

**TAX INCREMENT FINANCE AUTHORITY**

**DEVELOPMENT PLAN No. 1  
AND TAX INCREMENT  
FINANCE PLAN**

**CITY  
OF  
RICHMOND  
  
MACOMB  
COUNTY,  
  
MICHIGAN**

City Of Richmond  
Tax Increment Finance Authority

DEVELOPMENT PLAN NO. 1  
AND  
TAX INCREMENT FINANCE PLAN

Adopted By City Council Resolution  
December 10, 1984

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November, 1984

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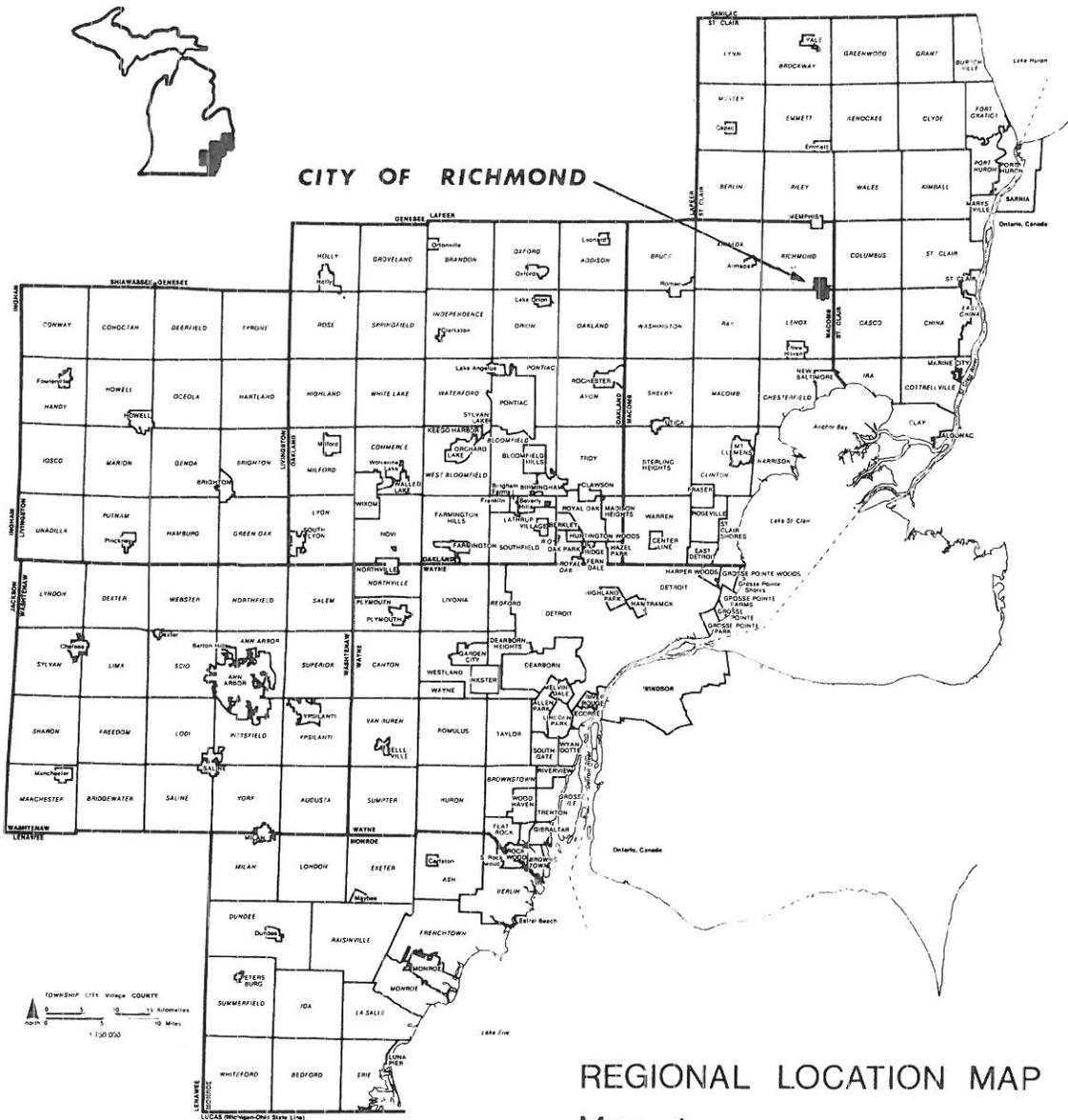
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# INTRODUCTION AND BACKGROUND

The City of Richmond is situated in the northerly portion of Macomb County (see Map 1). The community has a rich and long history. Richmond was incorporated from portions of Richmond and Lenox Townships in 1969. Formerly Richmond Village incorporated in 1879. In recent years Richmond, like many smaller cities has experienced substantial competition for and from nonresidential uses in adjacent communities. In order to prevent erosion of the community's tax base and to encourage economic development activity within the City, the Richmond City Council established a Tax Increment Finance Authority (TIFA) by resolution on August 6, 1984.

Substantial commercial development has been constructed in the nearby enclave of Muttonville in Lenox Township. Generous amounts of vacant acreage allowed development of substantial parking, landscape areas and other amenities, attractive to new commercial uses. Some uses have re-located from areas within the City's business district to the Muttonville commercial area. The City recognizes the importance of working with local merchants to foster growth and improvements in the City's commercial core.



Base Map Source: SEMCOG



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The second component of the Richmond economic development strategy relates to industrial growth. Richmond is blessed with excellent transportation facilities both within the City and in close proximity. Vacant industrial acreage is available for development and the City is interested in fostering its wise use. Appropriate industrial development will improve the City's tax base, create much needed job opportunities and generally stimulate the local economy.

Pursuant to the overall goals of enhancing the City's economic climate, encouraging industrial growth and maintaining and enhancing the City's commercial core, the Richmond Tax Increment Finance Authority (Authority) has made the decision to proceed with this Development Plan and companion Tax Increment Finance Plan to serve the TIFA area.

The Development and TIF plans are being prepared by the Authority pursuant to Act 450 of 1980 (the Tax Increment Finance Authority Act).

Provisions of the Tax Increment Financing Act (Act 450)

Act 450, commonly referred to as the TIFA Act, provides communities with a unique tool

to foster economic growth. The Act is intended to allow local officials the means of addressing needs to attract and enhance local economic development. The Act allows the TIF Authority to prepare a "Development Plan" and "Tax Increment Finance Plan" pursuant to Sections 16 and 13 of the Act, respectively. The Development Plan describes proposed improvements, attendant costs, the timing of the construction of such projects and proposed method of financing. Financing may be realized by preparation of a Tax Increment Finance Plan in compliance with Section 13 of the Act. The Richmond TIF Authority has determined it desirable to prepare a Development Plan and TIF Plan. Generally, the Plans will serve the Main Street/Division Road corridors within the City. These Plans are being prepared in compliance with the Act.

The Act provides a wide spectrum of powers to the Authority in realizing appropriate public improvements. Perhaps the most significant portion of the Act is embraced in the financing powers granted to the Authority. Essentially, tax increment financing allows the city to "freeze" the State Equalized Valuation (SEV) of a defined area. Growth resulting in revenues received from increased SEV in subsequent

years may be used solely to finance defined public improvements in the Development Area. The City may capture all taxes paid on the increased SEV including school district, county, city, and special taxing authorities. The Authority, city, and other taxing jurisdiction may enter into an agreement to share a portion of the captured assessed value.

It is important to recognize that tax increment financing is not a new tax. It allows the diversion of existing tax dollars to be used in designated areas for defined improvements (as specified in the Development Plan). Once the plan purposes have been realized, the Authority ceases collecting revenues and monies revert back to various taxing units.

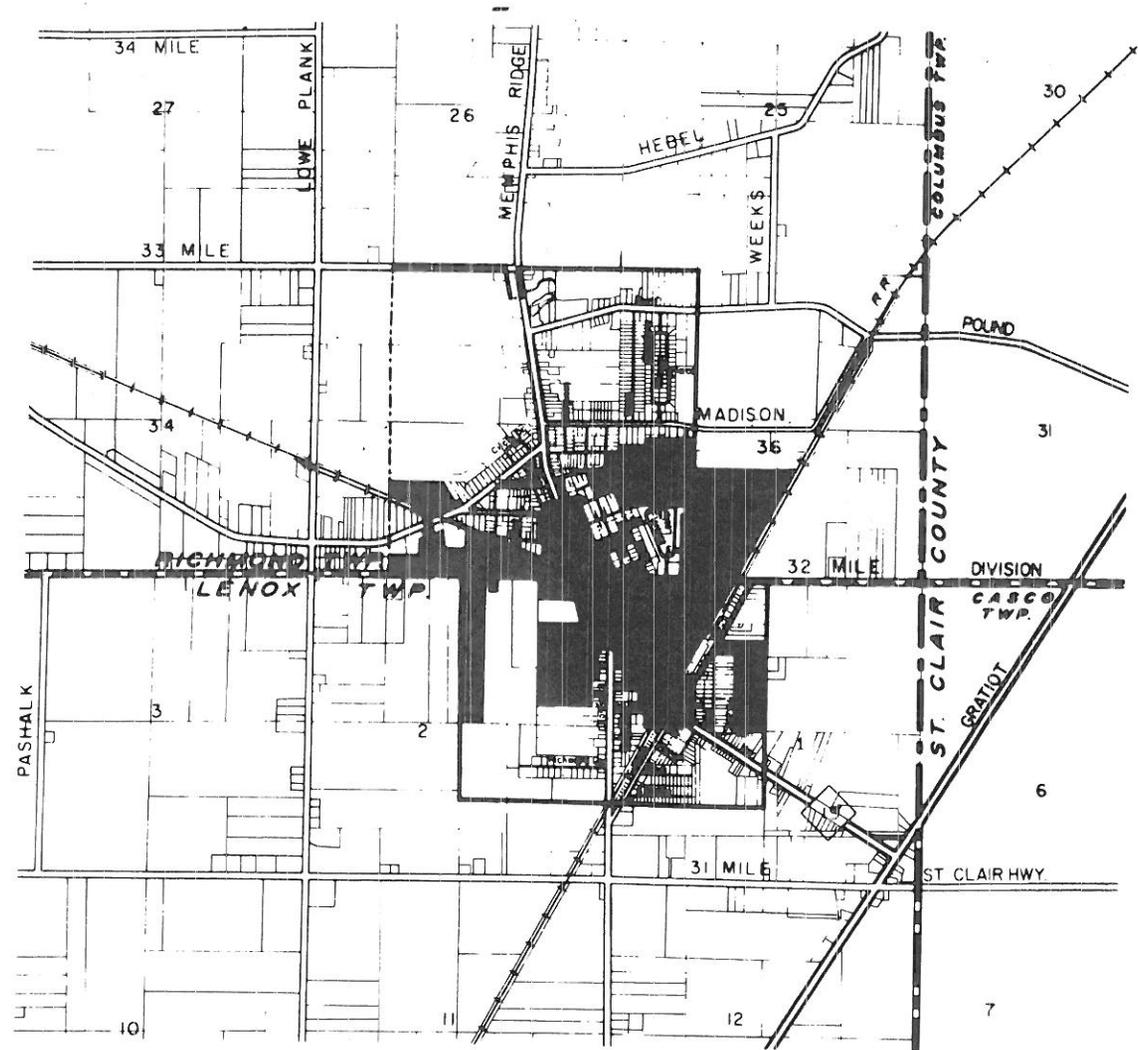
Location of the TIFA District and Development Area

The City of Richmond TIFA District, as adopted by City Council resolution on August 6, 1984, is generally located along the Main Street and Division Road corridors (see Map 2). Areas embraced in the TIFA District include the major commercial (Main Street) and industrial (Division Road) areas of the City. In addition, major public use areas are also included in the District. District boundaries were selected to enable the

Authority to promote economic development activities in the commercial and industrial sectors of the community. Further, major public use are included to enable the authority to create appropriate "linkages" between commercial and major public use areas.

Development area boundaries are synonymous with the district area boundaries (see Map 3). The development area boundaries were established to provide the TIF Authority an optimum opportunity to promote economic growth. The City's major commercial core along Main Street is included to enable the Authority an opportunity to encourage upgrading and enhancement of downtown properties to forestall deterioration and ensure continued viability and competitiveness of the downtown commercial core.

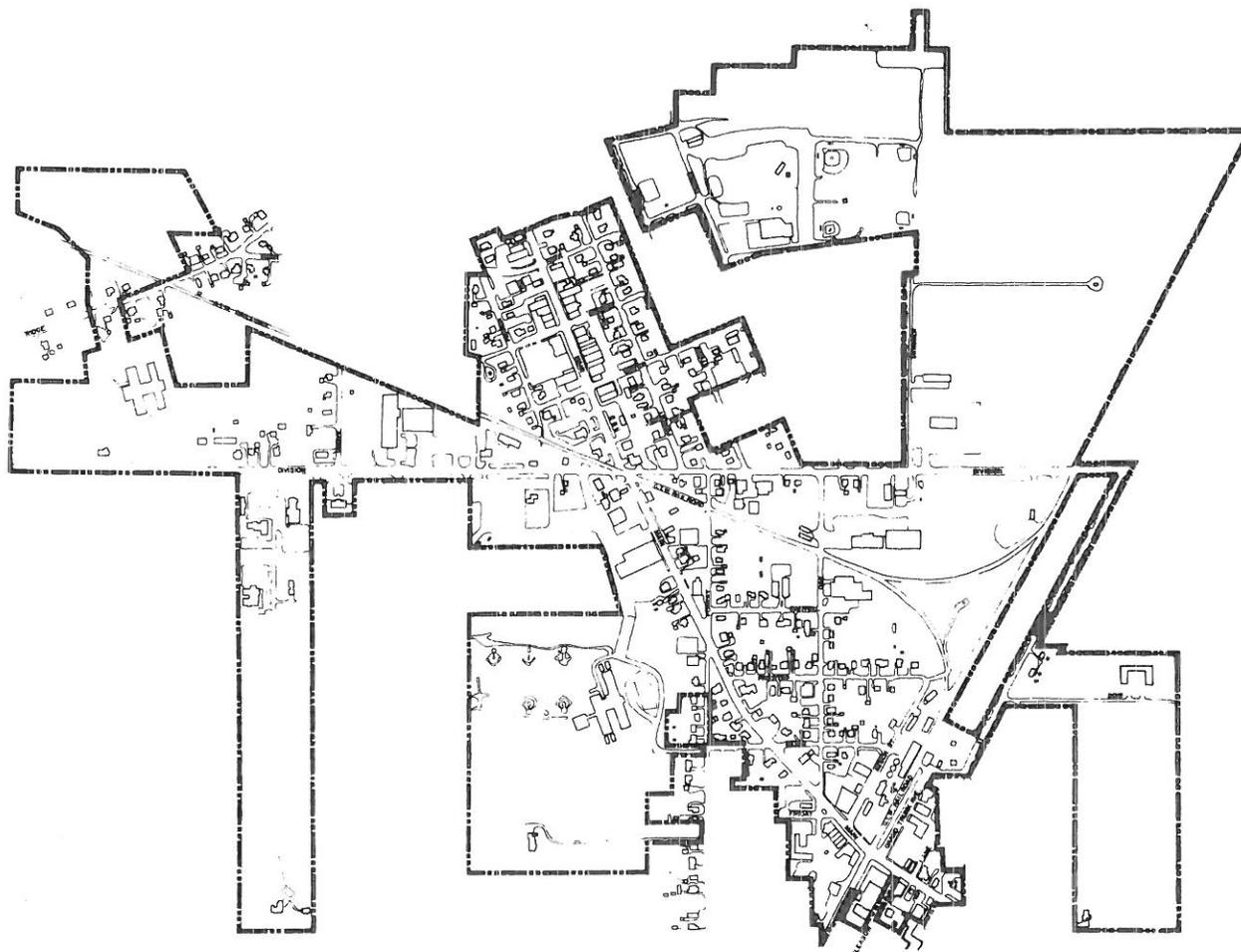
Properties along Division Road provide substantial opportunity for industrial development. The inclusion of these areas allow the Authority to promote industrial growth and job creation. Undeveloped acreage near the eastern City limits along the north side of Division present a prime opportunity for the encouragement of future industrial development. The site has excellent potential for future industrial growth.



## CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY DISTRICT LOCATION MAP

■ TIFA DISTRICT  
LOCATION

Major public activity areas adjacent to the downtown district are also included in the Development Plan area. The downtown area in the City serves as an activity center. An important component of downtown business vitality is the initiation of promotions and special events which may be held in major public areas. The linkage of the downtown area with major public areas for various purposes serves to strengthen the viability of the downtown commercial core. In sum, the Development Plan area represents the major non-residential portions of the City and provides the TIF authority optimum opportunity to promote economic development within the City of Richmond.



|   |  |   |   |
|---|--|---|---|
|  Impact Improved Planning Action | <b>TAX INCREMENT FINANCE AUTHORITY DISTRICT</b><br><b>CITY OF RICHMOND</b><br><b>MACOMB COUNTY, MICHIGAN</b> | SOURCE<br>MACOMB COUNTY PLANNING<br>CONVERSION 1980 AERIAL PHOTOGRAPHS<br>REVISED | <b>MAP 3</b><br><br>SCALE IN FEET<br>200 0 100 200 300<br>SEPTEMBER 18, 1984 |
|---|--|---|---|

## EXISTING CONDITIONS ANALYSIS

Richmond's proud and rich heritage is firmly rooted in its commercial core, or downtown area. The maintenance and upgrading of the downtown area is, therefore, a primary element of the TIF Development Plan. During recent years, Richmond's CBD area has been subject to significant competition from commercial development in the Muttonville area. A large K-Mart shopping plaza occupies a site near the M-19/Gratiot Avenue intersection. This development has spawned additional commercial activity in Muttonville. The competing commercial development is probably best viewed as a "mixed blessing." First, many uses in the Muttonville shopping area directly compete with downtown merchants. Conversely, the combined Richmond CBD/Muttonville shopping area may potentially draw customers from a larger service area. The challenge to the Richmond downtown merchants is clear. Amenities must be provided which will draw and retain customers to the downtown area. This is the primary goal of the TIF commercial strategy.

In terms of industrial development Richmond, like most communities, finds itself competing for industrial development. The City has much to

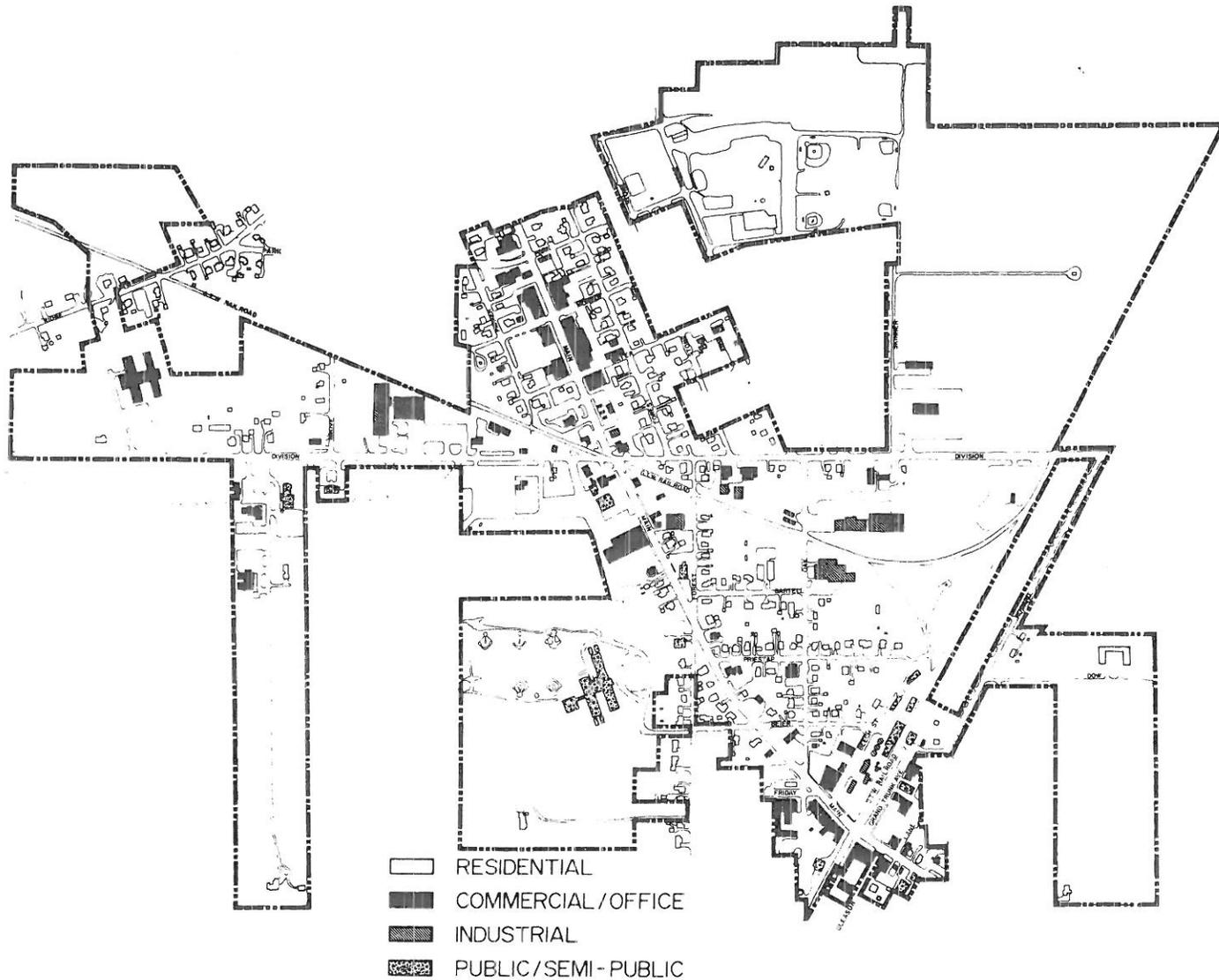
offer a potential developer. Increasingly, industrial concerns focus upon quality of life, a desirable school system and other factors in choosing a location. Richmond has much to offer an interested developer in terms of these factors. Industry is also interested in achieving a beneficial "economic package" in choosing a location. Most communities offer potential industrial developers substantial incentives including Act 198 tax abatements, tax free municipal (EDC) bonds and assistance in extending public utilities or providing other public improvements. Through a thoughtful TIF plan, Richmond may provide an additional financing mechanism necessary (when coupled with other appropriate incentives) to help induce industrial developers and new jobs to the community. The upgrading of utilities and roads to accommodate potential industry are examples of public improvements which TIF may fund.

### Existing Land Use Analysis

The foundation necessary for any planning study is an inventory and analysis of the existing land uses within the study area. The existing land use inventory provides the key to a better understanding of present land uses, the relationship between various land uses, revealing dominant land

uses, and identifying potential and undesirable conditions. The Existing Land Use Map (Map 4) and Table 1, Inventory of Nonresidential Uses which is included in this chapter, will serve as a ready reference for the City of Richmond in its everyday problems in land use management and public expenditure proposals.

The District land use pattern within the TIF area primarily results from the District's transportation network. Non-residential uses are generally sited along the District's major rights-of-way (Main Street, Division Road and the Grand Trunk and Western Railroad). Residential uses are located in interior sectors. Nearly all of the District's commercial/office uses front Main Street, whereas, most industrial uses take advantage of proximity to the Railroad.



- RESIDENTIAL
- COMMERCIAL / OFFICE
- INDUSTRIAL
- PUBLIC / SEMI - PUBLIC

# EXISTING LAND USE

MAP 4



**TAX INCREMENT FINANCE AUTHORITY DISTRICT  
CITY OF RICHMOND  
MACOMB COUNTY, MICHIGAN**

SOURCE: COUNTY PLANNING  
COMMISSION 1990 AERIAL PHOTOGRAPHS  
5/1/92/93

**SCALE IN FEET**  
  
 200 0 100 200 300  
 SEPTEMBER 18, 1994

TABLE 1

INVENTORY OF NONRESIDENTIAL USES  
BY SUBAREA,  
CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY  
DISTRICT AND ADJOINING LANDS  
1984\*

(1 of 3)

| Subarea   | Uses (Store Type)   | Subarea   | Uses (Store Type)  |
|---|---|---|--|
| <u>Muttonville</u><br>(Lenox Township - generally<br>M-19 and Gratiot Avenue) | Auto Supply<br>Soda Pop Sales<br>Furniture/Appliance Sales<br>Quality Farm Fleet<br>Tavern<br>Macomb County Bank<br>Eberhardt's Restaurant<br>Gasoline Station<br>Fruit Market<br>Drug Store<br>I.G.A. Market<br>Co-Op Building<br>Ace Hardware<br>Fruin Car Care<br>Burger King Restaurant<br>K-Mart Department Store<br>Fraser Optical<br>Barber Shop<br>Radio Shack<br>Dentist Office<br>Richmond Interiors<br>Mac Jeans (Clothes)<br>Marcons Photo Studio<br>Florist<br>Odd-Lot (Misc.)<br>Leather Goods Sales<br>Drug Store<br>1-Hour Martinizing<br>Travel Agent<br>Pizza<br>Hallmark Cards<br>Sewing/Fabric Store<br>Drug Store<br>Supermarket (Kroger)<br>Michigan National Bank<br>Speedway Gasoline<br>Tel-S Corporation Office<br>McDonalds Restaurant<br>Flower and Gift Shop<br>Drive-in Photo Building<br>The Plaza<br>a) Comp-U-Sec Home Energy<br>b) Doctor's Office<br>c) U.S.D.A. Office<br>d) United Portable Signs<br>e) Thomas Welsh-Counselor<br>f) Moore & Povenz Insurance<br>Richmond Insurance Center<br>Richmond Veterinary Clinic<br>Federal Land Bank Association<br>Carl's Meat Store | <u>Muttonville</u><br>(Lenox Township - generally<br>M-19 and Gratiot Avenue)           | Muttonville Pizza<br>Leong's Chinese Restaurant<br>Video Rental<br>Dairy Queen<br>(Coming Soon: "Richmond Plaza<br>of Shops")  |
|   |   | <u>City of Richmond TIF Area</u><br><u>East Side of Main Street</u>                     | Security Bank and Trust<br>Southern Thumb Music Studio<br>Meat Packers<br>Sports Equipment Shop<br>Lincoln-Mercury Car Dealership<br>Knights of Columbus Hall<br>Rainbow Food Co-Op & Thrift<br>Shop<br>Vacant Train Station<br>Vacant Commercial Building |
|   |   | TIFA southern limits to G.T.W.<br>Railroad (including Grand Trunk<br>Avenue properties) | Grain Elevators and Accessory<br>Structures<br>Cook Hotel/Restaurant/Lounge<br>Auto Service Facility<br>Plymouth Car Dealership<br>Office (Oak Street)<br>Insurance Office<br>Richmond Learning Center   |
|   |   | Grand Trunk Avenue to<br>Beier Street (including<br>Beech Street frontage)              | Union 76 Gas Station<br>Funeral Home<br>Dry Cleaners (corner of<br>Priestap and Oak Streets)<br>Law Office   |
|   |   | Beier Street to Bartell<br>Street (including Priestap<br>frontage)                      | Post Office<br>Industrial Printing Facility<br>Looking Good Fitness Center<br>Fruin Used Car Lot and Office<br>Restaurant  |
|   |   | Bartell Street to<br>Division Road  | Alababa Bakery<br>Execu-Print<br>Vacant Industrial Building<br>Taylor Gas Station/Snack Store<br>Auto Supply and Parts Storage   |
|   |   | Division Road to<br>Water Street  |  |

TABLE 1

INVENTORY OF NONRESIDENTIAL USES  
BY SUBAREA,  
CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY  
DISTRICT AND ADJOINING LANDS  
1984\*  
(2 of 3)

| Subarea  | Uses (Store Type)   | Subarea   | Uses (Store Type)  |
|--|---|---|--|
| <u>East Side of Main Street (Continued)</u>  |   | <u>West Side of Main Street (Continued)</u>   |  |
| Water Street to<br>Monroe Street (including<br>Water Street frontage)                    | 3-Story Commercial Building<br>a) Barber Shop<br>b) Butcher<br>c) Deli/Bakery<br>d) <b>Residential (upstairs)</b><br>Western Auto Associates<br>Richmond Coney island<br>Mini-Mall<br>a) Marine Recruiting Center<br>b) The Village Shop<br>c) Printing Shop<br>d) Doctors Office<br>Fabric Store<br>Dentist Office/ <b>Residential<br/>upstairs</b><br>Photo Store/ <b>Residential<br/>upstairs</b><br>Jack and Jill Clothing/<br><b>Residential upstairs</b><br>3-Story Richmond Hotel with Bar<br>and Restaurant<br>Heating and Cooling<br>Establishment (corner of Water<br>and Forest Streets) |   | Jewelry Store<br>2-Story Building<br>a) Florist<br>b) Plumbing and Heating<br>c) <b>Residential upstairs</b><br>2-Story Building<br>a) Chiropractor<br>b) Accounting Office<br>c) <b>Residential upstairs</b><br>Masonic Temple<br>Auto Insurance<br>GTE Office                                |
| Monroe Street to<br>TIFA Boundary  | 2-Story Commercial Building<br>a) Security Bank and Trust<br>b) Office upstairs<br>Marciles Clothing<br>Law Office<br>Town and Country Hair Salon<br>Calico Corner (Antiques)   | Monroe Street to<br>Water Street  | 2-Story Building<br>a) Gifts and Crafts Store<br>b) Wallpaper Shop<br>c) Penwarden - Simmons<br>Insurance Office<br>d) Phoenix Travel Agency<br>e) Sanka Real Estate<br>f) <b>Residential upstairs</b><br>Welsh's Restaurant and Banquet<br>Hall<br>Radio Station Office<br>Deluxe Party Store |
| <u>West Side of Main Street</u>  |   | Water Street to<br>Division Road  | First Federal of Michigan<br>Tivoli Pizza<br>Insurance/Real Estate Office  |
| TIFA northern boundary to<br>Park Street   | Richmond Fire Station<br>Carl's Electric  | Division Road to<br>Beier Street (including<br>Forest Street frontage)                        | Gas Station/Party Store<br>Storage Building/Office<br>School Administration Offices<br>Bob Fruin Car Dealer<br>Dog Grooming and Boarding<br>First United Church of Christ<br>Enterprise High School  |
| Park Street to<br>Monroe Street (including<br>Park Street and Monroe<br>Street frontage) | Ken's Oil Company<br>Mobil Gas Station/Service<br>Center<br>Newell's Lounge & Restaurant<br>Barber Shop   | Beier Street to<br>Gleason Street (including<br>Friday Street and Gleason<br>Street frontage) | Hair Salon<br>Brokerage Office<br>Stoliker Enterprises<br>Vacant Office<br>Real Estate Office  |

