AMENDMENT No. 4

Tax Increment Financing (TIF) and Development Plan

DOWNTOWN DEVELOPMENT AUTHORITY
VILLAGE OF LAKE ORION, OAKLAND COUNTY, MICHIGAN

January, 2020
AMENDMENT No. 4

Tax Increment Financing (TIF) and Development Plan

Downtown Development Authority
Village of Lake Orion, Oakland County, Michigan

Adopted by the Downtown Development Authority: October 28, 2019

Adopted by the Village Council of Lake Orion: January 13, 2020
Acknowledgments

Thank you.

The participation and cooperation of community and agency leaders, residents and members of the business community in the preparation of the downtown Lake Orion Downtown Plan is greatly appreciated and we thank everyone who participated in its development. A special thanks to Alan Goetz and friends at 20 Front Street for hosting the DDA and public at the June 18, 2019 Strategic Planning Event.

In particular, we acknowledge the efforts of:

<table>
<thead>
<tr>
<th>Downtown Development Authority</th>
<th>Village Council</th>
<th>Orion Township Board of Trustees</th>
</tr>
</thead>
<tbody>
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<td><em>Trustee</em></td>
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<td><em>Council Member</em></td>
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<tr>
<td>Sam Caruso</td>
<td></td>
<td><strong>Village Administration</strong></td>
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<tr>
<td><em>Board Member</em></td>
<td></td>
<td><strong>Joe Young</strong></td>
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<tr>
<td>Lloyd Co</td>
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<td><strong>Village Manager</strong></td>
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<tr>
<td><em>Board Member</em></td>
<td></td>
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<tr>
<td>Monica Squarcia</td>
<td></td>
<td><strong>Susan Galeczka</strong></td>
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<tr>
<td><em>Board Member</em></td>
<td></td>
<td><strong>Village Clerk</strong></td>
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January, 2020
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Background and Purpose

WELCOME TO AMENDMENT 4 OF THE LAKE ORION DDA TAX INCREMENT FINANCING (TIF) AND DEVELOPMENT PLAN

The Lake Orion Downtown Development Authority (DDA) was formed on August 12, 1985 to help encourage and participate, where feasible and appropriate, in the development of new private uses that clearly demonstrate the creation of new jobs, the attraction of new business, and the generation of additional tax revenues.

The Lake Orion DDA is responsible for maintaining a current Development Plan and Tax Increment Financing (TIF) Plan, which contains the DDA’s guiding policy and communicates the general vision and specific projects the DDA can undertake over the next several decades. The DDA Development and TIF Plan is an important tool for the community to use in guiding future development as it provides the financing for such projects.
## HISTORY OF LAKE ORION DDA / TIF PLANNING

The Lake Orion DDA has a rich history of preparing and implementing Development and TIF Plans. Significant milestones of the Lake Orion DDA over the past several decades are detailed below in Figure A.

**Figure A: Plan History of the Lake Orion DDA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amendment No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>Original Development</td>
<td>The Village Council of the Village of Lake Orion adopted an ordinance creating a Downtown Development Authority (DDA) under P.A. 197 of 1975, as amended. At that time, the Village Council also designated the boundaries of the Authority District within which the DDA may exercise its powers. The TIF / Development Plan was adopted by the DDA on December 12 and subsequently adopted by the Village Council on December 16. The 1985 base year capture was $10,233,400.</td>
</tr>
<tr>
<td>1987</td>
<td>Amendment No. 1</td>
<td>The TIF / Development Plan was amended in order to enlarge the Tax Increment Authority District and Development Area to include the area west of M-24. This area was previously excluded from the original Development Area and TIF District to avoid a decline in tax increment collections attributable to the Michigan Department of Transportation’s right-of-way acquisition. This amendment also expanded the list of the projects to be financed; provided for bond indebtedness and revised the TIF Plan’s financial projections.</td>
</tr>
<tr>
<td>1995</td>
<td>Amendment No. 2</td>
<td>The Plan was amended once again to extend the duration of the Plan by ten years to the end of December 2005 and updated the Plan’s financial projections.</td>
</tr>
</tbody>
</table>
| 2001 | Amendment No. 3 | The Plan was prepared to accomplish three key goals:  
- Revise and expand the list of proposed public improvement projects and provide for certain business promotion activities in the development area;  
- Extend the life of the Plan an additional 20 years (to the end of December 2020); and  
- Revise the financial projections for the life of the Plan extension. |
| 2019 | Amendment No. 4 | The Development and TIF Plan went under review in 2019 to ensure the projects, financial projections and capital improvement budgets are aligned for the next twenty years. This Amendment process followed the requirements of Public Act 57 of 2018. |
DDA GOALS

The Lake Orion DDA TIF and Development Area Plan was prepared as a guide for the redevelopment and revitalization of the commercial and mixed-use districts, as well as to maintain and improve the high quality of life for community residents and businesses. This Plan focuses on bringing together the various components necessary to achieve certain design and functional goals for the DDA.

Specific goals of the Lake Orion DDA include:

» Improve the visual continuity of the area and foster a sense of place that attracts investment and activity, and enhances the historic and cultural identity of the district.

» Foster connectivity and access between the surrounding neighborhoods and destinations along the M-24 corridor.

» Improve the overall business climate of the district and deter economic decline.

» Beautify the district and preserve / create unique features or enhanced character at sites.

» Maintain and improve public facilities.

» Enhance the neighborhoods and residential uses.

» Accommodate safe movement for vehicles, pedestrians and cyclists.

» Address traffic calming, improve congestion and parking needs.

» Activate frontages and existing businesses and ensure infill development is context sensitive and compatible with adjacent land uses and historic development within the district.

“Enhance the economic potential and preserve the historical character of the Lake Orion DDA District, the heart and hub of the Orion Community, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.”

— MISSION STATEMENT, LAKE ORION DDA
DESIGNATION OF BOUNDARIES

The Development Area is contained within the corporate limits of the Village of Lake Orion and is within the district under the jurisdiction of the Lake Orion Downtown Development Authority. The Development Area is generally east of Lake Orion and contains M-24, Atwater Street, Flint Street and Broadway as major roads and covers a land area of approximately 225 acres. Map 1 illustrates the boundaries and streets of the Development Area and a complete legal description is listed in Appendix A. No change to the existing Development Area boundary is proposed as part of this amendment.

STRUCTURE OF THE DDA

The DDA Board of Directors includes property owners, business owners, residents, and a representative from the Village Council and Orion Township Board. The DDA operates under the Lake Orion Charter and is governed by the adopted DDA By-Laws. In addition, the DDA administration consists of a full-time Executive Director, and additional support positions, as needed.
Public Engagement Summary

Public engagement was at the forefront of the Lake Orion DDA Plan and numerous opportunities for involvement were made available to the community. The DDA and its consultants (McKenna) designed a public engagement program to capture residents’, property owners’, businesses, and other invested stakeholders’ opinions, preferences, and visions for the future of the Lake Orion downtown district. Recognizing the various opinions on how the DDA district should develop, the public engagement process sought to identify the common elements and themes among the diverse community interests.

Transparent public engagement was a key focus during the summer of 2019, with the following presentations and events:

» Internal DDA kick-off meetings in April and May;
» Community-wide survey through the month of June;
» Strategic Planning event on June 18, 2019;
» Stakeholder focus groups in July, 2019;
» Library Board Presentation on September 4, 2019; and
» A series of public DDA meetings and presentations, all in accordance with the Open Meetings Act, P.A. 267 of 1976.
DDA SWOT Analysis

A SWOT (strengths, weaknesses, opportunities and threats) analysis is a framework exercise that enables decision-makers to strategically identify opportunities for success, competitive advantages and to gain insight on the current and future position of the DDA by examining four key elements:

- **Strengths** are internal, beneficial characteristics to the Village’s DDA that promote a healthy, desirable community to live and work in, such as a historic buildings or walkability of a traditional downtown core. Strengths should be leveraged to most efficiently achieve goals.

- **Weaknesses** are internal destructive characteristics to the downtown that hinder development and decrease quality of life, such as poor infrastructure. They must be overcome, mitigated, or corrected.

- **Opportunities** are external circumstances that are supportive of downtown Lake Orion’s future as a vibrant and sustainable DDA district and offer new possibilities. Opportunities must be recognized and capitalized upon.

- **Threats** are destructive, external circumstances, including threats to its economic development, business vitality, etc. Threats must be neutralized or offset.

