skating, ice rink...the possibilities are endless. Not only would that employ people in our community it would be a great point to draw in new families.
2. Continue to promote downtown community events such as Fabulous Fridays, Octoberfest, etc...Try to use vacant downtown buildings (such as old Mill End) for events such as kids halloween party..Appeal to new unique businesses, a small market/deli would be fantastic. Modeling off of East Tawas..
3. A walkable west branch is a great plan!! I also would love to see some of the vacant buisnesses downtown filled. Some sidewalks on the side streets would be great too!
4. Cultural improvements needed in West Branch area. Music, arts, etc important to bringing people in and keeping them in the area

5. we need Aldi's to come in ...in the old Mill end store...something like that or Save a lot downtown would bring people down town...
6. Turn the old Mill End Building into a community center/dance hall, or into a "beehive" for small businesses. Build an off-street parking structure to alleviate trying to park on Houghton Ave. Set up a program to allow start-up businesses to operate in vacant commercial properties with little or no cost
7. 1) Easier parking during peak times or festivals downtown. 2) Affordable rental/lease space for potential new businesses. 3) Moonlight Madness hours when other with the same hours can get downtown to make our purchases.
8. Paint the old Mill End store and others that have faded. Nothing fancy....it will improve the appearance of the downtown! Fri, May 28, 2010 2:02 PM Find...
9. Hope they take advantage of all grants available to improve downtown so it can be maintained.
10. Get rid of the rude, physco man who runs the West Branch Cinema 3. Buy him out to get him out of Dodge. He's rude, mean and has offended so many citizens and their guests. Not a nice welcome to Victorian West Branch. We refuse to take friends and visitors downtown to movies, thus, no shopping downtown either.
11. TREES!
12. Walkability, Walkability, Walkability. Providing a nice clean walkable downtown (for everybody) will promote future and continued business in our downtown and create an old fashioned feel to our beautiful victorian style downtown.
13. concert hall or family zoo, childrens mueseum.
14. Fewer traffic stops by all agencies would bring a lot of people to Downtown. Currently 90% of people drive around town just to avoid being harassed. No one feels welcome when you are stopped any reason law enforcement can think of. Put a road counter on Fairview/Maes/Gray Rd and compare to downtown traffic.

**EXHIBIT C – Projected Tax Increment Revenues**

Exhibit C  
**City of West Branch Downtown Development Authority**  
**Tax Increment Financing Plan**  
**Projected Growth**

A	B	A - B	C	D	E	F	G	H	I	C+D+E+F+G+H+I
Projected Taxable Value	2002 Taxable Base	Captured Taxable Value	County*	Kirkland Community College	City General Fund	City Garbage	City Senior Center Debt**	District Library	EMS Authority	Tax Increment Revenue to DDA
			7.0285 mills	2.2193 mills	11.89	2.9105	.39 mills	.2874 mills	0.9863	<b>TOTAL</b>
<b>TAX INCREMENT REVENUES</b>										
\$6,728,023***	\$5,638,032	\$1,089,991	\$7,661	\$2,419	\$12,960	\$3,172	\$425	\$313	\$1,075	\$28,026
\$7,000,000	\$5,638,032	\$1,361,968	\$9,573	\$3,023	\$16,194	\$3,964	\$531	\$391	\$1,343	\$35,019
\$7,250,000	\$5,638,032	\$1,611,968	\$11,330	\$3,577	\$19,166	\$4,692		\$463	\$1,590	\$40,818
\$7,500,000	\$5,638,032	\$1,861,968	\$13,087	\$4,132	\$22,139	\$5,419		\$535	\$1,836	\$47,149
\$7,775,000	\$5,638,032	\$2,136,968	\$15,020	\$4,743	\$25,409	\$6,220		\$614	\$2,108	\$54,112
\$8,000,000	\$5,638,032	\$2,361,968	\$16,601	\$5,242	\$28,084	\$6,875		\$679	\$2,330	\$59,810
\$8,250,000	\$5,638,032	\$2,611,968	\$18,358	\$5,797	\$31,056	\$7,602		\$751	\$2,576	\$66,140
\$8,500,000	\$5,638,032	\$2,861,968	\$20,115	\$6,352	\$34,029	\$8,330		\$823	\$2,823	\$72,471
\$8,750,000	\$5,638,032	\$3,111,968	\$21,872	\$6,906	\$37,001	\$9,057		\$894	\$3,069	\$78,801
\$9,000,000	\$5,638,032	\$3,361,968	\$23,630	\$7,461	\$39,974	\$9,785		\$966	\$3,316	\$85,132
\$9,250,000	\$5,638,032	\$3,611,968	\$25,387	\$8,016	\$42,946	\$10,513		\$1,038	\$3,562	\$91,462
\$9,500,000	\$5,638,032	\$3,861,968	\$27,144	\$8,571	\$45,919	\$11,240		\$1,110	\$3,809	\$97,793
\$9,750,000	\$5,638,032	\$4,111,968	\$28,901	\$9,126	\$48,891	\$11,968		\$1,182	\$4,056	\$104,123

\* Includes County General Tax Levy, Transit, Senior Services, and Veterans Services

\*\* Retires in 2011

\*\*\* Actual 2009 Taxable Value