TABLE 1

INVENTORY OF NONRESIDENTIAL USES  
 BY SUBAREA,  
 CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY  
 DISTRICT AND ADJOINING LANDS  
 1984\*  
 (3 of 3)

| Subarea   | Uses (Store Type)   | Subarea  | Uses (Store Type)  |
|---|---|--|--|
| <u>West Side of Main Street</u> (Continued)             | Hair Care Establishment<br>J.C. Ernst Equipment Company<br>B & H Door Company<br>2-Story Building<br>a) Barber Shop<br>b) Earl Keim Realty<br>c) Church of God<br>d) Florist and Gift Shop<br>e) My Secret Past Resale Shop<br>f) Hirt Associates, Realty<br>g) <b>Residential upstairs</b><br>Macomb County Bank<br>Laundry<br>Storage Building (along RR)<br>2-Story Building (Gierk Block)<br>a) True Value Hardware<br>b) Polewach Store<br>c) Gierk Shoes<br>d) <b>Residential upstairs</b><br>Rickerts Auto Glass | <u>Skinner Street</u> (North of Division Road) | S.E. Michigan Gas Company<br>Industrial Warehouse  |
|   |   | <u>Stone Street</u> (at Water Street)          | City of Richmond Municipal Buildings   |
|   |   | <u>Division Road</u>                           |  |
|   |   | From Eastern TIFA Limits to Main Street        | Richmond Ready-Mix<br>Self-Serve Car Wash<br>Car Wash and Gas Station<br>Richmond Mower<br>Industrial Storage Buildings  |
|   |   | From Main Street to Western TIFA units         | T.V. Cable Company Offices<br>Vacant Industrial Buildings<br>Miller Coal Company<br>Miller Transit Mix<br>All Wood Building Components Company<br>Industrial Building<br>Self Serve Car Wash<br>Library<br>Trinity Lutheran Church<br>Medical Offices<br>Funeral Home<br>Medilodge of Richmond |
| Gleason Street to TIFA Area Southern Boundary           | 2-Story Building<br>a) Restaurant<br>b) Vacant Shop-previously the Early American Shop<br>c) <b>Residential upstairs</b><br>Chiropractor<br>Upholstery Shop<br>St. Augustine Church Building  |  |  |
| <u>Oak Street</u> (from Bartel Street to Division Road) | Threaded Products Company<br>Co-Op Warehouse Facilities<br>Mini-Storage Buildings<br>Wind Power Electric Systems  |  |  |

\*Source: Field survey, September 25, 1984, by IMPACT: Improved Planning Action.

Some further distinctions can also be made. The commercial uses are clustered in two separate subareas: the North and South Main Street areas. The North Main Street enclave is situated along Main Street between the Railroad and the District's northern boundary, just north of Park Street where residential development confines this section. The commercial structures in the North Main Street area are occupied by a wide variety of uses, including Carl's Electric, the Masonic Temple, a florist shop and jewelry store, plus the mini-mall development. Field investigation revealed that this sector of the District is anchored principally by three uses. These are the Calico Corner antique shop with the Historic Clock at its northern end, the historic Richmond Hotel in the middle and the more recently constructed First Federal of Michigan financial office south of Water Street. Welsh's Restaurant and Banquet hall development accompanied by the City parking lot have additionally reinforced the commercial character of this pocket of business uses. This is clearly a dominant commercial core within the TIFA District, as only three non-commercial uses (Masonic Temple, Fire Station, and vacant industrial building) are located here.

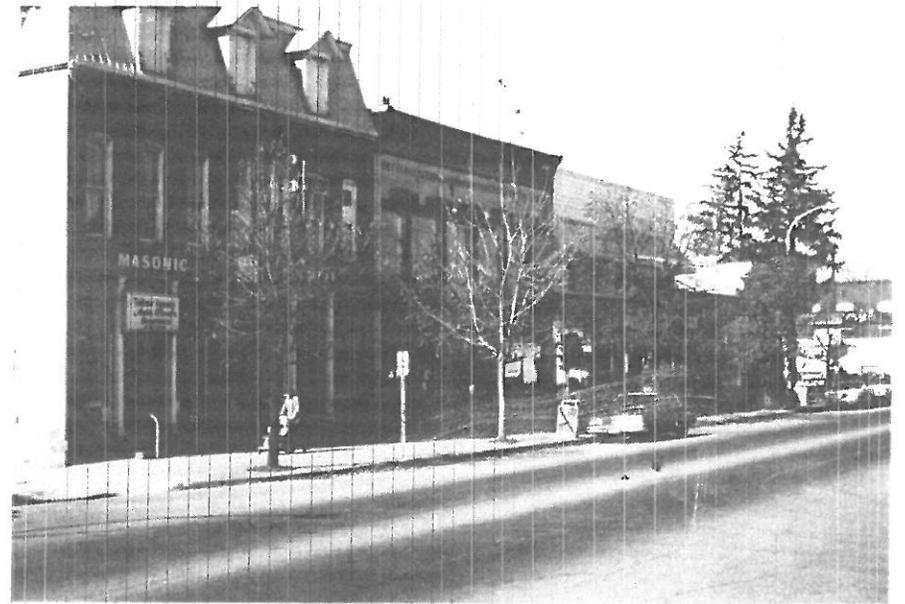
The second commercial pocket, the South Main Street commercial area, is situated south of Priestap Street, along Main Street. In this grouping of businesses we find a car dealership, two financial offices, hair salon, florist, barber, restaurant, realty office, retail shop, thrift food, and co-op, and the Richmond Learning Center. Residential development confines expansion to the north. St. Augustine Church frames this subarea's southern boundary. The Gierk Block represents this zone's principal anchor, as this large multi-story structure is uniform in design and contains a variety of business uses including a chain hardware, department and shoe store.

Similar to the commercial pattern, the industrial uses are clustered together in three primary subregions. The first recognizable subregion follows the G.T.W. Railroad from Grove Street on the west to Oak Street on the east. Major industrial establishments include the All-Wood Building Component Company, Miller Transit Mix, the Co-op Warehousing facility and Threaded Products, Inc. This industrial corridor also seems to separate the two commercial corridors identified above. A second grouping of industrial uses is found near the intersection of Skinner Street and Division Road. The S.E.

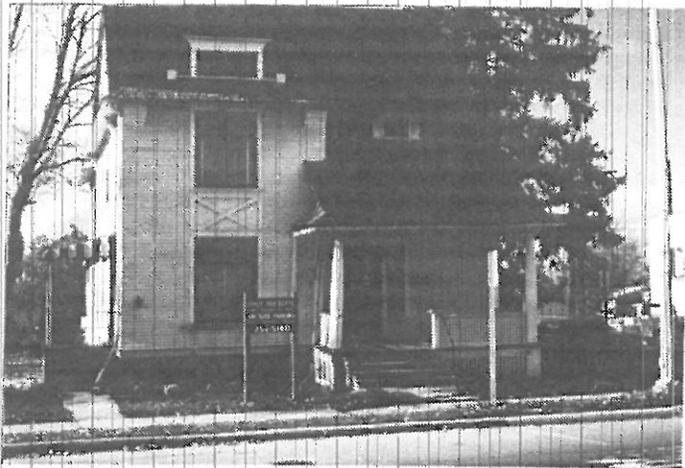
Michigan Gas Company and Ready-Mix establishment anchor this cluster. Substantial vacant acreage along Skinner is available for development in the nature of an industrial park. This area possesses great potential for attracting future industrial development.

The third industrial subarea is found between Grand Trunk Avenue, Beech Street, Main Street and Priestap Street. Grain shipment facilities consume this site. The grain elevator attracts substantial truck traffic to the site. Main Street traffic in the area is affected during times when grain elevator truck ingress and egress is significant.

Three major clusters of public/semi-public uses are also located within the TIFA boundaries. One area is bordered by Division Road, Main Street, Beier Road as extended and Grove Street as extended. Located in this general area are the Trinity Lutheran Church, library, post office, First United Church of Christ, Enterprise High School, school administration offices, and other school structures and recreation areas located just outside the confines of the District itself. This public cluster is located in close proximity to both North and South Main Street commercial clusters.



The North Main Street enclave is situated along Main Street, between the Railroad and the district's northern boundary. This sector is anchored by Calico Corner Antique Shop and Welsh's Restaurant. This is clearly the dominant commercial core within the TIFA District.



Single-family homes are prime candidates for conversion to nonresidential uses. The thoughtful conversion of these units will result in the intended transition zone between the two commercial subareas and will enable the utilization of historic structures.

Existing commercial development within the District must remain competitive. This is particularly important due to the growing scale of development neighboring the K-mart Shopping Center.

Two other pockets of public/-semi-public uses are also located within the TIFA District. These are the City buildings at Stone and Water Streets plus the park area north of Monroe Street near Beebe Street. Both the park area and municipal building clusters are located in close proximity to the North Main Street commercial area.

The remainder of the TIF District is primarily residential in character.

The existing land use pattern also reveals future development opportunity areas. A vacant site presently exists immediately south of Calico Corners. It offers the potential for some additional offstreet parking space, a public park or open space area, or additional retail space. Acreage between Tivoli Pizza and First Federal of Michigan should also be considered a prime area for additional development. The vacant industrial building south of the Taylor Service Station could be converted to a commercial use as well.

Single-family homes which front Main Street between Beier Street and Division Road are prime candidates for conversion to nonresidential uses. These homes are presently zoned for office use. The home across from the post

office is an excellent example of this process. The thoughtful conversion of these units to compatible transition uses will result in the intended transition zone between the two commercial subareas and will enable the utilization of historic structures and maintenance of mature trees.

The encouragement of additional commercial development within the District will occur only if existing development remains competitive. This is particularly important due to the growing scale of development in the Muttonville area. As the data in Table 1 indicates, there are over 50 nonresidential uses near M-19 and Gratiot Avenue, including the K-Mart Shopping Center. Many of the uses in the Muttonville area duplicate goods or services offered in downtown Richmond businesses. Commercial properties within the TIFA District must successfully compete with these businesses.

The downtown district does possess numerous positive attributes which may be built upon in strengthening the City's commercial base. The quaint "Main Street" character of the City's commercial core is a desirable attribute which should be emphasized in attracting patrons. Presently, a healthy mix of

tenants occupy downtown businesses. Results of a recent survey indicate that both shoppers and merchants believe that additional clothing, drug and grocery stores would benefit the area. Perhaps the greatest attribute which downtown Richmond possesses is the pride and willingness of its merchants and residents to work toward improving the downtown business area.

### Zoning Pattern

The zoning pattern within the TIF Area closely parallels the existing land use patterns described above. The City's commercial zoning pattern essentially occupies the Main Street corridor. The City has recently adopted comprehensive zoning ordinance revisions, an element of which permits location of residential uses above Main Street commercial property. Industrial zoning may be found adjacent to G.T.W. Railroad rights-of-way bisecting the community in a northwest/southeast direction. A major industrial area on the north side of Division Road near the City's easterly boundary is presently vacant, but zoned for industrial use.

In the westerly portion of the City on the north side of Division Road, a nursing home (Medi-Lodge) has been developed. A proposal has

been submitted nearby on the south side of Division Road to construct a limited care senior citizen apartment complex. The site is properly zoned multiple (RM-1) to accommodate the proposed development.

### Public Facilities

Richmond is a mature City which has built most of the necessary public facilities (infrastructure) to serve the community. Rehabilitation and restoration of certain public facilities is required. Some secondary (local) streets are in need of improvement. A list of streets within the tax increment finance area follows:

#### Existing Streets within the Tax Increment Finance

##### Authority District:

##### Major Roadways

Main Street  
Division Road

##### Predominant Road Right-of-Way Width

66' Right-of-Way  
66' Right-of-Way

##### Local Streets All Generally 60' Right-of-Way Width

Forest                      Bartell

|             |         |
|-------------|---------|
| Lane        | Stone   |
| Grand Trunk | Water   |
| Avenue      |         |
| Gleason     | Monroe  |
| Friday      | Park    |
| Beech       | Parker  |
| Oak Grove   |         |
| Beier       | Skinner |
| Priestap    | Ridge   |

In addition to rights of way, a number of properties within the development area are under public and quasi-public body ownership. These properties are shown on Map 5.

Sidewalks are in need of repair and reconstruction in several areas, especially in and adjacent to the commercial district. Of particular note are sidewalks along side streets adjacent to Main Street. The increased use of parking to the rear of buildings necessitates the improvement of these sidewalks. As additional pedestrian traffic is realized between Main Street and the rear of commercial buildings, the need for improved sidewalks will intensify.