The following SWOT analysis was performed at the internal kick-off meeting in April, 2019 in regards to the entire DDA district:

<table>
<thead>
<tr>
<th>INTERNAL</th>
<th>EXTERNAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STRENGTHS</strong></td>
<td><strong>OPPORTUNITIES</strong></td>
</tr>
<tr>
<td>Walkability of the downtown core and adjacent neighborhoods</td>
<td>Expand destination dining</td>
</tr>
<tr>
<td>A “parking problem” exists – due to patron demand</td>
<td>Expand / broaden the audience</td>
</tr>
<tr>
<td>Existing bike paths / connection to Polly Ann Trail</td>
<td>Greater mix of uses (ex: office)</td>
</tr>
<tr>
<td>Natural features, include Lake Orion</td>
<td>Potential for food trucks</td>
</tr>
<tr>
<td>Streetscape, amenities and block structure</td>
<td>Better capturing northbound traffic</td>
</tr>
<tr>
<td>Improved corporation and collaboration between Orion Township and the Village of Lake Orion</td>
<td>Defining gateway entrances</td>
</tr>
<tr>
<td>Increase in business and resident involvement and support for events, projects, sponsorship activities, etc.</td>
<td>Creation of more year-round activities (ex: winter specific activities)</td>
</tr>
<tr>
<td>Wayfinding signage</td>
<td>Greater diversity in downtown patrons (ex: younger families with various aged children)</td>
</tr>
<tr>
<td>Proximity to residential neighborhoods improves home value – Downtown Lake Orion is shown as an amenity in many real estate listings</td>
<td>Public art installations and murals</td>
</tr>
<tr>
<td><strong>WEAKNESSES</strong></td>
<td><strong>THREATS</strong></td>
</tr>
<tr>
<td>DDA involvement and efforts not well-known by the public</td>
<td>Major construction planned for M-24 (temporary)</td>
</tr>
<tr>
<td>Parking demand for special events and during peak hours of the weekend</td>
<td>Resistance to change / growth (outlook)</td>
</tr>
<tr>
<td>Lack of downtown and economic mix (low percentage of office / services / local, fast casual dining restaurants)</td>
<td>No mechanism to protect or incentivize historic rehabilitation (issued negative points on the Michigan Main Street application)</td>
</tr>
<tr>
<td>Snow removal</td>
<td>Attitudes of exclusivity</td>
</tr>
<tr>
<td>Non-uniform hours of operation for business</td>
<td>Commercial vacancies</td>
</tr>
<tr>
<td>Lack of connections to the Lake, trails, employment centers, etc.</td>
<td>Disconnect between the needs of local businesses and events / festivals</td>
</tr>
</tbody>
</table>
Community-Wide Survey

A community-wide survey for the DDA Development and TIF Plan provided an active and engaging way for residents and visitors of downtown Lake Orion to share their opinions. Responses provided insight into what community residents would like the Lake Orion DDA to work towards in the near future.

The community survey was available during the month of June, 2019 and open for businesses and residents to take on-line, and in-person at the Village Hall Offices, the DDA Office and the Orion Art Center. The following pages detail key results of the survey, of which, a total of 198 responses were received.

In conjunction with the other public input received during the planning process, the feedback from the survey is crucial to helping set the course for the coming years in downtown Lake Orion. All public engagement was gathered through a transparent process and in accordance with the Open Meetings Act and Act 57 of 2018.
LONGEVITY OF THE LAKE ORION COMMUNITY

The majority of survey respondents live in the Lake Orion area, whether it may be within the DDA district or the larger Lake Orion community. Responses show there are also a significant number of individuals who live, work and/or own a residential property or business in downtown Lake Orion. It is encouraging to see that a diverse mix of residents, property owners, and business members of the Lake Orion community took part in this public engagement process.

Survey responses also show that the Village has a strong foundation of residents and business owners who have selected Lake Orion as a desired home and business community and have remained here for years, even decades with over 52% of respondents living, owning property or a business for 16 years or more. There is also a significant number of respondents who have only been in the Lake Orion community for 4 years or less, indicating recent growth in both residential and the business arena.

In general, the majority of survey respondents were more seasoned community members (50% of all respondents were between the ages of 46-65). However, a significant number of respondents (35%) were younger, between the ages of 26-45.

This population is younger than the average age of residents living in this area of Michigan, which provides a unique opportunity for the DDA to engage the Orion community in quality of life and placemaking strategies to assist with retention of young professionals and starter families in Michigan. Downtown events, access to recreation amenities and a diversity of restaurants and cultural attractions near and within downtown Lake Orion are just one of many examples of a recreational, economic and entertainment asset for placemaking in the community.
How many people live in your household?

- 1 or 2: 44%
- 3 or 4: 41%
- 5 or more: 15%

Additionally, to gauge perspective on survey respondent’s opinions, 41% of participants were part of a three-family member household, with children younger than 18 years of age.

What is the best way to inform you about Lake Orion’s downtown businesses, events, etc.?

- Social media: 72%
- Email: 53%
- E-newsletter: 32%
- Brochures/flyer’s: 21%
- Newspaper articles: 21%
- Word of mouth: 20%
- DDA website: 17%
- Radio: 7%
- Other: 8%

Informing the Lake Orion community about downtown businesses and events is an important way to engage individuals. 72% of respondents felt social media platforms (ex: Facebook, Twitter, Instagram, etc.) are the best way to receive information about Lake Orion’s Downtown businesses, events, etc. In second place at 53% was email notification, followed by the DDA’s existing e-newsletter. Additionally, there was a number of respondents who wished to see more articles and information about the DDA, events and local businesses in the local newspaper, the Lake Orion Review.

LAKE ORION FEEDBACK:

More connection with the business owners so they better understand the DDA’s available services and benefits for any collaboration.

– Public Engagement, 2019
VISITING AND DOING BUSINESS IN DOWNTOWN LAKE ORION

The majority of survey respondents (43%) indicated that they visit downtown Lake Orion at least 3-5 days during the week, and 68% of all respondents visit downtown at least once a week. Only 6% of respondents said that they ‘rarely’ or ‘never’ visit the downtown area.

Of those visiting, the majority of respondents stop in downtown Lake Orion during the evening, between the hours of 5:00 - 8:00 P.M. Approximately 32% of respondents indicated they visit between 8:00 A.M. and Noon, highlighting a missed opportunity for some additional morning based venues or activities.

LAKE ORION FEEDBACK:
There is a great combination of things to do for all ages that includes, music, art, dining, lake activities and great parks.

How often do you visit downtown Lake Orion?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>10%</td>
</tr>
<tr>
<td>3–5 times a week</td>
<td>30%</td>
</tr>
<tr>
<td>Once a week</td>
<td>20%</td>
</tr>
<tr>
<td>Once or twice a month</td>
<td>10%</td>
</tr>
<tr>
<td>Only for major events</td>
<td>10%</td>
</tr>
<tr>
<td>Rarely</td>
<td>5%</td>
</tr>
<tr>
<td>Never</td>
<td>5%</td>
</tr>
</tbody>
</table>

What time do you typically visit downtown Lake Orion?

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning 8 am - 12 pm</td>
<td>20%</td>
</tr>
<tr>
<td>Afternoon 12 pm - 5 pm</td>
<td>40%</td>
</tr>
<tr>
<td>Evening 5 pm - 8 pm</td>
<td>40%</td>
</tr>
<tr>
<td>Late Night 8 pm - 1 am</td>
<td>10%</td>
</tr>
</tbody>
</table>
UNIQUE STATUS – LAKE ORION IS...

As part of the survey, respondents were requested to describe, in one word, what sets apart downtown Lake Orion for other traditional downtowns in the region and why the district is so unique.

The majority of the one words used to describe the current conditions and charm of downtown Lake Orion were overwhelmingly positive, as detailed in the word cloud below. The larger the word, the more common it was identified by respondents.
TRANSPORTATION: GETTING IN AND AROUND DOWNTOWN LAKE ORION

Parking availability and access was one topic that residents brought up as a challenge facing downtown. 40% of respondents indicated that when they visit downtown Lake Orion, they usually are parked in a spot for 1-2 hours. However, a third of all respondents stated that it typically took less than 5-minutes to park (unless an event was taking place), which indicates that parking is relatively convenient and available. Although there were less cases of individuals searching for longer than 5-minutes to find a spot (only 17%), the concern expressed for parking in the downtown area is important to address.

Additionally, 7% of respondents indicate they are only parked for 30 minutes or less, indicating that some curbside or drop off parking may be helpful and increase convenience for visitors.

![How long do you usually park on a visit to downtown Lake Orion?](chart1)

![How long does it typically take to find a parking space downtown?](chart2)

What is your preferred method of transportation when visiting downtown Lake Orion?

[Drive (86%), Walk (26%), Bike (8%), Other (2%), Boat (3%)]

While most residents prefer to drive to downtown, 26% of respondents stated they prefer to walk and 8% prefer to bike. There are a wealth of neighborhoods in the immediate area and more pedestrian amenities and traffic calming on M-24 may encourage alternative transportation than driving.

Additionally, a small portion of residents enjoy boating to the downtown area, the public dock allowing for residents to take their boat into town and dock it nearby.
LIVING IN DOWNTOWN LAKE ORION

Approximately half of respondents would consider living in downtown Lake Orion with many comments in this section noting a desire to live in the downtown area but that the lack of housing, and/or price of housing, can be an inhibiting factor.

When asked about living in downtown Lake Orion, many respondents cited the fact that it is convenient and within walking distance to the waterfront, shopping and restaurants. Noted amenities that incentivize downtown living included:

» Shopping options, restaurants, etc.
» Unique architecture.
» Events and ease of access to them.
» Bike paths, sidewalks and public services.
» Friendly atmosphere.

LAKE ORION FEEDBACK:

The growth in the Downtown has been very exciting and it would be great to be within walking distance to the new shops and restaurants.

– Public Engagement, 2019

LAKE ORION FEEDBACK:

I own a house on the lake. If I didn’t live there I would seriously consider living in town. I love the atmosphere and I would love to be able to walk to downtown.

