

What We Know about the Loop & Possible Sub-Goals for the Plan

Goal I: Preserve and Enhance the Victorian Streetscape

Findings

1. The State Historic Preservation Office (SHPO) offers:
 - a. Historic Resources Survey Program/Manual for Historic Surveys
 - b. Michigan's Historical Marker Program
 - c. Michigan's Main Street Program
 - d. Environmental Review
 - e. Local Historic Districts
 - f. Historic Preservation Financial Incentives
2. The City of West Branch has a historic district
3. The Ogemaw Historical Society is willing to serve in an advisory role on Victorian style architecture and recommend architectural detailing that is easily bought in hardware stores
4. Streetscape Improvement funding is available through MDOT
5. West Branch's Central Business District is designated along the Loop
6. The Business Loop and ROW is owned by MDOT - Enhancement funds will pay for streetscape improvement

Sub-goals

1. *Perform a historic features survey*
2. *Pursue national and state historic registration*
3. *Pursue the installation of historic markers*
4. *Develop an educational program for local business on how to enhance or create a Victorian appearance*
5. *Work with developers to create sites that uphold Victorian aesthetics*
6. *Pursue Transportation Streetscape Enhancement funds to install Victorian and traditional downtown features such as lamp posts and sidewalks*
7. *Explore the application of other features that would contribute to a Victorian theme, such as a modern trolley*
8. *Develop a Victorian gateway design*

Goal II: Control Non-point Source Pollution

Findings

1. Ogemaw Conservation District is entering into Phase II of their Rifle River stormwater management plan. Phase II will offer detailed designs for reducing and treating runoff, the installation of stormwater treatment techniques, and working with local units of government and developers to prevent problem sites from being created.
2. A variety of new technologies exist to treat stormwater
3. Grayling has implemented a successful rain garden program, after which Ogemaw can model

4. Sewer and water services extend the entire corridor
5. The Business Loop and ROW is owned by MDOT
6. People wish to preserve the natural features of the area

Sub-goals

1. *Comply with the Ogemaw Conservation District Stormwater Management Plan along the entire Loop*
2. *Further explore new technologies and methods for stormwater treatment*
3. *Work with developers and existing businesses improve stormwater management*

Goal III: Increase Economic & Community Activity along the Entire Loop

Findings

1. Ogemaw County hosts a variety of events
2. Exit 212 experiences the most activity from travelers
3. West Branch's Central Business District is designated along the Loop
4. Ogemaw Township's DDA will help promote commercial growth along the Loop
5. The Loop is zoned business for most of the corridor
6. West Branch Township zoning along the Loop involves an overlay district to provide for mixed use
7. Ogemaw is a growing county
8. The median household income is \$30,474 – lower than the state average
9. The average daily traffic count indicates that approximately 15,100 vehicles travel the Loop each day
10. The Business Loop and ROW is owned by MDOT
11. The public responded that there are issues with congestion
12. The public responded that they would like more entertainment establishments, a youth/community center, a recreational facility, a cultural center, and KFC

Sub-goals

1. *Improve marketing and signage to draw people to sites along the entire Loop*
2. *Improve connectivity along the loop by installing alternative transportation infrastructure such as sidewalks, bike paths, and public transit*
3. *Install public spaces, "stopping points," along the corridor*
4. *Identify areas perceived to have traffic flow issues and work with MDOT on solutions*
5. *Work to attract business that will provide the type of establishments desired by the community*
6. *Develop a community group of residents and business owners working together to support the corridor's ongoing success*
7. *Install unifying elements along the corridor that express community heritage and personality*
8. *Create live/work communities that are connected with the corridor*
9. *Improve the marketing for existing community activities*
10. *Expand community event programming*