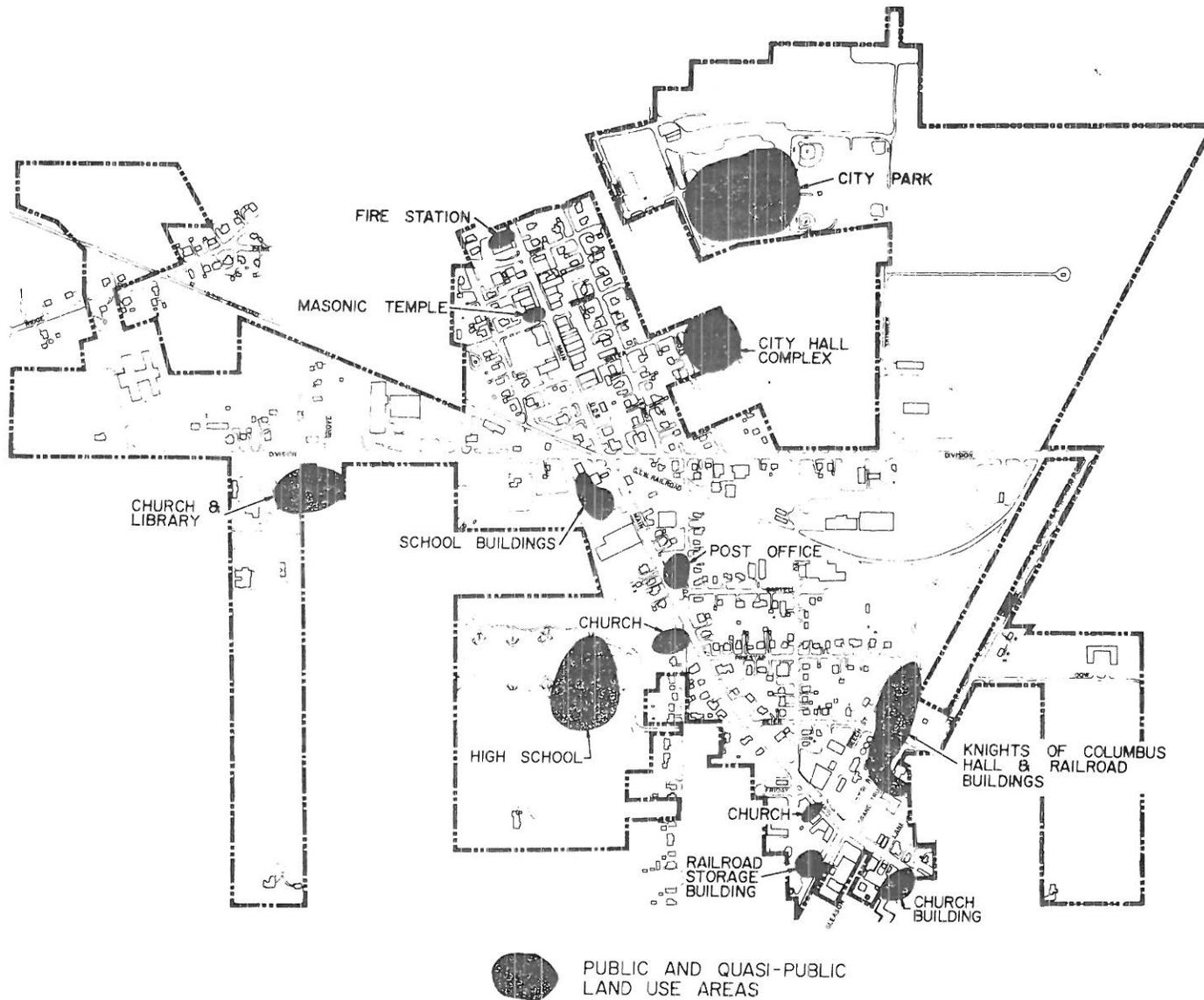
Most recently, the City has received notification of the availability of funding to permit comprehensive improvements to the City's sewerage system. A 75% federal grant recently approved by the federal government. Miscellaneous needs for other utility

improvements (i.e., water line replacement/extension) exists in various portions of the City. The following Development Plan portion of this report will identify those utility improvements in the CBD which are considered most imminent and, therefore, included in the Development Plan.

Certain "streetscape" improvements in the CBD area are necessary to improve its appearance, create a more dynamic sense of place, and to unify the business areas. Many improvements currently exist, including substantial landscaping and trash recepticals. Improved streetscape elements such as additional landscaping and pedestrian street lighting may be desirable in certain areas.

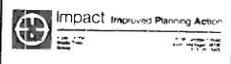
Parking is an important concern of downtown merchants. The City has constructed a substantial parking area in the North Main Street area along the west side of the street. Additional parking areas on the east side of North Main Street area and in the South Main Street area would be also desirable. The need for additional signage and publicity to direct shoppers to available municipal parking areas should also be evaluated.

The commercial areas along



**MAJOR PUBLIC AND QUASI-PUBLIC LAND USES**

**MAP 5**



**TAX INCREMENT FINANCE AUTHORITY DISTRICT  
CITY OF RICHMOND  
MACOMB COUNTY, MICHIGAN**

SOURCE  
MACOMB COUNTY PLANNING  
COMMISSION 1980 AERIAL PHOTOGRAPHS  
REVISIONS



SEPTEMBER 18, 1984

Main Street are largely attractive at this time. Additional public improvements could further emphasize the special "sense of place" associated with a small town. The City must maintain this special image to effectively compete with nearby shopping malls offering convenient, free parking facilities and favorable prices (which may be offered by large franchising concerns). Personal service and the special small town image offered in the downtown area are two unique features which may be offered to shoppers in the Richmond CBD. Responses to both merchant and shopper surveys support this observation. As such, appropriate, tasteful public improvements are of significant importance to maintaining the vitality of the City's commercial base.

to recent surveys (see Appendix A: Summary of Merchant and Shopper Survey Results).

Promotions, special events, and private business investment are also an important ingredient in upgrading the vitality of the downtown commercial business areas. Any comprehensive Development Plan strategy should encourage individual business building (facade, rear entry) improvements and acknowledge the importance of special events in attracting patrons to local businesses. The importance of promotions and special events is recognized by both merchants and shoppers responding

## DEVELOPMENT PLAN

Section 16 of P.A. 1980, No. 450, the Tax Increment Finance Authority (TIFA) Act describes the required contents of a Development Plan. A Development Plan is necessary when a TIFA decides to finance a project with TIF funds. This Development Plan is being prepared as a result of the City of Richmond TIFA's desire to use tax increment revenues to finance projects outlined herein. This Development Plan (Development Plan No. 1) embraces the same boundaries as the TIFA district. No prior development plans have been prepared in the TIFA district.

### Boundaries and Subareas

Map 3 illustrates the boundaries of the TIFA Development Area No. 1. The Development Area generally occupies the central portion of the City, embracing the commercial Main Street corridor, industrial Division Road corridor, and related major public land use clusters.

Within the development area boundaries, five primary subareas have been identified for planning and improvement scheduling purposes. These areas include the South and North Main Street business areas; a transition zone between these areas; indust-

rial areas in the Division Road corridor; and major public land use clusters (see Map 6). The Development Plan contemplates the encouragement of economic development activities and prevention of deterioration in these non-residential sectors of the City. Proposed improvements within each subarea are discussed below.

### North Main Street Commercial Area

The North Main Street commercial area generally embraces properties on either side of Main Street between Division Road and Park Street. The area is one of two significant commercial clusters within the City limits. The suggested improvements included in the Development Plan are intended to address those major concerns and needs identified by City officials, merchant and shopper surveys and in the existing conditions/land use analysis.

#### A. PARKING

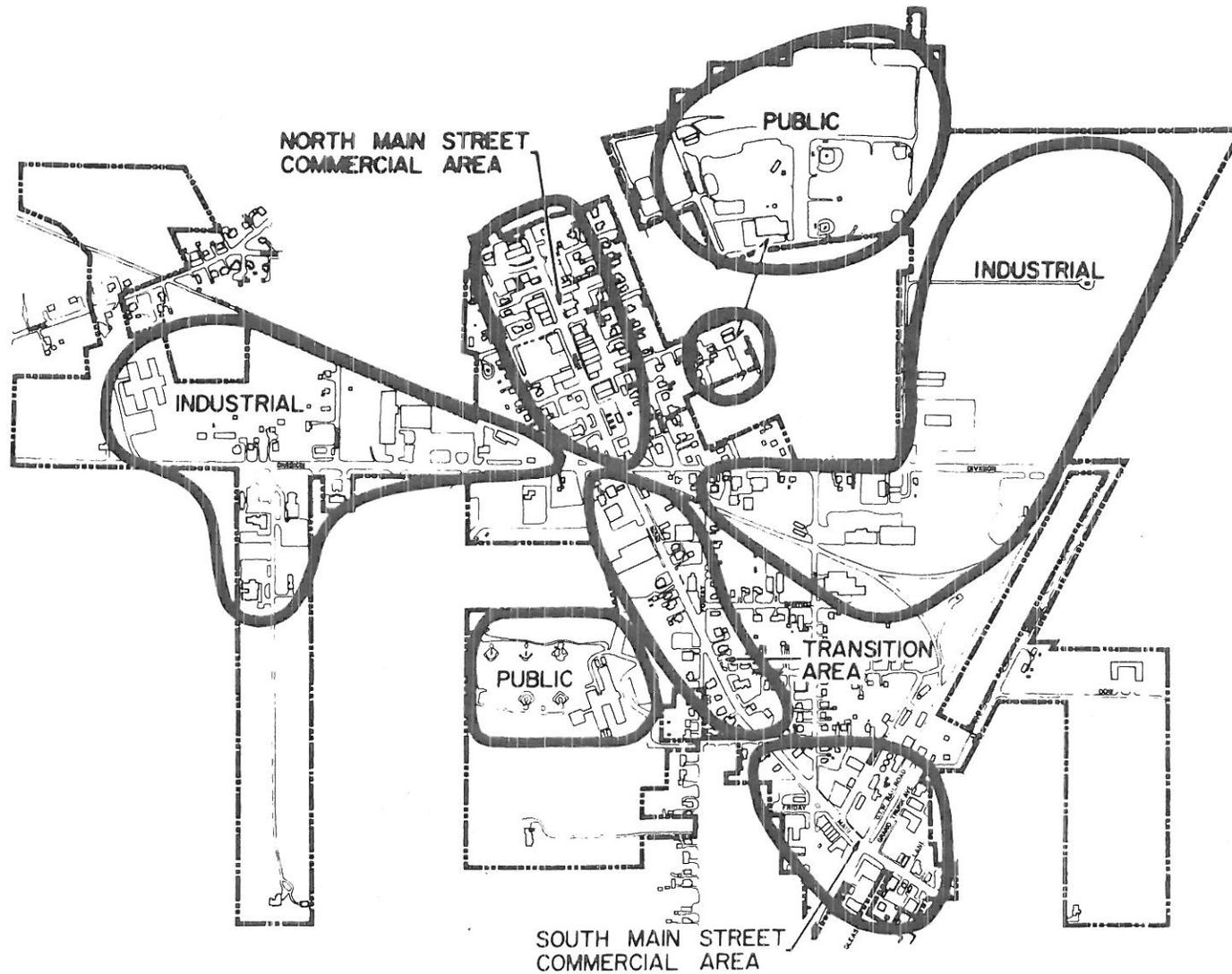
Parking is a significant concern for many businesses in Richmond. In the North Main Street commercial area, a significant number of parking spaces are available. Effective utilization of these spaces is the primary goal of the Develop-

ment Plan.

Proposed parking improvements in the North Main Street commercial area include: signage improvements and more effective utilization of parking areas behind buildings fronting the east side of Main Street. A large City-owned parking lot on the west side of Main Street is well situated to serve this commercial area. Improved signage would assist in directing shoppers to parking spaces currently available. Strategically placed signs will encourage more effective utilization of this lot and other public parking areas. Private parking areas behind businesses on the east side of Main Street are being used in an inefficient manner. Coordination and cooperation between businesses is suggested in realizing parking improvements in this area. Potential improvements could include paving and consolidation of parking areas.

#### B. SIDEWALK REPAIR/REPLACEMENT

Sidewalks along North Main Street are in need



## SUB-AREAS MAP

MAP 6

|  |   |  |  |
|--|---|--|--|
|  <p>Impact Incorporated<br/>Planning Action</p> | <p><b>TAX INCREMENT FINANCE AUTHORITY DISTRICT</b><br/> <b>CITY OF RICHMOND</b><br/> <b>MACOMB COUNTY, MICHIGAN</b></p> | <p>SOURCE<br/> MACOMB COUNTY PLANNING<br/> CONSERVATION 1960 AERIAL PHOTOGRAPHS<br/> BY (VIRBOR)</p> | <p>SCALE IN FEET</p>  <p>SEPTEMBER 18, 1984</p> |
|--|---|--|--|

of repair. A decorative sidewalk pattern is recommended to both upgrade appearance and create a "sense of place" in the business district.

"Decorative" paving consists of a combination of brick pavers and concrete. Cost estimates assume that decorative paving is constructed along the entire Main Street frontage. Commensurate with the sidewalk construction work, installation of electrical conduit is recommended to serve future installation of pedestrian lighting.

Sidewalk improvements are also proposed along side streets adjacent to Main Street. Sidewalk installation in these areas will enhance access from rear building parking areas to the Main Street frontage. Given the limited space available for sidewalk installation along these side streets, traditional 5-foot concrete paving has been assumed. Curbing and street improvements are also proposed to provide better definition between street and parking areas (see attached Concept Sketch).