– Public Engagement, 2019

46% would consider living in downtown Lake Orion as the primary residence.
CURRENT DDA EFFORTS

Respondents were asked to evaluate the DDA’s efforts on a number of community policies within the past 3-5 years. The results below should be used to identify areas of needed improvement and success:

<table>
<thead>
<tr>
<th>Policy</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Beautification</td>
<td>4.19</td>
</tr>
<tr>
<td>Capital Improvements</td>
<td>4.15</td>
</tr>
<tr>
<td>Events and Activities</td>
<td>3.95</td>
</tr>
<tr>
<td>Marketing and Branding</td>
<td>3.84</td>
</tr>
<tr>
<td>Business Recruitment and Retention</td>
<td>3.51</td>
</tr>
</tbody>
</table>

**Downtown Beautification** received the highest score of 4.19 out of 5, which includes enhancements to planters, holiday decorations, etc. **Capital Improvements** was second on the list, scoring at 4.15, which includes the DDA’s efforts to add wayfinding signage, benches and other streetscape furniture. Results of the survey show residents and business’s appreciation of the DDA’s work on the downtown area’s physical appearance.

**Events and Activities**, as well as **Marketing and Branding** were closely ranked in third and fourth place. The lowest score received was a 3.51 for **Business Recruitment and Retention**, which includes the DDA efforts to work with property owners and developers, investments into parking, filling vacancies, etc. This input will aid the DDA to hone in on certain projects in the coming years.

**LAKE ORION FEEDBACK:**

The DDA should focus on marketing, enhancing and bringing new business and events to the downtown and promote the existing businesses.

– Public Engagement, 2019
FUTURE POLICIES AND PROJECTS

To enhance the downtown environment, respondents were asked to identify new uses they would like to see. At 68%, a café/bakery was high on resident’s lists of wanted businesses. This seems to align with the quaint, charming atmosphere that characterizes the downtown area. In second, third and fourth place were boutiques and retail shops, as well as parking garages and entertainment venues such as bars or breweries. The top eight businesses identified are listed below. It is important to note that comments in this section called for local, welcoming businesses that are true destinations and unique establishments for the community.

Top 5

Desired improvements for downtown Lake Orion:

1. Safe pedestrian connections across M-24;
2. Convenience and availability of parking;
3. Redevelopment of vacant properties;
4. Enhanced green spaces and public parks; and
5. More events and cultural amenities.

LAKE ORION FEEDBACK:

We could really use a nice boutique hotel or a nice bed and breakfast downtown.

– Public Engagement, 2019

The top priority improvement identified for downtown Lake Orion was safe pedestrian connections across M-24, which would significantly improve walkability of the area and the connection to the waterfront, a major asset of the downtown. Other key projects on the list were an increase in the convenience and availability of parking in downtown—respondents expressed concerns about parking in multiple sections of the survey.
FUTURE EVENTS

The majority (66%) of respondents would like to see more events take place during fall months (September – November), and 41% would like to see more summertime (June – August) events. Recommendations for other programs, events and services that the DDA could provide in the future were centered on the following themes:

» More seating areas / gathering places for smaller events (that do not require street closures);
» Food trucks;
» Activities that tie the downtown to the Lake; and
» Family friendly / kid activities.

Lake Orion’s existing parks, art, and music venues have the opportunity to play a major role in these events.

LAKE ORION FEEDBACK:

*Bring more art to Lake Orion. Murals, local artist competitions, painting crosswalks. Make walking downtown more fun.*

– Public Engagement, 2019
FUTURE BUSINESS IMPROVEMENTS

While less than a quarter of responding property owners indicated they are planning building or site improvements in the next two years, increasing awareness and opportunities for financial and design assistance may encourage property maintenance and enhancements, especially to historic structures. If there is a desire to improve the district among the business community, the next step is for the DDA to establish the right-sized programs to incentivize it.

Most individuals agreed that additional marketing, grant programs for facades, general appearance improvements, shared parking and increasing the “critical mass” of downtown would be helpful to their business and make downtown Lake Orion an even more desirable place to visit in the region.
Strategic Planning Event

On June 18, 2019, a Strategic Planning Event was held at 20 Front Street. A presentation on the DDA’s history, tax increment financing and public engagement results to-date was given. Immediately following the presentation, participants broke out into smaller groups for project planning and to discuss the vision for the downtown Lake Orion of the future.

One of the reoccurring themes was how to better absorb M-24 into the fabric of the community, diminishing it as a physical and social barrier between the downtown area, the Lake, and the east and west residential neighborhoods. Also mentioned was the need for more accessible downtown parking.

PLANNING AND DESIGN PRINCIPLES

The feedback from the public engagement process reflects several basic principles of successful, traditional town planning. Often referred to as neo-traditional design, these best planning principles include:

» Grid system of streets
» Mixed land uses (residential, commercial, recreation, etc.)
» Walkability
» Small lots with traditional small town dwellings
» Buildings up to the street (shallow setbacks)
» On-street parking spaces
» Prominent civic features
» Traffic calming measures
» Downtown shopping, restaurants and unique destinations
» Linkage of activity centers with natural features
» Public open spaces and gathering areas

Downtown Lake Orion already benefits from many of these assets. All new projects and the redevelopment of sites should continue to reflect these principles and the Village’s Zoning Ordinance and Master Plan should provide the right framework for these best practices to operate within.
**FUTURE PROJECTS OF THE DDA**

The following projects were identified at the June 18, 2019 Strategic Planning Session by DDA stakeholders:

<table>
<thead>
<tr>
<th>Low Priority</th>
<th>High Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>These projects implement elements of the Plan but are <strong>not urgent</strong> and can be delayed for a longer period of time. Further, these projects may be limited by budgetary constraints.</td>
<td>These projects should be given immediate and concentrated effort. They are the <strong>first projects</strong> that should be started after the Plan has been adopted.</td>
</tr>
</tbody>
</table>

**Design**

Capitalizing on the assets of Lake Orion’s physical environment, such as historic buildings and the lake, while creating an inviting atmosphere through renovation and perhaps new construction.

- Redo alleyway between the back of Bean To Go and Motor City Granite
- Add outdoor speakers in downtown for music, announcements, etc.

**Promotion**

The effort to market Lake Orion’s unique characteristics to residents, visitors, investors and business owners.

- Diverse retail selection
- Increase events / opportunities that will draw the whole family
- Increase events / opportunities for teenage functions
- Share / promote talents such as arts and music, especially local talents

**Organization**

The effort to involve all downtown stakeholders to work toward a common goal, and driving a volunteer-based Main Street Program under the direction of a governing board, standing committees, and the guidance of a program director.

- Offer greater inclusion
- Create group for businesses / neighbors
- Develop a Healthy Lake Orion Project

**Economic Vitality**

Leveraging partnerships and community assets to foster a diverse economic base, ripe for new investment and built on local trust.

- Add short-term parking for carry-outs and restaurants
- Create additional parking in conjunction with the needs of a growing downtown
- Purchase vacant property and redevelop
- Enhance the theatre and arts
- Community center
- Enhance lakes and trails
- Maintain and enhance parks
- Improve parking lot wayfinding for visitors and residents by incorporating location, technology and signage into a user-friendly interface
Stakeholder Focus Groups

On July 31, 2019, four focus groups took place to hone in on special interest groups in the Lake Orion community. The focus groups were centered on key elements to downtown Lake Orion, as follows:

» Transportation and Infrastructure;
» Property and Business Owners;
» Taxing Jurisdictions and Government Agencies; and
» Residential, Community Partners and Institutions.

The main themes, ideas and priorities from each stakeholder group are detailed below:

TRANSPORTATION AND INFRASTRUCTURE THEMES

Paint Creek Trail Usage.

The Paint Creek Trail network and new trailhead in the downtown are attracting individuals from all over southeast Michigan to ride and visit Lake Orion, among other destinations. This is an opportunity for Lake Orion to become a trail town, increasing awareness and marketing.

M-24 Pedestrian Improvements.

Improvement plans from MDOT to create a pedestrian island at Broadway and M-24 will increase safety and calm traffic at this busy intersection. Additional improvement are needed throughout the M-24 corridor for safety.

Safety and Access.

It is critical to enhance pedestrian crosswalks and direct pedestrians to preferred routes of travel to ensure safety and access, both in the downtown core and along M-24.

PROPERTY AND BUSINESS OWNER THEMES

Medical Marijuana Facilities.

Medical marijuana facilities were discussed by the business community and it was recommended that they may be more appropriate along M-24 where parking is readily available, but not within the core downtown area.

Streetscape Enhancements.

Stakeholders voiced concern over the functionality of the street versus street furniture / advertisements and wanted to see more greening of the district to create a more welcoming environment. Improvements to operations downtown were also discussed (ex: snow removal, shared dumpsters, etc.).
Parking.

Participants discussed ways to maximize opportunities for customer and employee parking, including curbside and valet options.

**TAXING JURISDICTION AND GOVERNMENT AGENCY THEMES**

Library Expansion.

The Orion Township Library would like to offer expanded services to reach the diverse needs of all individuals in the community, especially with a centrally located and walkable satellite branch of the library and downtown programming. This will further the Orion Township Library’s goal of increasing community support and improving ease of access.

Environmental Considerations.

Continuing to implement the initiatives of the Water Town in the district and to further stabilize and improve the habitat of Paint Creek and Lake Orion was discussed. This includes the implementation of function, aesthetically appealing and educational rain gardens and bio swales, especially in new and existing parking lots and parks.

Historic Character.

Raising awareness and maintaining the character of not just commercial areas but residential neighborhoods, as its architecture and heritage adds charm and makes Lake Orion unique from other downtown districts.

**RESIDENTIAL, COMMUNITY PARTNER AND INSTITUTION THEMES**

Housing Needs.

The concept of the “life cycle of housing” was explored, noting the need to provide a mix of affordable housing types to ensure a diverse community (ex: young professionals, families, and seniors) are able to call downtown Lake Orion home.

Aging in Place.

Planning for seniors and an active adult population to ensure they can age in place within the community was also a major discussion point.

Culture and Events.

Lake Orion should make the most of the vibrant music scene, art, theatre, and events and continue to explore more activities for young people and utilize Green’s Park more for year-round events.

---

**LAKE ORION FEEDBACK:**

**Friendly atmosphere and charming little downtown area.**

*Keep providing more family friendly activities and events!*

– Public Engagement, 2019
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Development Plan

Over the years the Lake Orion DDA has completed updates to guide its orderly development and to ensure continuity and quality of life for the Village's downtown.

The DDA has used its TIF funds for a variety of projects in its Downtown Development district, including property acquisition, streetscape improvements, development of a Façade Improvement Plan, and assisting and aiding downtown business owners throughout the district. A listing of recent DDA accomplishments is detailed on page 43 of this Plan.

The Lake Orion DDA will continue to undertake a number of projects over the next 20 years that will help make the downtown community into a more special and distinctive place. The DDA Board should revisit its strategy annually to ensure its actions are effective and to identify opportunities to improve the investment environment for private entities.

LAKE ORION FEEDBACK:
Fostering strategic growth while maintaining the small town community feeling that makes Lake Orion special.
– Public Engagement, 2019
Over the next ten years, Downtown Lake Orion, Michigan will be the heart and hub of the greater Orion community. There is a direct connection between the Paint Creek Trail which traverses throughout the community and the historic downtown. The trail connects both Lake Orion and the downtown, so runners, walkers, and bikers can use our trails and lakeshore for recreational uses and our downtown for choice shopping, dining and live entertainment at many different price points. Our walkable community shall be accessible to all with many barrier-free amenities.

In the summer months, our Flower Fair and our outdoor Gazebo Concert Series will continue to bring thousands of people into town during the evening when all of our restaurants and shops are open. The Lake Orion DDA shall host several family-friendly signature special events each year that bring our residents, as well as, people from around the state to share our lake and downtown district. The Lake Orion DDA shows a commitment to fostering arts in our community with a strong partnership with the Orion Art Center. Our downtown caters to the larger Orion community with many destination businesses that continue to be a mix of local entrepreneurs, franchises and national retailers.

The DDA markets our downtown through many different media channels and actively seek new retailers or tenants when the rare vacancy occurs. Our DDA will promote an increasingly dense group of mixed uses along M24 and in the downtown, where new condos and apartments can exist side by side in our wonderfully restored residential and commercial buildings.

— July, 2016
DDA Snapshot

The socio-economic demographic makeup and history of the community is a critical component in preparing any document impacting the future of a downtown development district. Lake Orion’s current demographics and trends provide the foundational understanding of the existing social and economic capacities and strongly informs future planning possibilities.

INTRODUCTION AND DATA SOURCES

The following section describes the population and socioeconomic statistics and housing characteristics and trends of the downtown Lake Orion district and the surrounding area. The data presented comes from the US Census Bureau’s Decennial Census and the American Community Survey (ACS) 5-Year estimates and is supplemented by data from Southeast Michigan Council of Governments (SEMCOG). The ACS uses statistical sampling over a 5-year period to describe the average characteristic over the period of collection. Evaluations were made with the Village and Township, along with Oakland County and in some instances, the State of Michigan.

A GROWING COMMUNITY

Alongside Oakland County, the Lake Orion community has been steadily growing, even while other communities across Michigan have experience population loss. Additionally, 66% of residents have lived in the Lake Orion area for 10 years or greater. Lake Orion tends to attract residents and keep them.

It’s important to note that the DDA district experiences a higher daytime population (1,820 individuals) than the overall population of 1,123. Daytime populations, also known as commuter-adjusted populations, indicate the number of works present in an area during normal business hours and are useful in thinking about traffic and transportation impacts. The Lake Orion DDA district experiences approximately 62% swelling of the population during the day to accommodate the wealth of services and businesses, of which there are 144. Correspondingly, the number one industry in the DDA district is the service industry, supplying 45.5% of total employees with jobs, and occupying 39.6% of all DDA businesses, followed by the retail industry, supplying 38.7% of total employees with jobs.

<table>
<thead>
<tr>
<th>Table 1: Population Change, 2000-2017</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td><strong>DDA District</strong></td>
</tr>
<tr>
<td>Village of Lake Orion</td>
</tr>
<tr>
<td>Orion Township</td>
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<tr>
<td>Oakland County</td>
</tr>
<tr>
<td>State of Michigan</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: US Census
1 ESRI Business Analysis, 2019
2 Per the Standard Industrial Classification (SIC) system, the service industry includes automotive services, legal services, educational services, etc.
3 Per the Standard Industrial Classification (SIC) system, the retail industry includes general merchandise stores, eating and drinking places, etc.
Age Trends

Table 2 shows that the population in the DDA district (39.7 years) is younger than the Village of Lake Orion as a whole, but even within the past 7 years, has increased and is almost the same as Orion Township (40.0 years).

Overall, the Village has significantly older population than Oakland County, the median age has increased over the past two decades to 45.7 years. Changes in family structure and life expectancy may account for the increasing median age.

Table 2: Median Age, 2000-2017

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>DDA District</td>
<td>—</td>
<td>37.1 years</td>
<td>39.7 years</td>
</tr>
<tr>
<td>Village of Lake Orion</td>
<td>38.1 years</td>
<td>41.2 years</td>
<td>45.7 years</td>
</tr>
<tr>
<td>Orion Township</td>
<td>—</td>
<td>38.6 years</td>
<td>40.0 years</td>
</tr>
<tr>
<td>Oakland County</td>
<td>36.7 years</td>
<td>40.2 years</td>
<td>41.0 years</td>
</tr>
</tbody>
</table>

Source: US Census

Lake Orion began in the mid-19th century as a land promotion endeavor that featured a beautiful Lake. After the Civil War and throughout the 1920’s, it saw life as a popular Victorian summer resort and destination for the growing city of Detroit. For much of the 20th century it remained a tranquil lakeside community, insulated from the major effects of urban development.

The Village was formally incorporated in 1859. Today, Lake Orion remains a unique lakeside community with a traditional downtown, yet it finds itself part of the dynamic and sprawling Detroit metropolitan area.

Lake Orion’s historic identities can still be seen in the land use patterns and structures today and continue to influence and define the community’s character and sense of place.
Inclusive Housing

Approximately 30% (2017 ACS) of the downtown housing stock consists of pre-1939 wood frame houses that reflect Lake Orion’s origin as a turn of the century summer recreation community. Older houses, built before WWII, give the district historic character and charm not present in newer subdivisions.

The number of older structures in a community is an important consideration for future planning. As housing ages, the cost of maintenance and the need for improvements increases. Entire neighborhoods can lose value and deteriorate if houses are not kept in good repair and necessary reinvestment is postponed.

The historic neighborhood setting, close proximity to the downtown center, and natural amenities such as Lake Orion suggest that the downtown residential neighborhoods will continue to increase in desirability. The finite supply of waterfront property and walkable districts keeps the market strong for such properties and real estate values. However, housing affordability is also important in determining the district’s long-term sustainability. Municipalities should provide housing at prices people can afford to maintain stable neighborhoods and allow existing residents to age in place. As well as serve as a community where individuals of all income levels can move and grow.

45% of all housing in the DDA district is single-family detached. Missing-middle housing is an important component to affordability and providing housing options for young professionals and seniors, those wishing to age in place within the community.
Land Use Characteristics

The following sections detail the location, character and extent of existing streets and other public and private facilities and uses. Existing land uses in the development area are shown on the follow page Map 2, Existing Land Use. The land uses within the development area were surveyed in July of 2019.

PUBLIC USES

Public uses in the development area include portions of the following public streets:

» M-24
» S. and N. Broadway
» N. Park Blvd.
» Flint St.
» Front St.
» Shadbolt St.
» Anderson St.
» Slater St.
» Atwater St.

» Church St.
» Elizabeth St.
» Axford St.
» Andrews St.
» Beebe St.
» Bagley Drive
» Glenn St.
» Perry St.
» Cass St.

» Washington St.
» Florence St.
» Park Island Drive
» Smith Ct.
» Converse St.
» Anderson St. (part)
» Slater St. (part)
» Washington St. (part)

Other public facilities within the development area include the Orion Township Fire Hall on Anderson Street and several municipal owned or leased parking lots.