Cost for sidewalk/conduit improvements are as follows:

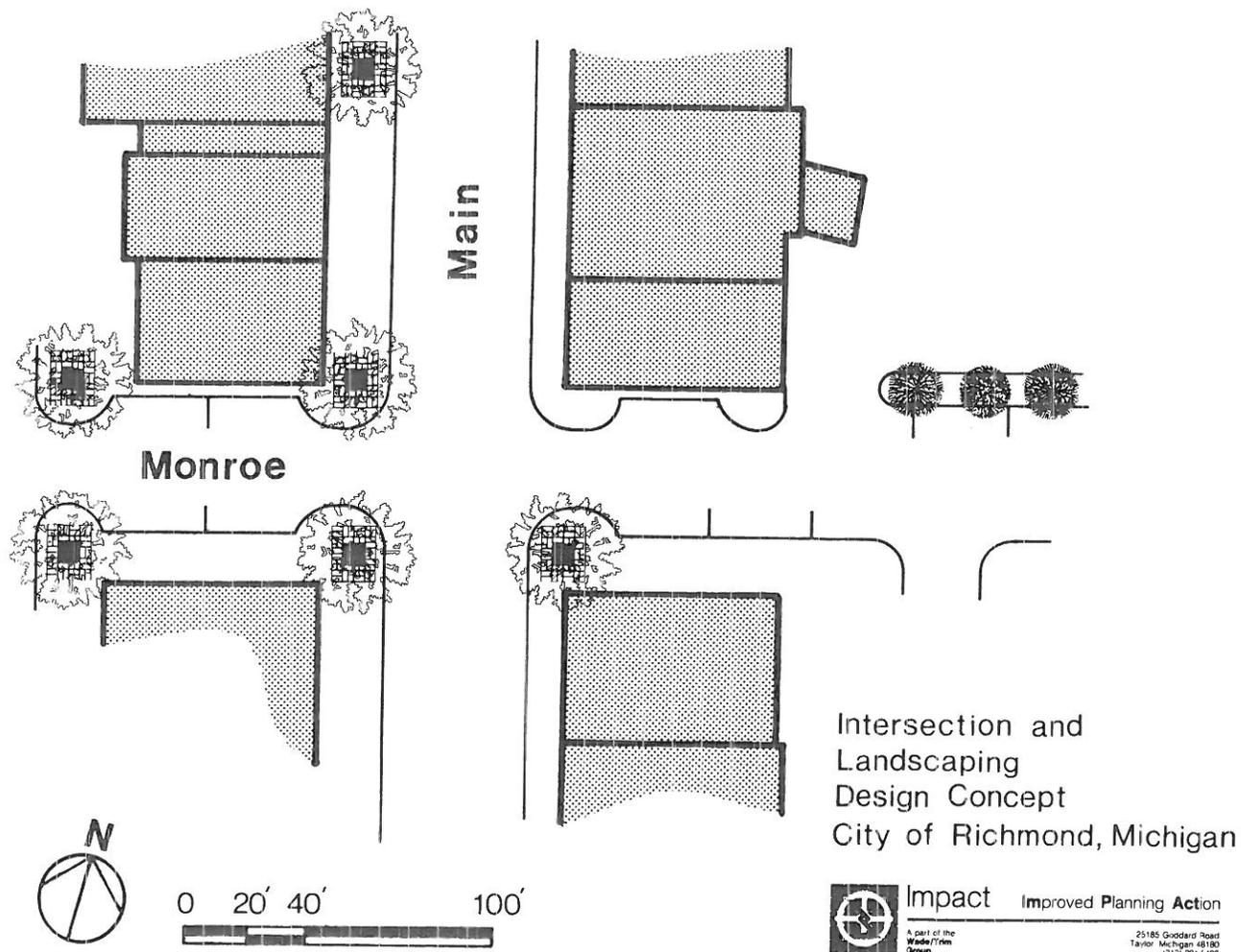
Decorative Paving  
along Main Street  
Frontage \$ 90,000

Side Street Sidewalk  
Connection, Street  
and Curbing  
Improvements \$ 50,000

\$140,000

### C. PEDESTRIAN/DECORATIVE STREET LIGHTING

Pedestrian/decorative street lighting can create an interesting "sense of place" in the downtown Richmond area. Design/engineering of pedestrian lighting should be coordinated with existing overhead street lighting. Pedestrian lights should



Intersection and  
Landscaping  
Design Concept  
City of Richmond, Michigan

also be designed to accommodate Christmas/-special event lighting, banners, etc.. A tasteful lighting scheme coordinated with other improvements will also "tie together" various activity centers in the City.

Lighting Cost  
Improvements:  
\$ 60,000

D. STREETScape/LANDSCAPE IMPROVEMENTS

Certain carefully selected and placed "streetscape" improvements such as trash recepticals, benches and kiosks can serve to enhance the overall North Main Street commercial area appearance. Streetscape improvements are proposed to be installed pursuant to an overall design scheme. The design plan should comprehensively evaluate an appropriate sidewalk design pattern, streetscape, landscaping, and pedestrian lighting improvements. Each element should complement the other.

Attractive trees have been planted along much of the North Main Street frontage. Additional tree planting is recommended in those areas

presently devoid of trees. In addition, planter boxes and additional landscaping would be desirable to further complement existing landscaping along Main Street. Extensive landscaping at various public areas would also be desirable. Examples would include planters located at appropriate areas along Main Street and at the City parking lot site. The scale and design of landscaping should be defined in the comprehensive streetscape design plan.

Planting or landscape islands at Main Street/-side street corners may also be desirable. Such a planting landscape treatment could serve several functions including: 1) aesthetic improvements; 2) creation of better definition to parking on side street areas; 3) shortening the pedestrian crosswalk distance. Design of such landscape islands should be part of an overall design scheme for sidewalk/streetscape/landscaping improvements. Finally, the effectiveness of landscaping improvements is fully dependent upon appropriate maintenance. A regu-

lar maintenance system should be implemented by local merchants, the Chamber of Commerce or some appropriate civic group.

Cost of streetscape/-landscape improvements are as follows:

|  |          |
|--|----------|
| Comprehensive Streetscape Design Plan and Specifications | \$20,000 |
| Street Furniture   | 5,000    |
| Landscaping Improvements                                 | 20,000   |

E. LINKAGE TO PUBLIC ACTIVITY AREAS

One of the most effective methods of promoting downtown business activities is through the initiation of special events to draw people to the community. Such special events lure additional patrons to downtown businesses both during and after the conclusion of the event. An excellent example is the annual "Good Old Days" festival conducted in Richmond. Periodic, well organized and high quality special events are an important tool in keeping the down-

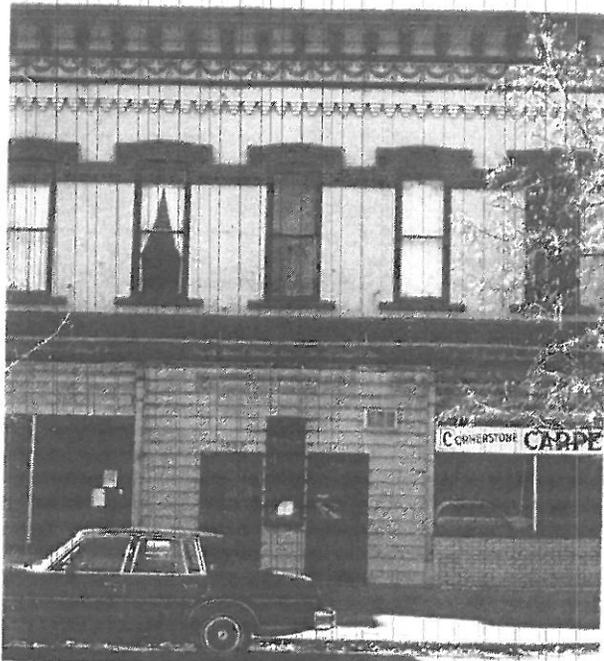


Private parking areas behind businesses on the east side of Main Street are being used in an inefficient manner.

Certain carefully selected and placed "streetscape" improvements such as trash receptacles serve to enhance the overall Main Street commercial area appearance.



Many commercial structures in the city are older and possess significant architectural character. Capitalizing on the innate architectural features in the downtown area should be a primary goal.



town area vital. Communities have created a festival event in towns with such diverse activities as chicken races, hot air balloon exhibitions, etc. Regularly scheduled annual events for each season (fall, winter, spring, summer) could serve as an important "draw" for downtown businesses. Usually, such events require public open areas to conduct various activities (games, rides, exhibitions, etc.). Richmond has several large public activity centers in close proximity to downtown. Linkage of these facilities to the downtown area and provision of necessary improvements is viewed as a key element in the downtown improvement strategy. Such linkage may be accomplished by sidewalk, street lighting, and street signage improvements. In addition, site improvements in public areas will enable the accommodation of special events.

Costs of proposed linkage to public facilities and major public improvements are as follows:

"Linkage" Improvement  
(sidewalk, street,  
signage, street  
lighting)

\$50,000

Public Area Improve  
ments (landscaping,  
all purpose courts)

\$25,000

F. BUILDING FACADES/SIGNAGE  
(Both north and south  
commercial and transition  
areas are included in  
this recommendation)

As discussed in the existing land use analysis section of this report, numerous commercial structures in the City are older and possess significant architectural character. The integrity of these structures should be maintained and enhanced. Suggested facade improvements should be determined specifically for each individual building. Certain unifying, overall general design parameters would be desirable to guide these individual building improvement determinations (i.e., color, print charts, appropriate materials,

etc.). Capitalizing on the innate architectural characteristics in the downtown area should be a primary goal.

It should be noted that downtown businesses are composed of two essential features; a lower (storefront) and upper facade. Common problems with the upper facades are underutilization. Many of the storefront areas have been changed over the years. Some may have been altered by "quick fix" remodeling efforts. In an effort to address the underutilized upper story issue, the City Council has recently enacted zoning modifications to allow mixed uses in the commercial areas. This removes a substantial barrier in the upper stories of commercial businesses.

Individual business signage improvements should also be coordinated with facade and overall design schemes. The scale and type of signage improvements should complement facades and streetscape improvements. Individual businesses should be responsible for sign and facade improvements.

The TIFA will assist in realizing a coordinated Development Plan through sponsoring a facade/signage design scheme study. The study should recommend general building improvements and signage guidelines which may be employed by businesses making individual improvement determinations. In addition, a fund to insure architectural compatibility of individual business improvements with the overall guidelines is proposed. Such a fund would provide monies for architectural design fees for individual businesses.

Also included is a fund for the voluntary purchase of signs presently not conforming to suggested design standards. TIF monies used to purchase these signs will allow individual business owners to disassemble existing signs and reconstruct signage in conformity with the newly established design guidelines.

Costs of the building facade/signage improvements are estimated as follows:

Overall Architectural

|   |          |
|---|----------|
| Facade and Signage Design Guidelines                        | \$10,000 |
| Individual Business Architectural Improvement Compatibility | \$25,000 |
| Nonconforming Sign Repurchase Program                       | \$50,000 |

G. MISCELLANEOUS NORTH MAIN STREET COMMERCIAL AREA IMPROVEMENTS

As parking improvements continue along the rear of Main Street businesses, attention to the aesthetics of the rear building areas should be intensified. Merchants may wish to enhance the attractiveness of rear building entrances for the convenience of their patrons. The TIF may wish to assist in minimizing cluttered areas behind Main Street businesses and in enhancing the transition to adjacent residential areas. One solution is the provision of centrally located trash compactors to serve businesses. Generally, such compactors can serve a full block area, eliminating the need for several "dumpsters" pre-

sently required for each individual business.

The advantages are the removal of the several unsightly dumpsters and reclamation of valuable parking spaces. Each compactor should be centrally located and "screened" with a brick (or similarly treated) screening wall.

Buffering adjacent residential areas may be accomplished by construction of brick, masonry walls, and/or landscaping between residential and intensively utilized parking areas. Landscaping along the City parking lot opposite houses along Parker Street is one example.

The North Main Street area does not currently possess a major public open space area. The City clock, located at the southeast corner of Main and Park Streets serves as a substantial landmark in this portion of the community. As property becomes available, the City should evaluate the desirability of purchasing property to create a "mini-park" in the area, using the clock as a major focal point.

Other properties which may be desirable for purchase (as they become available) are nonconforming residential properties fronting Forest and Parker Streets, should the need for additional parking areas intensify.

Certain side streets currently are in need of paving and curbing improvements. During future years it is anticipated that these needs will intensify. In addition, as parking needs escalate, the need for parking improvements and land purchase will also increase.

Costs for the miscellaneous improvements discussed above are as follows:

Trash Compactors  
\$ 40,000

Buffering Between  
Parking Areas  
and Residential  
Districts \$ 50,000

Purchase of Land for  
Park Space/Parking  
\$ 50,000

Road, Curbing, and  
Parking Improvements

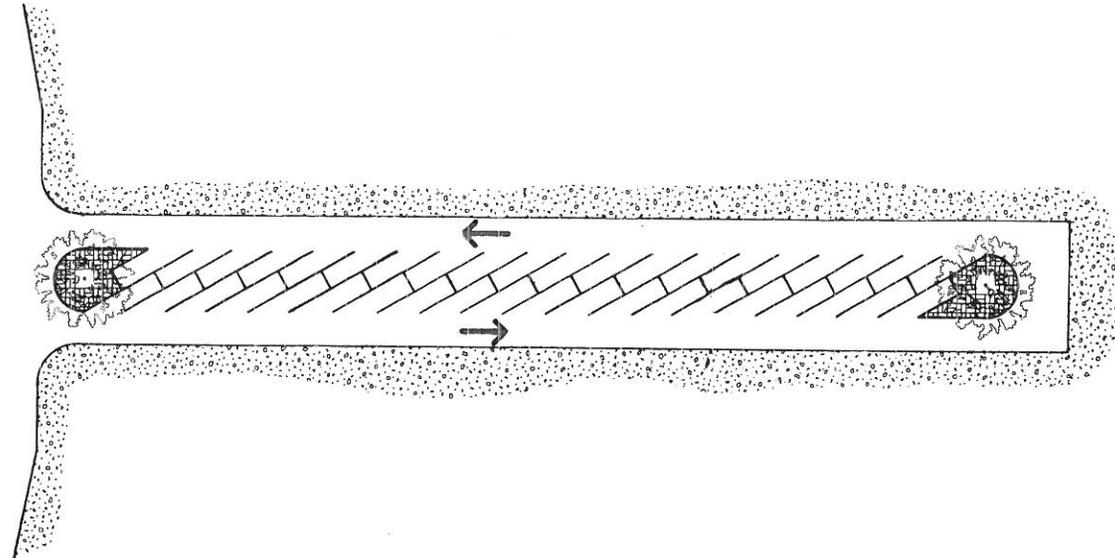
\$226,000

### South Main Street Commercial Area

The South Main Street commercial area includes properties along Main Street generally between Howard and Beier Streets. The existing land use analysis recommended several improvements in this area. Proposed improvements are discussed below.

#### A. PARKING/TRAFFIC

No major (permanent)



#### POTENTIAL PARKING SOLUTION: CONCEPT DESIGN

South Grand Trunk Avenue Area

City of Richmond, Michigan

OCTOBER 1984

public parking areas are located in the South Main Street area. Proposed improvements include the creation of a City parking lot and directional signage in this portion of the City. Two potential parking lot areas are suggested. Each would allow provision of some 40 to 50 parking spaces in this portion of the City. Such a permanent parking lot would

augment existing on-street and individual business parking areas. The first suggested alternative recommends the improvement of the Grand Truck Avenue area (see attached parking solution concept design). This concept contemplates the retention of a two-way traffic pattern on Grand Trunk Avenue and the development of some 40 parking spaces. The final design should include retention of a two-way traffic pattern, landscaping islands and signage designating the public parking area.

Another alternative is the securing of land on the northeast side of Main Street immediately north of the G.T.W. Railroad right-of-way (and south of Beech Street). A significant undeveloped parcel in this vicinity could also accommodate a parking area for some 40 to 50 automobiles. This site is presently heavily used for parking and access to grain elevator facilities. Given the heavy nature of traffic along Main Street, several business owners and City officials have suggested the need exists for accommodating pedestrian traffic from park-

ing areas on the east side of Main Street to the West Main Street area. One potential solution is the designation of a crosswalk area to alert vehicular traffic to the significant pedestrian traffic in the area. Any such improvement would require approval of the state Department of Transportation which maintains jurisdiction over M-19 (Main Street).

Estimated Cost for  
Parking/Traffic  
Improvements:  
\$75,000

B. SIDEWALK  
REPAIR/REPLACEMENT

Frontage along Main Street is pedestrian oriented. Intensively developed frontage areas should be improved with the decorative paving scheme. Design of the South Main Street sidewalk improvements will need to acknowledge and address grade problems presented by current building and sidewalk elevations. Side street and less intensively developed areas are proposed for "standard" sidewalk improvement treatment.