Grid Pattern of Streets

A grid pattern is the street layout most often used in older communities before the 1940’s. The grid pattern has many advantages; paramount is its capacity to disperse traffic by offering several alternative routes to get to any destination. The grid pattern also provides for simplicity in wayfinding and efficient use of the land.

Throughout much of DDA district, a pedestrian-friendly grid network (blocks) has been established. Opportunities to extend the grid and create similar scale blocks should be considered with any new or redevelopment. The DDA is currently implementing this best practice on Front Street, between S. Broadway and Lapeer, which will transform a one-way, narrow road into a two-way traffic flow with on-street parallel parking.

The DDA should ensure that any new roads / alleys create connections and blocks, completing the grid pattern, which will encourage people to go through a place, rather than around it.
Residential Uses
Both single family and multiple family land uses exist within the district. Single family homes predominate in the eastern and northern sections of the development area. A number of former single family homes have been converted to include apartments along Lapeer, Church, Flint and Slater Streets. Apartments are common in the second story over commercial uses in the downtown core area of Flint and Broadway. Major apartment complexes in the development area are Village Creek Manor on Slater Street, Paint Creek Villas and Village East Apartments on Orion Road and a senior development known as Heritage Place. There are a number of residences along the Lake, behind the commercial uses fronting the west side of M-24.

Commercial Uses
Commercial development is a major land use in the development area and are clustered into two distinct portions of the DDA: the M-24 commercial strip (Regional Commercial) and the traditional downtown core (Downtown Commercial).

M-24 is characterized by auto-oriented commercial uses such as quick-service restaurants, gas stations, commercial strip centers, lumber yard, professional offices and personal services. The downtown district includes restaurants, specialty retail, business offices, personal services and entertainment facilities.

Light Industrial
There is only one light industrial use within the development area, the self storage facility on Church Street.

Public Recreational and Educational Uses
The Village-owned Atwater Park, Meek’s Park, Children’s Park, and Green’s Park are public recreational facilities in the district. Evergreen Cemetery is also located along M-24. Commercial boat docking facilities for recreational boats exist along the waterfront.

Blanche Sims Elementary School is the primary educational land use in the development area. The operational Administrative Building for the Lake Orion Community Schools is also located at the corner of Church and Lapeer.

Semi-Public Uses
Semi-public land uses in the development include several religious institutions. The development area is served by DTE distribution and Consumers Energy lines.

Vacant Land / Structures
Within the development area are several significant vacant parcels of land and buildings, including property located along the east side of M-24. The Ehman Center, a former school, is also associated within the district and is currently vacant. In addition there are many smaller vacant parcels in private ownership in the district. Development of vacant land should be consistent with the Village’s Master Plan and Zoning Ordinance.
LAKE ORION FEEDBACK:

*We love the DIA artwork downtown. It gives me a chance to talk about art with my young children. We love it!*

– Public Engagement, 2019

LAKE ORION FEEDBACK:

*I would love to see something that incorporates the Lake as a public space such as a small boardwalk with a few restaurants that is easily accessible from downtown.*

– Public Engagement, 2019
WALKABILITY

When a place is highly walkable, people are more likely to conduct daily errands within walking distance of where they live, are more likely to visit multiple businesses, and are more likely to contribute positively to the economic well-being of their community. Thriving walkable areas in Southeast Michigan are seen as highly desirable places to live and visit.

Biking and walking are major modes of transportation that are receiving more attention than ever, especially with the concept of Complete Streets and planning for all modes of transportation.

Communities are working to ensure that sidewalks and multi-use paths are included in new developments and that they connect to the overall transportation network. Regions have also been seeking to build new long-distance non-motorized facilities to create opportunities for transportation and recreation.

Non-motorized infrastructure is an indicator of sustainability as it demonstrates the community investment in bicycling and walking facilities. Communities with non-motorized facilities create the opportunity to reduce motor vehicle trips, which contributes in many ways to the Village’s overall environmental sustainability, including relieving traffic congestion, and reducing space necessary for downtown parking.

Figure B: Somerset Collection Walkability Comparison

Source: Google, 2019. Scale: 1,375 feet.
Fostering a Safe and Welcoming Environment for All Residents and Visitors

While the majority of residential and downtown streets feature slower traffic, the bisection of the downtown district by M-24 presents challenges for safe pedestrian and cyclist movement. Access is limited between the downtown and Lake Orion, but also between the downtown and the greater community west of M-24. As shown in Figure C, the top 20 traffic incidents consistently occurred along M-24 over the past three years.

As sites along M-24 are redeveloped, opportunities for increased pedestrian and vehicular safety should be at the forefront of any planning review. This includes proper signalization, a reduction in curb cuts, traffic calming measures and pedestrian amenities (ex: sidewalks, right-of-way trees, benches, crosswalks, narrow curb cuts, and buildings set closer to the right-of-way) along the corridor.

**Figure C: Traffic Incidents, 2016-2018**

<table>
<thead>
<tr>
<th>Location</th>
<th>No. of Incidents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
</tr>
<tr>
<td>Flint and M-24</td>
<td>18</td>
</tr>
<tr>
<td>Atwater and M-24</td>
<td>11</td>
</tr>
<tr>
<td>Heights and M-24</td>
<td>16</td>
</tr>
<tr>
<td>Park Island and M-24</td>
<td>11</td>
</tr>
<tr>
<td>Church and M-24</td>
<td>6</td>
</tr>
<tr>
<td>Shadbolt and M-24</td>
<td>7</td>
</tr>
<tr>
<td>Broadway and M-24</td>
<td>2</td>
</tr>
<tr>
<td>Converse and M-24</td>
<td>8</td>
</tr>
<tr>
<td>Elizabeth and M-24</td>
<td>4</td>
</tr>
<tr>
<td>Smith and M-24</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: SEMCOG, 2019
LOCATION AND EXTENT OF PROPOSED PUBLIC AND PRIVATE LAND USES

Proposed land uses for the district are generally identical to existing land uses with certain exceptions. These exceptions are discussed further in Chapter 5, the Capital Improvement Plan. It should be understood that all potential land use changes are contingent upon agreement between the property owner, DDA, Village of Lake Orion and the Village of Lake Orion Planning Commission. Land use changes must also be considered within the context of the Village Master Plan.

EXISTING IMPROVEMENTS TO BE DEMOLISHED, REPAIRED OR ALTERED

The structures occupying the Lake Orion Lumber Yard, the rustic cabins site on M-24, and other underutilized parcels may be repaired, altered or demolished. The projects are proposed to remain flexible to permit the DDA to respond to developer interest when said interest is expressed. All such activity is anticipated to occur prior to the expiration of this amendment.

LOCATION, EXTENT, CHARACTER AND ESTIMATED COST OF IMPROVEMENTS, AND STAGES OF CONSTRUCTION PLANNED

Chapter 5, the Capital Improvement Plan, details the contemplated improvements in the development area, along with estimated cost and time of completion. Cost estimates for projects are estimates because construction drawings have not been done, and therefore costs are based on preliminary design concepts. A percentage has been factored into the cost estimates to cover contingencies and engineering costs.

Improvements to private property will be encouraged through implementation of the facade improvements program proposed under this Plan. To stimulate private investment within the Village’s downtown core, facade improvement programs will continue to be administered by the DDA. Such programs provide assistance for property owners to rehabilitate building facades and make improvements for the betterment of the entire downtown community. The joint public/private approach will stimulate implementation of other building improvements and thus aid commercial revitalization.

The time schedule for construction of the public improvement program for the development area is outlined within Chapter 5.
Lake Orion DDA Key Accomplishments Since 2014

In addition to annual projects and events, the following are recent DDA accomplishments:

**Downtown Branding Kit**
Includes a branding guide with logos, fonts, and colors as well as recommendations for how to use the logos in publications.

**New Parking Lot at Front Street and Anderson Street**
Lot donated by Dia Zaraga, owner of Sagebrush Cantina, 42 spaces.

**Paint Creek Trail Extension**
Connecting the City of Rochester and the Lake Orion community and the creation of a downtown trailhead.

**Flint Street Alleyway**
Original improvements included lighting and furniture created from pallets. Further improvements to build a permanent cedar wood pergola with signage on each end of the alleyway and improved LED lighting. Arya Sunil, a local boy scout, raised money and coordinated volunteers to build 6 cedar benches for the Flint Street Alleyway. Foglers, a local greenhouse, provides flowers in pots throughout the Alleyway. Volunteers help take care of this cherished spot in Downtown Lake Orion.

**Orion Art Center Parking Lot and Fire Hall Public Restrooms**
Creation of 19 spaces and public restrooms, especially for Children’s Park use.

**Wayfinding Signage**
Includes informational kiosks, gateway signs, directional signs, public parking signs, and new signs for the downtown parks.

**Award Winning E-Newsletter**
Weekly publication to the general public and bi-monthly publication to downtown business owners to keep everyone informed about what is happening in Downtown Lake Orion.

**Downtown Brand Marketing**
Hired New Moon Visions to help Downtown Lake Orion become a regional destination. Provides social media coverage and other marketing needs.

**Streetscape Improvements**
Updates to the streets and sidewalks in downtown Lake Orion, including infrastructure improvements such as updating the water main and laying conduit for future improvements.

**Parks Creek Bank Stabilization**
DDA area park improvements and annual commitments to the VLO.

**Front Street Restoration**
Planned completion in 2019 for its restoration to 2-way traffic, including a resurface and creation of on-street parking.

**Land Acquisition**
For the future creation of additional public parking on Slater Street.

**Bike Parking**
Designation of the Flint Street on-street bike corral, bike parking at Meeks Park and Broadway, and Children’s Park bike parking (a total of 150 bike parking spaces).
FACADE GRANT IMPROVEMENTS -

In recent years, public and private partnerships with the DDA and business owners have successfully lead to the maintenance of many key properties in the district.

Recently approved facade grants, following the design guidelines of the DDA, include Anita’s Kitchen, Luckies, 20 Front Street, Oat Soda, and Lockhearts.

– Lake Orion DDA, 2014 - 2019

FACADE GRANT PROGRAMS AND ENHANCING A HISTORIC CENTER

Downtown Lake Orion is home to a wide variety of traditional architecture. In some cases, building facades were covered during the 70s and 80s as a result of the modernist movement. The architecture of downtown Lake Orion is one of the defining unique features of the district and is related to the desire for individuals to live in the area and/or open their business. Such a vibrant downtown protects property values and infrastructure improvements for the betterment of the entire district.

An investment in the on-going maintenance and façade restoration and improvements further the success of all businesses and residents in the downtown. As shown in Figure D: Façade Investments, the downtown improvement considerably adds to the character of the district.
Figure D: Facade Investments in Downtown Lake Orion

33 N. Broadway

16 W. Flint

27 S. Broadway

21 W. Flint

27 E. Flint

3 S. Broadway

11 S. Broadway

 Builders
 CUSTOM FLOORING

January, 2020
BENEFITS OF GREEN SPACE -

Researches have found that public amenities such as parks and open spaces increase property values, up to a 23.3 percent premium, to live within one-fifth of a mile from such a space.

– National Association of Realtors, 2019

OPEN SPACE AND CONTEMPLATED FUTURE USE

Atwater Park, Meek’s Park, Children’s Park and Green’s Park, which are public parks located in the development area, will remain as open space and will continue to be used for recreational activity and events as they function as important community gathering spaces. Paint Creek Trail and associated pedestrian and cyclist routes are also intended to remain.

Various park and open space projects will be undertaken pursuant to the Capital Improvement Plan. These improvements are designed to enhance the walkability and livability of Lake Orion, thereby supporting property values within the community. They also support the business environment by strengthening the downtown market.
PROPERTY TO SELL, DONATE, EXCHANGE OR LEASE TO OR FROM

The DDA currently leases several parcels from private owners which are utilized for public parking and the DDA office headquarters. One of these parcels is located at the south-east corner of Broadway and Shadbolt (adjacent to the Lake Orion Review) and another parcel used for shared parking is located at 44 East Flint Street. This Plan includes continuation of these leases if they remain needed and advantageous for the DDA. Additionally, the property at 52/54 and 104 S. Slater was recently purchased for future surface parking.

DESIRED ZONING, STREETS, INTERSECTIONS AND UTILITY CHANGES

It is anticipated that the Village will review its Master Plan in light of this DDA Plan amendment. This may result in the consideration of zoning changes. Anticipated changes in streets, street levels and intersections may also be explored, as further identified in the Capital Improvement Plan.

AN ESTIMATE OF THE COST OF THE DEVELOPMENT, METHOD OF FINANCING AND ABILITY TO ARRANGE THE FINANCING

During the twenty year term of the Development Plan, the estimated cost of the public improvement projects and services is approximately $19 million. This includes costs for the administration, promotion, planning, design guidelines along with costs associated with the Downtown Manager’s office. It is anticipated that these projects will be paid for with a combination of tax increment revenues, private contributions, grants, land sales and/or lease proceeds, expense sharing with other entities, and such other funds as may be made available to the DDA for the improvements. Tax increment revenues may be used to pay bond obligations.

Under P.A. 197 of 1975, as amended, the DDA has the authority to carry out a public improvement program utilizing tax increment financing, may receive donations for the performance of its functions, and may also finance its activities from money provided from other sources approved by the Village Council.

The Capital Improvement Plan in Chapter 5 lists the projects, estimated cost and general schedule for completion.

LAKE ORION FEEDBACK:

Very nice town would like to see more green options (street recycling in downtown, car charging, solar panels, etc.).

– Public Engagement, 2019
DESIGNATION OF PERSON OR PERSONS, NATURAL OR CORPORATE, TO WHOM ALL OR A PORTION IS TO BE LEASED, SOLD OR CONVEYED AND FOR WHOSE BENEFIT THE PROJECT IS BEING UNDERTAKEN

All public improvement projects undertaken as part of this Tax Increment Financing and Development Plan Amendment are anticipated to remain in public ownership or under public control for the public benefit.

PROCEDURES FOR BIDDING FOR THE LEASING, PURCHASING OR CONVEYING IN ANY MANNER OF ALL OR A PORTION OF THE DEVELOPMENT UPON ITS COMPLETION

The property at 52/54 and 104 S. Slater was most recently purchased for future parking and DDA use. In the event the DDA purchases, receives a donation of or otherwise comes to own property in the development area, it will conform with any bidding or land disposition process adopted by the Village or, in the absence of such procedures, the DDA will adopt suitable procedures to guide it in the disposition of property.

Any land acquisition will be undertaken in accordance with the procedures of Act 344 of the Michigan Public Acts of 1945, as amended; Act 87 of the Michigan Public Acts of 1980, as amended; the Uniform Relocation and Real Property Acquisition Policies Act of 1970, as amended; and the regulations promulgated thereunder by the U.S. Department of Housing and Urban Development.

ESTIMATES OF THE PERSONS RESIDING IN THE DEVELOPMENT AREA AND THE NUMBER OF INDIVIDUALS TO BE DISPLACED

It is estimated that approximately 1,300 persons reside in the development area, based upon 1990 Census statistics. No families or individuals are planned to be displaced and no occupied residences are designated for acquisition and clearance by the DDA. This Amendment reflects and incorporates the Development Area Citizens Council (DACC) 2016’s Development Plan Project List.

PLAN FOR ESTABLISHING PRIORITY FOR THE RELOCATION OF PERSONS DISPLACED; PROVISION FOR COSTS OF RELOCATION OF DISPLACED PERSONS; PLAN FOR COMPLIANCE WITH ACT NO. 227 OF P.A. OF 1972 OF MICHIGAN COMPILED LAWS

No displacement is anticipated. Should displacement occur, the Village and DDA will comply with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 and guidelines implementing the Uniform Act by the U.S. Department of Housing and Urban Development.
SUMMARY OF THE

Tax Increment Financing (TIF) Plan

Lake Orion’s Downtown Development Authority was established to mitigate the negative social and economic impacts of downtown property value deterioration and to uphold the vibrancy of the downtown district. To accomplish a number of goals, such as to increase property tax valuation and facilitate the overall economic growth of its business district, Lake Orion Village Council deemed it beneficial and necessary to create and provide for the operation of a DDA under the provisions of Public Act 197 of 1975, as amended. At that time, the DDA also determined that a Tax Increment Financing Plan (“TIF Plan”) was necessary to achieve the purposes of the Act, and prepared and submitted said plan to the Village Council, which is updated as part of this amendment.

To utilize tax increment financing, the DDA must prepare a development plan and a tax increment financing plan. Both plans are submitted to the Village Council, where the Council must adopt the plans by ordinance. These plans may be amended in the future to reflect changes desired by the DDA. Amendment No. 4 was prepared in accordance with Public Act 57 of 2018 and followed that transparent, public process for review, consideration, and adoption.
EXPLANATION OF THE TAX INCREMENT PROCEDURE —

As provided in P.A. 57 of 2018, tax increment financing is a financing tool for the redevelopment of designated development areas within a DDA Development Area. Tax increment financing is the process of expending new property tax dollars for improvements that generally benefit the parcels that pay the taxes.

Tax dollars generated from new private property developments and from improvements to existing private property within a designated development area are “captured” and utilized by the DDA to finance public improvements within that development area. This process supports and encourages continued private investment.

BOND INDEBTEDNESS TO BE INCURRED

Based upon the estimated costs of the public improvements and the projected revenues from the estimated capture assessed values within the development area, the maximum amount of bonded indebtedness to be incurred will not exceed $5 million dollars, plus a sum sufficient to pay the interest on the tax increment revenue bonds.

If all the projected developments do not materialize as projected in this Plan, the maximum amount of bonded indebtedness to be occurred shall be adjusted so as to be supported by the adjusted estimates of annual captured assessed value. Alternatively, the Authority and the Village may decide not to bond, but to invest all or a portion of the tax increment revenues received and phase the improvements as a “pay-as-you-go” program or finance the improvements by some other borrowing in accordance with the DDA Act and Village Ordinances.

PLAN DURATION

The duration of this amended tax increment financing plan is twenty years, commencing upon adoption of the amendments by the Village Council and ending December, 2039, unless this Plan is amended to extend or shorten its duration.
ESTIMATED IMPACT OF TAX INCREMENT FINANCING ON TAXING JURISDICTIONS

The assessed valuation of property within the Development Area was $30,309,420.00 in 2019. The initial 1985 base year capture of the DDA was $10,233,400. Table 3 summarizes the tax jurisdictions and the millages subject to capture (rates per $1,000 of taxable value).