Cost estimates are as follows:

Main Street  
Decorative Sidewalk  
and Side Street  
Improvements  
\$ 23,000

Decorative Sidewalk  
Paving \$100,000

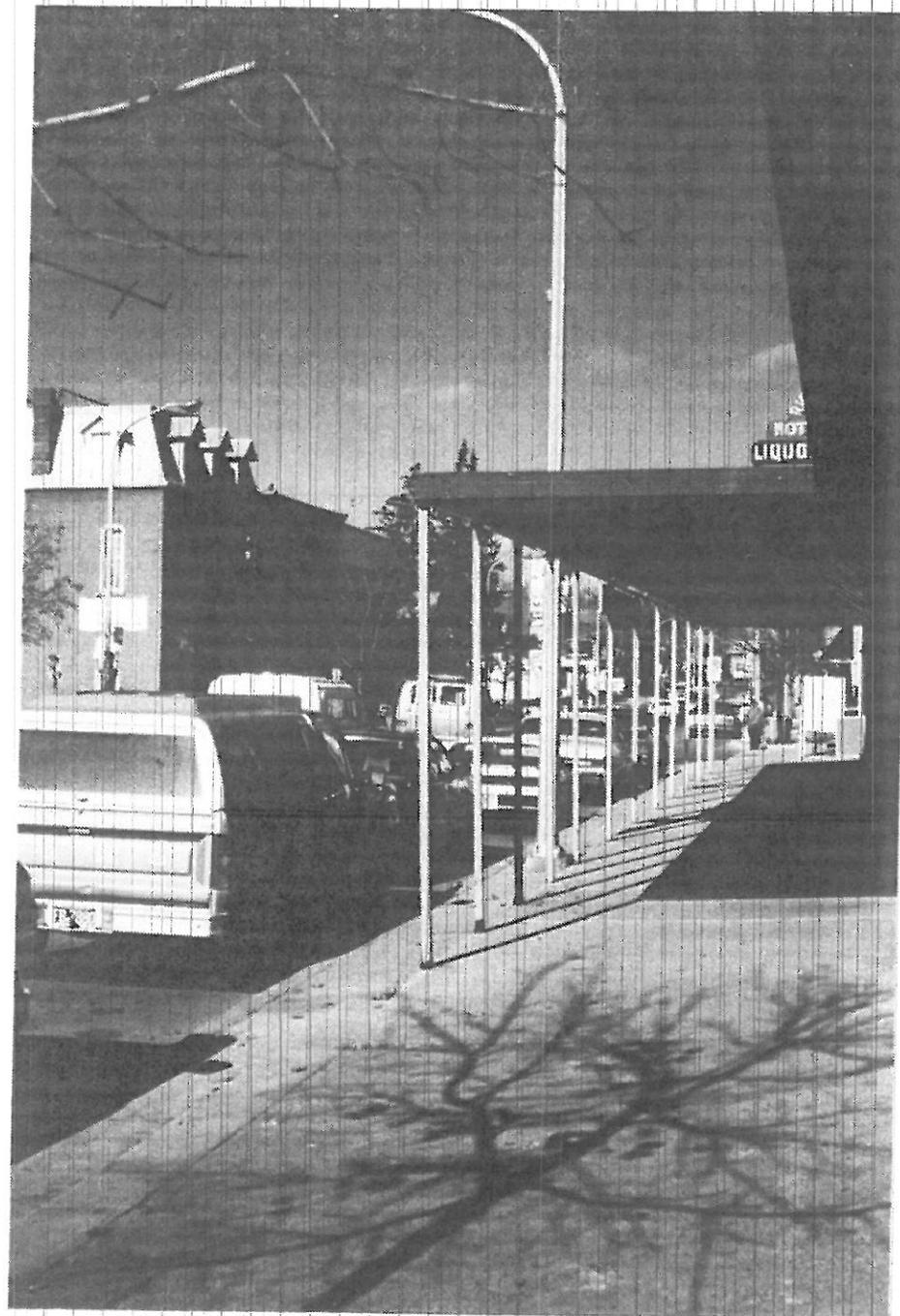
C. PEDESTRIAN/DECORATIVE  
STREET LIGHTING

Decorative pedestrian scale street lighting is proposed as in the North Main Street commercial area. The decorative street lighting installation can create a unifying influence in the area as well as "tying" the North and South Main Street commercial areas together.

Estimated Costs for Pedestrian/Decorative Lighting Areas Follows:  
\$ 65,000

D. STREETSCAPE/LANDSCAPE  
IMPROVEMENTS

Landscaping in the South Main Street area is relatively sparse. Substantial street tree planting, landscape planter boxes and streetscape improvements are required. Again, the precise species, location and design



Design of the Main Street sidewalk improvements will need to acknowledge and address grade problems presented by current building and sidewalk elevations.



Facade improvements are also necessary and scheduled for the South Main Street commercial area.



The railroad depot building on Grand Trunk Avenue may be rehabilitated for use by a quasi-public (such as the Chamber of Commerce) or private entity. This improvement, in conjunction with the parking improvements for this area, (see page 25), could create an important activity node in the South Main Street commercial area.

should be specified in the comprehensive streetscape design plan.

Costs for proposed improvements are as follows:

Landscaping \$30,000

Street Furniture  
\$ 5,000

E. BUILDING FACADES/SIGNAGE

(See North Main Street discussion, combined with same.)

F. TRASH COMPACTORS/REAR BUILDING TREATMENTS/-BUFFERING OF ADJACENT RESIDENTIAL AREAS

(See North Main Street discussion pertaining to building facades/signage.)

Estimated Cost: \$60,000

G. MISCELLANEOUS

Certain "underutilized" areas may be enhanced by the introduction of public and quasi-public developments in the South Main Street area. Two improvements are proposed. The railroad depot building on Grand Trunk Avenue may be rehabilitated for use by a quasi-public (such as

the Chamber of Commerce) or private entity. This improvement in conjunction with contemplated parking improvements along Grand Trunk Avenue could create an important "activity node" in the South Main Street commercial area. The second proposed improvement contemplates developing a gathering place such as a farmer's market. The use could be located on property which may become available in the Grand Trunk Railroad/Main Street area. An open-sided structure on the site could serve as a focal point for events and "double" as additional parking in the South Main Street area.

Certain side streets currently have needs for paving and curbing improvements. During future years it is anticipated that these needs will intensify. In addition, as parking needs escalate, the need for parking improvements and land purchase will also increase.

Costs for the Proposed "Market Structure" are:  
\$175,000

Costs for Road, Curbing, and Paving Improvements:  
\$226,000

### Transition Zone

The transition zone serves as a "link" between North and South Main Street areas. Proposed improvements in the transition zone include sidewalk, street, certain landscaping, and pedestrian street light improvements. Proposed sidewalk improvements include "standard" 5-foot wide, concrete sidewalk construction with conduits for street lighting. Street lighting is recommended to "link" North and South Main Street commercial areas. Spacing of the lighting is assumed to be more generous in the transition zone. Some landscaping (trees and planter boxes) is proposed to augment the substantial landscaping in existence.

Estimated costs include:

Sidewalk Construction and  
Conduit Installation  
\$103,000

Decorative/pedestrian  
Street Lights  
\$ 30,000

Street/Landscaping  
Improvements  
\$ 30,000

### Industrial Areas

The Division Road Corridor accommodates the City's major industrial uses and develop-

able industrial properties. Improvements are proposed along Division Road in the the easterly portion of the community in an effort to encourage new industrial development. Utility improvements are contemplated in public rights-of-way to serve potential industrial land uses. Roadway, water line, and sanitary sewer improvements are proposed.

Cost of proposed improvements are as follows:

Industrial Road and  
Utility Improvements  
\$300,000

#### Timing/Construction Phasing of Plan Improvements

The Development Plan embraces a 15 year time period through the Year 2000. Various improvements previously described are tabulated and presented in Table 2 by major subarea. The improvements contemplate a comprehensive upgrading of the City's business district.

Construction of Development Plan improvements have been divided into three construction phases. The length of phases will be dependent upon the precise annual amounts of TIF revenues which become available. The TIF plan proposes a "pay as you go" financing method. The three construction phases include

the 1985-1990, 1991-1995, 1996-2000 time periods as shown on Table 3. During the first phase design elements are emphasized to ensure a coordinated improvement effort. The TIF Authority also stressed the need for immediate improvements to improve parking area visibility. This item (parking signage) was viewed as an important initial effort. Similarly, facade related assistance was given a high priority and included in the first phase. While the TIF and Development Plan encourage private investment, it was acknowledged that overall design guidelines and assistance should be available to local businesses. This will ensure that private investment in building improvements will conform to overall established guidelines. Phase I also includes substantial public improvements in the South Main Street commercial district. Parking improvements, decorative street lighting, sidewalk repair and replacement landscaping and street furniture are all contemplated in Phase I in the South Main Street area. Also included in Phase I are the beginnings of improvements for sidewalks and street furniture in the North Main Street area.

In Phase II, sidewalk, street lighting, and landscaping are completed in the North Main Street area and landscaping

improvements decorative street lighting, sidewalk repair and replacement landscaping and street furniture are all contemplated in Phase I in the South Main Street area. Also included in Phase I are the beginnings of improvements for sidewalks and street furniture in the North Main Street area.

In Phase II, sidewalk, street lighting, and landscaping are completed in the North Main Street area and landscaping improvements complete the South Main Street streetscape improvements. A nonconforming sign repurchase program is also included in Phase II. This program will enable local businesses to voluntarily offer existing nonconforming signage for purchase to enable reconstruction of signage which conforms to architectural guidelines as developed in Phase I. Sidestreet sidewalks in both commercial areas will be repaired/replaced in Phase II. Also included in Phase II improvements are industrial area utility and road improvements. Where feasible, these funds will be leveraged with available grant monies to make those improvements necessary to attract industry to the City. Improvements linking the downtown area with major activity areas (City Hall, City Park) are also programmed for Phase II. These improvements will assist in accommo-

TABLE 2

SUMMARY OF PROPOSED IMPROVEMENTS  
CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY  
DEVELOPMENT AREA

North Main Street

|   |          |
|---|----------|
| Parking (signage) Improvements                    | \$ 5,000 |
| Decorative Sidewalk/Conduit                       | 90,000   |
| Side Street Sidewalks/Improvements                | 50,000   |
| Pedestrian Street Lighting                        | 60,000   |
| Streetscape Plan and Specifications               | 20,000   |
| Street Furniture                                  | 5,000    |
| Landscaping Improvements                          | 20,000   |
| Sidewalk, Street, signage in "Linkage" Areas      | 50,000   |
| Public Area Improvements                          | 25,000   |
| Overall Architectural Design Guidelines           | 10,000*  |
| Individual Business/Architectural Services        | 25,000*  |
| Nonconforming Sign Repurchase                     | 50,000*  |
| Trash Compactors                                  | 40,000   |
| Residential/Commercial buffering                  | 50,000   |
| Parkland Purchase/Improvement                     | 50,000   |
| Sidestreet Road, Curbing and Parking Improvements | 226,000  |

South Main Street

|  |           |
|--|-----------|
| Grand Trunk Avenue Parking Improvements            | \$ 75,000 |
| Decorative Sidewalk/Conduit                        | 100,000   |
| Sidestreet Sidewalks/Improvements                  | 23,000    |
| Pedestrian Street Lighting                         | 65,000    |
| Landscaping  | 30,000    |
| Street Furniture                                   | 5,000     |
| Trash Compactors/Buffering                         | 60,000    |
| "Market" Structure                                 | 175,000   |
| Sidestreet Road, Curbing, and Parking Improvements | 226,000   |

Transition Zone

|                                 |           |
|---------------------------------|-----------|
| Sidewalk Construction/Conduit   | \$103,000 |
| Pedestrian Street Lighting      | 30,000    |
| Street/Landscaping Improvements | 30,000    |

Industrial Areas

|                               |           |
|-------------------------------|-----------|
| Road and Utility Improvements | \$300,000 |
|-------------------------------|-----------|

\*Serves all commercial areas.

Compiled by:

IMPACT: Improved Planning Action  
October, 1984

TABLE 3

CONSTRUCTION PHASES/TIMING OF IMPROVEMENTS  
DEVELOPMENT PLAN NO. 1  
CITY OF RICHMOND TAX INCREMENT FINANCING PLAN

Phase I 1985-1990

|  |               |
|--|---------------|
| Architectural Design Guidelines            | \$ 10,000     |
| Streetscape Plans and Specifications       | 20,000        |
| Parking (signage) Improvements             | 5,000         |
| Individual Business Architectural Services | 25,000        |
| Sidewalk Repair and Replacement (S. Main)  | 100,000       |
| Parking (S. Main)                          | 75,000        |
| Decorative Street Lighting (S. Main)       | 65,000        |
| Landscaping (S. Main)                      | 20,000        |
| Street Furniture (N. & S. Main)            | 10,000        |
| Sidewalks (N. Main)                        | 13,000        |
| TIFA Plan Repayment                        | <u>14,000</u> |
| <br>TOTAL PHASE I IMPROVEMENTS             | <br>\$357,000 |

Phase II 1991-1995

|  |               |
|--|---------------|
| Sidewalk Repair and Replacement (N. Main)          | \$ 90,000     |
| Decorative Street Lighting (N. Main)               | 45,000        |
| Landscaping (S. Main)                              | 10,000        |
| Landscaping (N. Main)                              | 20,000        |
| Nonconforming Sign Repurchase                      | 50,000        |
| Sidestreet Sidewalk Improvements (S. Main)         | 23,000        |
| Sidestreet Sidewalk Improvements (N. Main)         | 50,000        |
| Industrial Area Utility and Road Improvements      | 208,000       |
| Linkage to Public Areas                            | 75,000        |
| Transition Zone Conduit, Lighting, and Landscaping | <u>88,000</u> |
| <br>TOTAL PHASE II IMPROVEMENTS                    | <br>\$659,000 |

Phase III 1996-2000

|  |                |
|--|----------------|
| Transition Zone Conduit, Lighting, and Landscaping     | \$ 75,000      |
| Industrial Area Road and Utility Improvements          | 92,000         |
| Trash Compactors Installation/Buffering (S. Main)      | 60,000         |
| Trash Compactors Installation/Buffering (N. Main)      | 90,000         |
| Open Space Land Purchase (N. Main)                     | 50,000         |
| "Market" Structure (S. Main)                           | 175,000        |
| Road, Curbing, and Parking Improvements (N. & S. Main) | <u>452,000</u> |
| <br>TOTAL PHASE III IMPROVEMENTS                       | <br>\$994,000  |

dating promotion activities which may be sponsored by downtown businesses. Finally, improvements will be commenced in the transition zone, including street lighting installation and landscaping. The decorative lighting in this area will serve to "link" the City's two distinct commercial areas.

The final, third phase of improvements will see the completion of transition zone and industrial area improvements begun in Phase II. Other improvements programmed for the third phase include the installation of trash compactors to serve commercial areas. This will allow the elimination of unsightly "dumpsters" (or trash receptacles) and the reclamation of parking spaces which are now needed to accommodate these trash recepticals. Also included in the third phase is the construction of a "Market" structure which may serve as a farmer's market and activity center. Road, curbing, and parking improvements are the final element of Phase III improvements.

#### Payment Method

Improvements are proposed to be accomplished on a "pay as you go" basis. Bonding for improvements is not contemplated, at least in initial

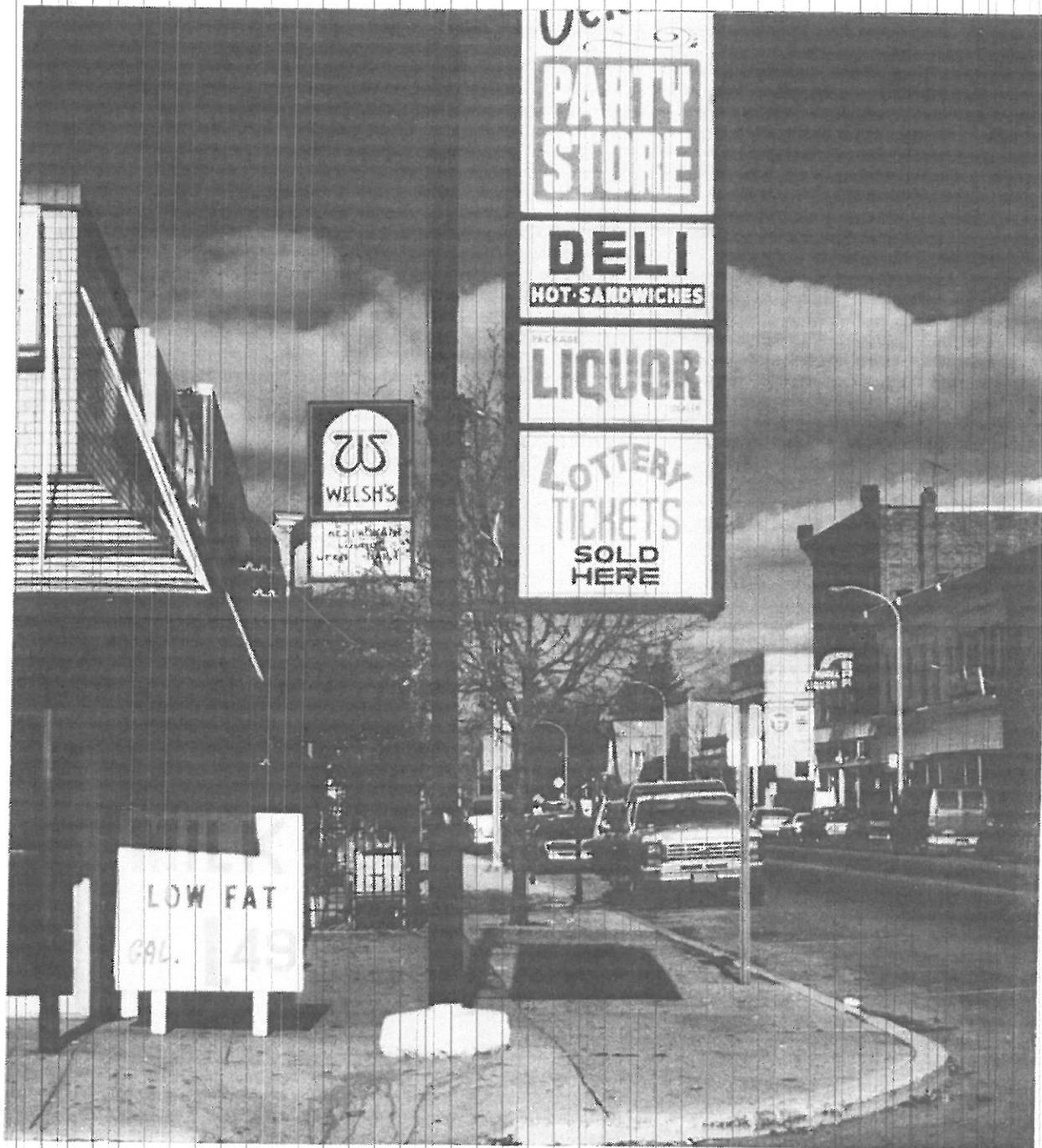
stages of the program. Bonding to accelerate the construction time frame will only be considered after a stable revenue flow has been established by TIF funding.

#### Zoning Changes

No zoning changes are recommended due to the Development Plan.

#### Estimate of Persons Residing in the Development Area

Several single-family homes are situated in the development area, adjacent to commercial and industrial areas and in the transition zone. In addition, a number of multiple-family units are located within the development area in second and third story apartments above store fronts. A total of 345 residents in 124 dwelling units are estimated in the development area. No occupied residences are designated for acquisition and clearance by the authority. No relocation of families is, therefore, anticipated.



A nonconforming sign purchase program is also included as part of the second phase of Development Plan improvements.

## TAX INCREMENT FINANCING PLAN

The City of Richmond Tax Increment Finance Authority has determined it necessary that a development plan and tax increment finance plan be prepared in order to stimulate economic development activities in the City. The plan is designed to engender a private commitment to economic expansion and property improvements through encouragement and making certain public improvements. In industrial areas, proposed TIF fund expenditures are intended to directly stimulate industrial development construction projects. The provision of appropriate public infrastructure improvements is intended to encourage the location of industrial developments, therefore, additional jobs and tax base as well. In commercial areas the plan contemplates provision of needed public improvements to render the downtown competitive with outlying commercial developments. It is anticipated that the introduction of public improvements will encourage private investment in building improvements, expansion and new construction. In addition, several residential developers have expressed interest in constructing projects within the City. Among these projects are a senior citizen multiple complex and two moderate income apartment

developments which are seeking Farmer's Home Administration financing. Proposed improvements contemplated by the Development Plan should serve as additional incentive for the realization of these developments.

### Tax Increment Procedure

Procedures for capturing revenues for use by the TIF Authority are fully described in the TIF Act. TIF basically involves the capture of all tax revenues resulting from increases in assessed valuation for use in the development area to realize improvements defined in the Development Plan. Property taxes normally allocated to all taxing jurisdictions (school district, county, etc..) are "captured" for use in the development area, again, to finance defined plan improvements. Only tax revenues resulting from increased SEV are captured by the TIF Authority. In Richmond, the TIFA proposes to capture increases in SEV occurring subsequent to 1984. In establishing a TIF, the following procedures are mandated by statute.

#### A. RESOLUTION OF INTENT

The City Council published a resolution of its intent to create a TIF Authority. After public

hearing, the resolution was adopted and board appointed in August, 1984. This resolution was filed with the Secretary of State as required by statute.

#### B. PREPARATION OF TIF PLAN AND DEVELOPMENT PLAN

The TIF and Development Plans are prepared by the TIF Authority in accordance with provisions of the TIF Act (Act 450 of 1980 as amended), especially Sections 14 and 16. The plan may provide for capture of part or all of the captured assessed value. The TIF presently contemplates capture of all tax revenues for TIF Plan purposes. The City Council is required to hold a public hearing pursuant to notice and publication as required by the Act. An initial public hearing date of December 10, 1984, has been established. Subsequent to the hearing, the City Council may adopt the TIF and Development Plans, pursuant to the Act.

#### C. CONSULTATION WITH AFFECTED TAXING JURISDICTION

Prior to the public hearing on the TIF and Devel-

opment Plan, the City Council must provide a reasonable opportunity to taxing jurisdiction to express their views and recommendations regarding the tax increment financing plan. The Authority may enter into agreements with the City and other taxing jurisdiction to share a portion of the captured assessed value. (See Act 450, 1980, Section 13).

D. PUBLIC HEARING ON TIF AND DEVELOPMENT PLAN ADOPTION

After public hearing pursuant to appropriate publication and notice, the City Council may adopt the TIF and Development Plans. The City Council must make findings pursuant to Section 18 of the Act.

Estimate of Captured Assessed Value

Table 4 summarizes the annual estimates of captured assessed value. Captured revenues will be utilized to achieve plan purpose as described in Part III (Development Plan) of this report. The plan will remain in effect until the improvements described in the Development Plan have been realized. The estimated completion of improvements will occur in the Year 2000.

Tax increment revenues expected to be utilized for each year of the plan are similarly shown on Table 4. The revenue summary reveals a "capture" of \$357,707 during the 1985-1990 time period, \$658,994 from 1991-1995 and \$994,213 from 1996-2000. The annual captured revenue amounts range from \$5,123 in 1985, to \$227,285 in the Year 2000. It should be emphasized that estimates of revenues are based upon a number of assumptions. Estimates are based on prior assessments and new development which is anticipated. Further, the assumptions presume that millage rates will remain constant and no major changes will occur in the laws relating to property taxation. Given the long range nature of the projects and the number of variables upon which they are premised, annual revenue projections should be viewed as somewhat speculative. The projections do represent the best prognostication based on available information which could be achieved.

Each year the TIF Authority will be required to submit an annual budget (see Section 14 of Act). This annual budget will report the amount of tax increment revenue received, expenditures, captured assessed value retained by the Authority and other budgeting details. The annual budgets

will be precise as opposed to the more long-range speculation of revenues included in the plan.

Bonding

During initial years of the plan no bonding to realize improvements is proposed. As a revenue flow becomes more solidified the TIF Authority may consider bonding. In no one year will greater than 80% of the TIF revenues be employed to retire debts, or pay off bonds.

Planning Expenditures and Advances

The TIF Authority will repay \$14,000 to the City an amount which was advanced for the preparation of the TIF plan. This payment will be made in Phase I of the Development Plan as outlined in Part II of this report. Operating expenditures of the Authority will be limited to costs for professional assistance in annual budget preparation (i.e., accounting). No permanent staff or other significant operating or planning expenditures are anticipated.

Impact of TIF on Taxing Jurisdiction

The plan will result in captured revenue from all taxing jurisdictions being used for TIF purposes. While each of

TABLE 4

TIFA AREA  
ESTIMATE OF CAPTURED ASSESSED VALUE/REVENUE  
TAX INCREMENT FINANCE AUTHORITY

| 1984                              | 1985                              | 1986                              | 1987                              |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| \$ 9,114,908 (current year base)  | \$ 9,114,908 (previous year base) | \$ 9,206,057 (previous year base) | \$ 9,618,117 (previous year base) |
|                                   | 91,149 (minor new dev.)           | 92,060 (minor new dev.)           | 96,181 (minor new dev.)           |
|                                   | \$ 9,206,057 (1985 total)         | 320,000 (apt. development)        | 660,000 (cardinal project)        |
|                                   | ( 91,149) (captured value)        | \$ 9,618,117 (1986 total)         | \$10,374,298 (1987 total)         |
|                                   | \$ 5,123 (captured revenue)       | \$ 28,285 (captured revenue)      | \$ 70,790 (captured revenue)      |
| 1988                              | 1989                              | 1990                              | 1991                              |
| \$10,374,298 (previous year base) | \$10,478,040 (previous year base) | \$10,587,820 (previous year base) | \$10,794,476 (previous year base) |
| 103,742 (minor new dev.)          | 104,780 (minor new dev.)          | 211,656 (minor new dev. @ 2%)     | 215,889 (minor new dev.)          |
| \$10,478,040 (1988 total)         | \$10,582,820 (1989 total)         | \$10,794,476 (1990 total)         | \$11,010,375 (1991 total)         |
| \$ 76,621 (captured revenue)      | \$ 82,480 (captured revenue)      | \$ 94,408 (captured revenue)      | \$ 106,543 (captured revenue)     |
| 1992                              | 1993                              | 1994                              | 1995                              |
| \$11,010,375 (previous year base) | \$11,230,582 (previous year base) | \$11,455,193 (previous year base) | \$11,684,296 (previous year base) |
| 220,207 (minor new dev.)          | 224,611 (minor new dev.)          | 229,103 (minor new dev.)          | 233,685 (minor new dev.)          |
| \$11,230,582 (1992 total)         | \$11,455,193 (1993 total)         | \$11,684,296 (1994 total)         | \$11,917,981 (1995 total)         |
| \$ 118,921 (captured revenue)     | \$ 131,546 (captured revenue)     | \$ 144,424 (captured revenue)     | \$ 157,560 (captured revenue)     |
| 1996                              | 1997                              | 1998                              | 1999                              |
| \$11,917,981 (previous year base) | \$12,156,340 (previous year base) | \$12,399,466 (previous year base) | \$12,647,455 (previous year base) |
| 238,359 (minor new dev.)          | 243,126 (minor new dev.)          | 247,989 (minor new dev.)          | 252,949 (minor new dev.)          |
| \$12,156,340 (1996 total)         | \$12,399,466 (1997 total)         | \$12,647,455 (1998 total)         | \$12,900,404 (1999 total)         |
| \$ 170,958 (captured revenue)     | \$ 184,624 (captured revenue)     | \$ 198,564 (captured revenue)     | \$ 212,782 (captured revenue)     |
| 2000                              | SUMMARY                           |                                   |                                   |
| \$12,900,404 (previous year base) | 1985-1990                         | \$357,707                         |                                   |
| 258,008 (minor new dev.)          | 1991-1995                         | \$658,994                         |                                   |
| \$13,158,412 (2000 total)         | 1996-2000                         | \$994,213                         |                                   |
| \$ 227,285 (captured revenue)     |                                   |                                   |                                   |

Compiled by: IMPACT: Improved Planning Action  
November, 1984

the taxing jurisdictions will not realize additional tax revenues from new development in the short run, the long-term effect will be positive. By making necessary improvements, the City will encourage an increase private investment in the community. The resulting improved tax base will ultimately benefit all taxing jurisdictions.

The current millage rates being levied by the various taxing jurisdictions are presented on Table 5. The larger portions of the millage allocation are for city and school district purposes. Presently the city levies a total of 16.50 mills including 13.75 operating mills and 2.75 mills for debt service. The Richmond School District presently levies 28.15 mills for operating purposes and 3.35 mills for debt service.

Projected annual revenue capture by taxing jurisdiction is illustrated on Table 6. The plan contemplates capture from all taxing jurisdictions. Ultimately, the achievement of plan components will result in a strengthened business district and more attractive (to potential developers) industrial area. The improved local economy will ultimately benefit all taxing jurisdiction.

Any potentially significant

fiscal impacts may be felt by the school district and city. Assuming the school district remains "in formula," however, captured revenues will not during the life of the proposed plan reach one percent of the school district budget. Should the school district go "out of formula," the capture will approximate 2.5% of the present school budget. It should be emphasized, however, that projected captured revenues are based upon projected new growth which will be encouraged by proposed TIF improvements.