Captured assessed value is defined in the Act, as the amount, in any one year, by which the current assessed value of the development area exceeds the initial assessed value. Initial assessed value is defined as the assessed value, as equalized, of all the taxable property within the boundaries of the development area at the time the ordinance establishing the tax increment financing plan is approved, as shown by the most recent assessment roll of the municipality. Such funds transmitted to a DDA are termed “tax increment revenues”.

Tax increment revenues are the amount of ad valorem and specific local taxes attributable to the application of the levy of all taxing jurisdictions other than the state education tax and local or intermediate school districts upon the captured assessed value of real and personal property in the development area.

Table 3: Taxing Jurisdictions, Lake Orion DDA, Michigan

<table>
<thead>
<tr>
<th>Taxing Unit</th>
<th>Millage Subject to Capture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village of Lake Orion Total¹</td>
<td>13.1021 mills</td>
</tr>
<tr>
<td>Orion Township Total²</td>
<td>4.8848 mills</td>
</tr>
<tr>
<td>Oakland County</td>
<td>4.0400 mills</td>
</tr>
<tr>
<td>Orion Township Library Operating</td>
<td>1.3666 mills</td>
</tr>
<tr>
<td>Community College</td>
<td>1.5303 mills</td>
</tr>
<tr>
<td>Huron / Clinton Metro Parks</td>
<td>0.2129 mills</td>
</tr>
<tr>
<td>County Parks</td>
<td>0.2349 mills</td>
</tr>
<tr>
<td>Total Applicable DDA Millage</td>
<td>25.3716 mills</td>
</tr>
</tbody>
</table>

Source: Village of Lake Orion, September, 2019

¹ Village of Lake Orion millage includes the following: General Operating (10.1136) and Police (2.9885).

² Orion Township millage includes the following: Fire (2.5173); Township General (0.8977); Safety Paths (0.2293); NOTA, North Oakland Transportation Authority (0.2405); and Parks and Recreation (1.0000).
Plan for the Expenditure of Captured Assessed Value

Estimate of Tax Increment Revenues

Table 3 summarizes the impact of tax increment financing on all taxing jurisdictions whose increment is subject to capture. The projected annual growth in taxable value is estimated in Table 4 at a 2% annual rate.

Cost estimates for the projects are preliminary; specific plans and refined cost estimates for the Downtown Development Area improvements will be completed upon initiation of each project. Projects that arise and are consistent with the objectives and priorities of the DDA may be funded consistent with the financing methods described in this Plan. Outside grant funding should also be pursued using TIF and other Village revenues to provide the required matching contributions.

Expenditure of Tax Increment Revenues

Chapter 5 details the Capital Improvement Plan activities which will be funded with tax increment revenues. Costs estimated included are current to the date of adoption and are based on concepts. Additional tax increment revenues beyond those projects may be used in any of the following ways:

» Accelerate the repayment of debt as permitted by bond provisions;
» Expand the list of projects or expedite the completion of projects; and
» Be returned to the taxing units as provided by law.

Should the tax increment revenues be less than those projected, the DDA may elect to collect and hold captured revenues until a sufficient amount is available to implement specific public improvements or consider implementing public improvements based on the ability to match existing funds with expenditures while seeking out additional funding sources.

The Downtown Development Authority shall annually review proposed increment expenditures and revenues to prioritize the use of additional funds. The Lake Orion DDA prepares, reviews, and submits an annual budget to the Village council for approval (fiscal year is July 1 – June 30). Other public improvements which would further the completion of the Development Plan may be funded by the DDA.
### Table 4: Tax Increment Capture Projects by Taxing Jurisdiction, 2019 – 2039

<table>
<thead>
<tr>
<th>Year</th>
<th>Village of Lake Orion 13.1021 Mills</th>
<th>Orion Twp. 4.8848 Mills</th>
<th>Oakland Co. 4.0400 Mills</th>
<th>Orion Twp. Library 1.3666 Mills</th>
<th>Community College 1.5303 Mills</th>
<th>Metro Parks 0.2129 Mills</th>
<th>Co. Parks 0.2349 Mills</th>
<th>Total 25.3716 Mills</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$30,309,420</td>
<td>$397,117</td>
<td>$148,055</td>
<td>$122,450</td>
<td>$41,421</td>
<td>$46,383</td>
<td>$6,453</td>
<td>$7,120</td>
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<tr>
<td>2020</td>
<td>$30,915,608</td>
<td>$405,059</td>
<td>$151,017</td>
<td>$124,899</td>
<td>$42,249</td>
<td>$47,310</td>
<td>$6,582</td>
<td>$7,262</td>
</tr>
<tr>
<td>2021</td>
<td>$31,533,921</td>
<td>$413,161</td>
<td>$154,037</td>
<td>$127,397</td>
<td>$43,094</td>
<td>$49,221</td>
<td>$6,848</td>
<td>$7,407</td>
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<tr>
<td>2022</td>
<td>$32,164,599</td>
<td>$421,424</td>
<td>$157,118</td>
<td>$129,945</td>
<td>$43,956</td>
<td>$50,206</td>
<td>$6,985</td>
<td>$7,707</td>
</tr>
<tr>
<td>2024</td>
<td>$33,464,049</td>
<td>$438,449</td>
<td>$163,465</td>
<td>$135,195</td>
<td>$45,732</td>
<td>$51,210</td>
<td>$7,124</td>
<td>$8,018</td>
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<tr>
<td>2025</td>
<td>$34,133,330</td>
<td>$447,218</td>
<td>$166,734</td>
<td>$137,899</td>
<td>$46,647</td>
<td>$52,234</td>
<td>$7,267</td>
<td>$8,186</td>
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<tr>
<td>2026</td>
<td>$34,815,996</td>
<td>$456,163</td>
<td>$170,069</td>
<td>$140,657</td>
<td>$47,580</td>
<td>$53,279</td>
<td>$7,412</td>
<td>$8,178</td>
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<td>2027</td>
<td>$35,512,316</td>
<td>$465,286</td>
<td>$173,471</td>
<td>$143,470</td>
<td>$48,531</td>
<td>$54,344</td>
<td>$7,561</td>
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<tr>
<td>2028</td>
<td>$36,222,563</td>
<td>$474,592</td>
<td>$176,940</td>
<td>$146,339</td>
<td>$49,502</td>
<td>$55,431</td>
<td>$7,712</td>
<td>$8,509</td>
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<td>2029</td>
<td>$36,947,014</td>
<td>$484,083</td>
<td>$180,479</td>
<td>$149,266</td>
<td>$50,492</td>
<td>$56,540</td>
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<tr>
<td>2030</td>
<td>$37,685,954</td>
<td>$493,765</td>
<td>$184,088</td>
<td>$152,251</td>
<td>$51,502</td>
<td>$57,671</td>
<td>$8,023</td>
<td>$8,852</td>
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<tr>
<td>2031</td>
<td>$38,439,673</td>
<td>$503,640</td>
<td>$187,770</td>
<td>$155,296</td>
<td>$52,532</td>
<td>$58,824</td>
<td>$8,184</td>
<td>$9,029</td>
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<td>2032</td>
<td>$39,208,467</td>
<td>$513,713</td>
<td>$191,526</td>
<td>$158,402</td>
<td>$53,582</td>
<td>$60,001</td>
<td>$8,347</td>
<td>$9,210</td>
</tr>
<tr>
<td>2033</td>
<td>$39,992,636</td>
<td>$523,988</td>
<td>$195,356</td>
<td>$161,570</td>
<td>$54,654</td>
<td>$61,201</td>
<td>$8,514</td>
<td>$9,394</td>
</tr>
<tr>
<td>2034</td>
<td>$40,792,489</td>
<td>$534,467</td>
<td>$199,263</td>
<td>$164,802</td>
<td>$55,747</td>
<td>$62,425</td>
<td>$8,685</td>
<td>$9,582</td>
</tr>
<tr>
<td>2035</td>
<td>$41,608,339</td>
<td>$545,157</td>
<td>$203,248</td>
<td>$168,098</td>
<td>$56,862</td>
<td>$63,673</td>
<td>$8,858</td>
<td>$9,774</td>
</tr>
<tr>
<td>2036</td>
<td>$42,440,505</td>
<td>$556,060</td>
<td>$207,313</td>
<td>$171,460</td>
<td>$57,999</td>
<td>$64,947</td>
<td>$9,036</td>
<td>$9,969</td>
</tr>
<tr>
<td>2037</td>
<td>$43,289,315</td>
<td>$567,181</td>
<td>$211,460</td>
<td>$174,889</td>
<td>$59,159</td>
<td>$66,246</td>
<td>$9,216</td>
<td>$10,169</td>
</tr>
<tr>
<td>2038</td>
<td>$44,155,102</td>
<td>$578,525</td>
<td>$215,689</td>
<td>$178,387</td>
<td>$60,342</td>
<td>$67,571</td>
<td>$9,401</td>
<td>$10,372</td>
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<tr>
<td>2039</td>
<td>$45,038,204</td>
<td>$590,095</td>
<td>$220,003</td>
<td>$181,954</td>
<td>$61,549</td>
<td>$68,922</td>
<td>$9,589</td>
<td>$10,579</td>
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<tr>
<td>Totals</td>
<td>$781,477,390</td>
<td>$10,238,994</td>
<td>$3,817,360</td>
<td>$3,157,168</td>
<td>$1,067,967</td>
<td>$1,195,894</td>
<td>$166,376</td>
<td>$183,569</td>
</tr>
</tbody>
</table>
SUMMARY OF THE

Capital Improvement Plan (CIP)

The Capital Improvement Plan (CIP) represents a comprehensive approach to the revitalization and development of the Lake Orion downtown district, emphasizing on strengthening the tax base, improving the image and appearance of the area, and providing adequate public improvements to support and attract private development.