#### Agreements with Adjacent Taxing Jurisdiction

In an effort to ensure that captured revenues will not place undue hardship upon any taxing jurisdiction, the City Council has authorized the TIF Authority to enter into agreements with the Richmond School District and the City of Richmond. The agreement with the school district will exclude the current 3.35 mills being levied for debt retirement, and should the school district fall out of formula, the revenue capture in any one year will not exceed two (2) percent of the school district's annual operating budget. Similarly, the Authority will not capture new City Sewer Bond Millage, nor operating revenues in any one year which exceeds two (2)

percent of the City's annual budget.

TABLE 5

MILLAGE RATES: TAXING JURISDICTION  
 CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY

| <u>Taxing Jurisdiction</u>        | <u>Millage Rate</u> |
|-----------------------------------|---------------------|
| City Operating Millage            | 13.75               |
| City Debt                         | 2.75                |
| School Operating                  | 28.15               |
| School Debt                       | 3.35                |
| Macomb County                     | 4.23                |
| Intermediate School District      | 2.23                |
| Huron-Clinton Metropark Authority | 0.25                |
| Macomb County Community College   | <u>1.50</u>         |
| TOTAL MILLAGE                     | 56.21               |

Compiled by:

IMPACT: Improved Planning Action  
 November, 1984

TABLE 6

ANTICIPATED REVENUES BY TAXING JURISDICTION  
CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY

| 1985      |                             | 1986      |                             | 1987      |                             | 1988      |                             |
|-----------|-----------------------------|-----------|-----------------------------|-----------|-----------------------------|-----------|-----------------------------|
| \$ 1,510  | City                        | \$ 8,302  | City                        | \$ 20,779 | City                        | \$ 22,526 | City                        |
| 2,870     | School District             | 15,855    | School District             | 39,680    | School District             | 42,908    | School District             |
| 384       | Macomb County               | 2,128     | Macomb County               | 5,327     | Macomb County               | 5,747     | Macomb County               |
| 201       | Inter. School District      | 1,121     | Inter. School District      | 2,806     | Inter. School District      | 3,065     | Inter. School District      |
| 23        | Huron-Clinton Metropark     | 125       | Huron-Clinton Metropark     | 313       | Huron-Clinton Metropark     | 306       | Huron-Clinton Metropark     |
| 135       | Macomb County Comm. College | 754       | Macomb County Comm. College | 1,885     | Macomb County Comm. College | 2,069     | Macomb County Comm. College |
| \$ 5,123  | TOTAL                       | \$ 28,285 | TOTAL                       | \$ 70,790 | TOTAL                       | \$ 76,621 | TOTAL                       |
| 1989      |                             | 1990      |                             | 1991      |                             | 1992      |                             |
| \$ 24,249 | City                        | \$ 27,756 | City                        | \$ 31,325 | City                        | \$ 34,963 | City                        |
| 46,188    | School District             | 52,868    | School District             | 59,664    | School District             | 65,595    | School District             |
| 6,186     | Macomb County               | 7,081     | Macomb County               | 7,990     | Macomb County               | 8,919     | Macomb County               |
| 3,300     | Inter. School District      | 3,776     | Inter. School District      | 4,261     | Inter. School District      | 4,757     | Inter. School District      |
| 330       | Huron-Clinton Metropark     | 378       | Huron-Clinton Metropark     | 426       | Huron-Clinton Metropark     | 476       | Huron-Clinton Metropark     |
| 2,227     | Macomb County Comm. College | 2,549     | Macomb County Comm. College | 2,877     | Macomb County Comm. College | 3,211     | Macomb County Comm. College |
| \$ 82,480 | TOTAL                       | \$ 94,408 | TOTAL                       | \$106,543 | TOTAL                       | \$118,921 | TOTAL                       |
| 1993      |                             | 1994      |                             | 1995      |                             | 1996      |                             |
| \$ 38,675 | City                        | \$ 42,460 | City                        | \$ 46,323 | City                        | \$ 50,262 | City                        |
| 73,666    | School District             | 80,878    | School District             | 88,234    | School District             | 95,736    | School District             |
| 9,866     | Macomb County               | 10,832    | Macomb County               | 11,817    | Macomb County               | 12,822    | Macomb County               |
| 5,262     | Inter. School District      | 5,777     | Inter. School District      | 6,302     | Inter. School District      | 6,838     | Inter. School District      |
| 526       | Huron-Clinton Metropark     | 578       | Huron-Clinton Metropark     | 630       | Huron-Clinton Metropark     | 684       | Huron-Clinton Metropark     |
| 3,551     | Macomb County Comm. College | 3,899     | Macomb County Comm. College | 4,254     | Macomb County Comm. College | 4,616     | Macomb County Comm. College |
| \$131,546 | TOTAL                       | \$144,424 | TOTAL                       | \$157,560 | TOTAL                       | \$170,958 | TOTAL                       |
| 1997      |                             | 1998      |                             | 1999      |                             | 2000      |                             |
| \$ 54,279 | City                        | \$ 58,378 | City                        | \$ 62,558 | City                        | \$ 66,822 | City                        |
| 103,390   | School District             | 111,196   | School District             | 119,158   | School District             | 127,280   | School District             |
| 13,847    | Macomb County               | 14,892    | Macomb County               | 15,959    | Macomb County               | 17,046    | Macomb County               |
| 7,385     | Inter. School District      | 7,943     | Inter. School District      | 8,511     | Inter. School District      | 9,091     | Inter. School District      |
| 738       | Huron-Clinton Metropark     | 794       | Huron-Clinton Metropark     | 851       | Huron-Clinton Metropark     | 909       | Huron-Clinton Metropark     |
| 4,985     | Macomb County Comm. College | 5,361     | Macomb County Comm. College | 5,745     | Macomb County Comm. College | 6,137     | Macomb County Comm. College |
| \$184,624 | TOTAL                       | \$198,564 | TOTAL                       | \$212,782 | TOTAL                       | \$227,285 | TOTAL                       |

**APPENDIX A -  
SUMMARY OF MERCHANT AND SHOPPER  
SURVEY RESPONSES**

## SUMMARY OF RESPONSES: MERCHANT AND SHOPPER SURVEYS

### Introduction

The City of Richmond Tax Increment Finance Authority made the decision to proceed with the preparation of a Development Plan and a companion Tax Increment Finance Plan to further economic growth within the TIFA area. Included in the effort was the preparation and distribution of a merchant survey and shopper survey.

The surveys which were distributed are included in the Appendix. A merchant survey was delivered to the businesses in order to obtain the views of the shop owners or managers regarding the commercial potential of the City. Shopper surveys were also made available at the local businesses so that customer concerns could be ascertained. In total, 27 merchant surveys and 136 shopper surveys were answered. The results of the surveys are tabulated and presented as part of the Appendix. Multiple responses were permitted.

### Merchant Survey Results

The merchants were somewhat evenly divided as to what improvements should be under-

taken by the City/merchants during the ensuing five years. Building improvements, off-street parking, and promotions were most frequently cited. This was not unexpected inasmuch as parking/traffic, building upkeep, and lack of promotion were cited as the most negative factors affecting downtown.

The personal service local merchants provide was far and away the most frequently responded reply as to the best things working in favor of downtown businesses. Downtown atmosphere and historical buildings were also cited. Nearly all of the respondents agreed historic buildings should be preserved.

The future of downtown Richmond was viewed very precariously, as most merchants considered it only as "surviving."

The survey population consisted almost of equal shares of tenants and shop owners. Nearly all of the respondents operated a retail trade.

### Shopper Survey Results

The typical shopper drove his or her automobile to downtown directly from home, and shopped at least weekly, primarily on the weekends. These shoppers most often frequented the financial institutions,

clothing establishments, restaurants, and grocery, drug, and hardware stores.

Most respondents desired additional clothing, drug, and grocery stores in the downtown area. A 24-hour restaurant and movie theater were also desired.

In similar fashion with the merchant responses, the shoppers listed the downtown atmosphere, convenience, and friendly service as those things best working in favor of downtown. Traffic/parking, lack of variety and lack of building maintenance were reported as the most negative factors affecting downtown.

Eight downtown factors were identified for evaluation purposes with a provided scale of responses ranging from excellent to poor. A "don't know" and "no response" category was also provided for each of the eight factors. The shoppers found the downtown area attractive, clean, with convenient hours, and occupied by friendly sales persons. The cost of goods sold was also viewed as reasonable. Some dissatisfaction was expressed, however, with the number and quality of promotional efforts and with the variety of goods sold.

SUMMARY OF RESPONSES  
MERCHANT SURVEY

TOTAL: 27 Responses

CITY OF RICHMOND  
MERCHANT SURVEY  
OCTOBER, 1984

1. What are the most Important Improvements which the City/merchants should concentrate on in the next five (5) years?
- a. Off-Street Parking Improvements 15
  - b. Building Modernization/Improvements 17
  - c. New Retail Outlets (specify type of new business preferred) 10 - food store, drug store, clothing, etc.
  - d. Improved sidewalks 11
  - e. Promotions 14
  - f. Street furniture, trees, landscaping 11
  - g. Decorative Street Lighting 6
  - h. Street/Alley Improvements 12
  - i. Other (please specify) 2 stoplight, trash containers

2. What are the best things working in favor of downtown businesses?

- a. Personal Service (11)
- b. Convenient Parking (4)
- c. Variety of Stores/Goods (3)

Additional Comments: Historical Buildings (2), Sales/Promotions (2),  
Downtown Atmosphere (2)

3. What are the most negative factors affecting downtown?

- a. Parking (12)
- b. Traffic (8)
- c. Building Upkeep/Appearance (8)

Additional Comments: Lack of promotion, signage, and information about business  
district (7), Lack of variety of stores (3), Sidewalk/street maintenance (3)

4. Should historic buildings in the downtown area be preserved?

Yes 22 No 2 No Response (3)

5. How would you rate the future of the downtown business area?

a. Stable 4 b. Growing 6 c. Surviving 16 d. Other (specify) 1

6. Do you own or lease your business premises.

a. Own 14    b. Lease 12    No Response (1)

7. What type of business do you operate?

a. Retail Sales 17  
b. Food Sales/Restaurant 2  
c. Personal Services (barber, beauty shop, laundry, tailor, etc.) 5  
d. Professional Office 3

8. (Optional) Specify the name and address of your business.

\_\_\_\_\_  
Name of Business

\_\_\_\_\_  
Address

Thank you for your cooperation. Results of the survey will be made available to you.

SUMMARY OF RESPONSES  
SHOPPER SURVEY

CITY OF RICHMOND  
DOWNTOWN SHOPPING SURVEY  
OCTOBER, 1984

TOTAL: 142 Responses

We are conducting this survey as part of Richmond's Downtown Development Plan. Your answers will help us make some recommendations as to how downtown Richmond can be improved.

1. How did you get downtown today?

a. Walk 16    b. Car 130    c. Bicycle 4

2. Did you come directly from....

a. Home 119    b. Work 22    c. School 2    d. Other 5 (Nursing Home)

3. Approximately how often do you shop downtown? (Check most appropriate response.)

a. Three times a week or more 53    b. Once or twice a week 67  
c. Once a month 9    d. Less than once a month 12    No Response 2

4. What kinds of businesses do you regularly patronize downtown. (Check all appropriate responses.)

a. Grocery 83  
b. Clothing and Accessories 86

- c. Home Furnishings and Appliances 39
- d. Drug Store 66
- e. Restaurants 81
- f. Banking 104
- g. Hardware 71
- h. Professional Services 51
- i. Other (specify) Crafts (8), Antiques (2), Party Store (3), Car Repair Gas Station (3)  
Medi-Lodge (1), Photography (1), Unspecified (2)

5. What kinds of businesses would you like to see more of downtown? Clothing (35), Drug Store (24),  
Movie Theater (4), Grocery (17), 24 Hr. Restaurant (2),

6. How would you rate the downtown area for the following?

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't Know</u> | <u>No Response</u> |
|---|------------------|-------------|-------------|-------------|-------------------|--------------------|
| a. Attractiveness   | 7                | 72          | 47          | 9           | -                 | 7                  |
| b. Cleanliness of Streets and Sidewalks                         | 11               | 64          | 48          | 11          | -                 | 8                  |
| c. Number of Convenient Parking Spaces                          | 7                | 41          | 47          | 40          | -                 | 7                  |
| d. Convenience of Shopping Hours                                | 11               | 81          | 28          | 13          | -                 | 7                  |
| e. Friendliness of Sales People                                 | 45               | 69          | 13          | 1           | -                 | 12                 |
| f. Number and Quality Events and<br>Special Downtown Promotions | 3                | 53          | 42          | 23          | 4                 | 19                 |
| g. Variety of Goods Sold  | 12               | 64          | 43          | 13          | -                 | 10                 |
| h. Cost of Goods Sold   | 4                | 65          | 51          | 12          | -                 | 9                  |

7. When do you usually go shopping?

- a. Weekdays 94
- b. Evenings 38
- c. Weekends 50

8. What are the best things working in favor of downtown businesses?

Friendly hometown atmosphere (41), Convenience (24), Good/friendly service (20), Variety (1)

---

9. What are the most negative factors affecting downtown?

Traffic, parking (56), Variety (15), Lack of building maintenance (7)

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Thank you for your cooperation.

**APPENDIX B -  
LIST OF PARCELS WITHIN THE  
TIFA DISTRICT**

PROPERTIES SITUATED WITHIN THE TAX INCREMENT  
FINANCE AUTHORITY DISTRICT BY SIDWELL NUMBER

CITY OF RICHMOND TAX INCREMENT FINANCE AUTHORITY

Parcel Sidwell Number Designation

|               |               |               |               |
|---------------|---------------|---------------|---------------|
| 03-35-326-003 | 03-35-476-009 | 03-35-476-001 | 03-35-481-009 |
| 03-35-326-004 | 03-35-476-010 | 03-35-476-002 | 03-35-481-010 |
| 03-35-376-007 | 03-35-476-011 | 03-35-476-003 | 03-35-481-011 |
| 03-35-378-002 | 03-35-476-012 | 03-35-476-004 | 03-35-481-012 |
| 03-35-378-006 | 03-35-476-013 | 03-35-476-005 | 03-35-481-013 |
| 03-35-378-007 | 03-35-477-001 | 03-35-476-006 | 03-35-482-001 |
| 03-35-378-008 | 03-35-477-002 | 03-35-476-007 | 03-35-482-002 |
| 03-35-378-009 | 03-35-477-003 | 03-35-476-008 | 03-35-482-003 |
| 03-35-378-010 | 03-35-477-004 | 03-35-482-004 | 03-36-376-002 |
| 03-35-378-015 | 03-35-477-005 | 03-35-484-001 | 03-01-101-001 |
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