The priorities and projects are proposed to remain flexible to permit the DDA to respond to developer interest when said interest is expressed. The sequence of timing for implementing the recommendations of this Plan are also flexible to allow the DDA to take advantage of funding and other opportunities which may arise.

This Plan’s potential implementation responsibilities, funding sources and implementation mechanisms are outlined in the following tables. Concept plans have been prepared to illustrate ways to redevelop catalyst properties that are in accordance with well-established design principles. Private sector initiatives, such as the development of new buildings and private site amenities, are a crucial component to the continued success of the district.

The Capital Improvement Plan is organized by the four themes of the Michigan Main Street Communities: Design, Organization, Promotion and Economic Viability.
DESIGN OBJECTIVES -

Capitalize on the assets of Lake Orion’s physical environment, such as historic buildings and the lake, while creating an inviting atmosphere through renovation and perhaps new construction.

FUTURE DESIGN PROJECTS

Street Improvements / Traffic Calming.
Implement the M-24 crossing to the public boat dock from S. Broadway Street. Partner with MDOT to develop detailed construction plans for improvements to develop a boulevard design on sections of M-24, and for a continual maintenance plan for this area by MDOT. Calm traffic at the M-24 / Flint Street intersection. Lengthen the pedestrian crossing time at M-24 and Flint Street. Review high traffic incident areas with MDOT.

Design Gateway Features.
Partner with MDOT and/or private developers to design entrance gateway features to raise greater awareness of the downtown. Ensure that visual and usable connections are made from the downtown to Lake Orion whenever possible.

Evergreen Cemetery Designation and Streetscape Elements.
Research and consider a civil war designation for the cemetery. Improve the streetscape along all cemetery edges to include decorative fencing, a sidewalk and street trees. Install cemetery signage at highly visible areas to direct traffic to desired entrance points.

Streetscape Accessibility.
Survey the downtown streetscape and furniture zones for areas that might not meet ADA accessibility standards or could be obtrusive to pedestrians and implement access and mobility recommendations.

Facade Improvement Programs.
Continue the established incentive program to aid in preserving and enhancing the facades of the downtown buildings. Administered by the DDA, the program provides a portion of the funds necessary for property owners to rehabilitate building facades in accordance with adopted design guidelines.

This private/public collaboration is essential to promote downtown redevelopment. Program funds should include a variety of building improvements, including work to bring buildings into compliance with the Americans with Disabilities Act or Michigan Barrier Free Design regulations; building code corrections; sign / canopy enhancements; lighting, entryways or other exterior renovations.

Recipients of such grants should be required to display “Façade grant sponsored by the Lake Orion DDA” signage for a given period of time to further promote the DDA’s involvement.

Leave the Lights On Program.
Purchase and provide LED lighting to illuminate all the doorways in the downtown to add consistency, creating a more inviting appearance, and raising awareness for business offerings and hours to visitors.
## Key:

| VA | Village Administration (including DPW) |
| VC | Village Council |
| PC | Planning Commission |
| PR | Parks and Recreation Committee |
| OT | Orion Township |
| LB | Orion Twp. Public Library Board |
| OC | Oakland County |
| MP | Huron / Clinton Metro Parks |
| PCTA | Paint Creek Trail Association |
| MMS | Michigan Main Street Program |
| BO | Business Owners |
| CM | Community Members |
| MMDT | Michigan Department of Transportation |
| WT | Watertowns Initiative |

Indicates a top project, as identified during the public engagement process

Indicates a top project, as identified by DACC, Development Area Citizens Council

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### Table 5:  Design Capital Improvement Plan

<table>
<thead>
<tr>
<th>Project Brief</th>
<th>Priority</th>
<th>Cost Estimate</th>
<th>DDA Partner Other Gov’t Private Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Improvements / Traffic Calming</td>
<td>High</td>
<td>N/A</td>
<td>VC, PC, MDOT</td>
</tr>
<tr>
<td>Design Gateway Features</td>
<td>High</td>
<td>$20,000</td>
<td>VC, VA, MDOT</td>
</tr>
<tr>
<td>Evergreen Cemetery Designation and Streetscape Improvements</td>
<td>Low</td>
<td>$15,000</td>
<td>VA, MDOT, PR</td>
</tr>
<tr>
<td>Streetscape Accessibility</td>
<td>Low</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Facade Improvement Programs</td>
<td>On-going</td>
<td>$20,000</td>
<td>MMS, BO</td>
</tr>
<tr>
<td>Walkability Enhancements</td>
<td>On-going</td>
<td>$7,000 annually</td>
<td>VA</td>
</tr>
<tr>
<td>Shared Dumpster Program</td>
<td>High</td>
<td>$2,000 study $10,000 a quadrant</td>
<td>VA, PC</td>
</tr>
<tr>
<td>Fire Station Improvements</td>
<td>Low</td>
<td>variable</td>
<td>VC, OT, MDOT</td>
</tr>
</tbody>
</table>

---

**Walkability Enhancements.**

Continue to review, maintain and enhance pedestrian crosswalks and sidewalks within the DDA district, including directional signage and zebra crosswalk striping. All improvements should follow the approved street and sidewalk design, with bump outs, brick lined sidewalks and lighting.

**Shared Dumpster Program.**

Coordinate with the Village Planning Commission and Administration to develop and execute a plan for shared dumpsters within the DDA district, including location, design, security and frequency of pickup. This also includes working with the business owners and residents for each downtown quadrant.

**Fire Station Improvements.**

Fire Station No. 1 is located in the middle of the downtown at 93 S. Anderson Street. The grid pattern provides sufficient access to the neighborhoods and M-24, although this can be difficult at times due to seasonal events, festivals and downtown crowds. Should the Fire Station decided to relocate in the future, a potential location with better access would be the M-24 corridor.
FUTURE PROMOTIONAL PROJECTS

Business Recruitment and Marketing
Create a business recruitment program and continue to develop marketing materials and brochures. Actively market and educate property owners on permitted uses of the district - this is helpful for both property owners looking for quick tenant turnaround (reduced Village approval process for permitted uses) and for the DDA to attract desired uses, including but not limited to upscale, gourmet stores and unique, destination shops.

Offer stronger regional promotion of businesses and events to increase the trade area for patrons, bringing in a larger day-time population.

Public Art Initiatives
Continue partnering and sponsoring public art opportunities, including but not limited to murals, rotating exhibits, and design competitions (ex: crosswalks).

Winter Attractions
Install decorative white, LED lighting in the trees for the entire winter season to create a welcoming look and environment. Provide a mix of cold weather activities and events to attract patrons to the downtown year-round including winter recreation events on the lake, holiday shopping events, and window decorating contests.

Branding and Communication
Continue the branding efforts of the Lake Orion DDA and strive to unify the message, relaying the benefits of the DDA to the business community and public. Provide more articles and information on events and businesses in the local paper, The Lake Orion Review, and in the Oakland Press, on social media and on the DDA website.

Residential Tree Planting Program
In partnership with the Village, develop a Residential Tree Planting Program that focuses on select block(s) each year to increase the neighborhood tree canopy and improve the environmental quality and stormwater management. Funding sources include community grants from entities such as DTE.

Trail Town / Water Town Designations
Research and apply for both the Trail Town and Water Town designations, a Pure Michigan program, to encourage Eco-tourism and attract a wider audience to the Lake Orion downtown area. Once a designated Trail Town, the DNR offers marketing (press releases, the trail incorporated into all Pure Michigan maps and marketing material, and signage with branding located along the trail). Applications are due each Fall.

Paint Creek Trail Signage
Install signage at East Clarkston for downtown Lake Orion trailhead (spur of Iron Belle Trail), to be completed by April 2020.
**Key:**
- VA: Village Administration (including DPW)
- VC: Village Council
- PC: Planning Commission
- PR: Parks and Recreation Committee
- OT: Orion Township
- LB: Orion Twp. Public Library Board
- OC: Oakland County
- MP: Huron / Clinton Metro Parks
- PCTA: Paint Creek Trail Association
- MMS: Michigan Main Street Program
- BO: Business Owners
- CM: Community Members
- MDOT: Michigan Department of Transportation
- ●: Indicates a top project, as identified during the public engagement process
- ● ●: Indicates a top project, as identified by DACC, Development Area Citizens Council

### Table 6: Promotional Capital Improvement Plan

<table>
<thead>
<tr>
<th>Project Brief</th>
<th>Priority</th>
<th>Cost Estimate</th>
<th>Other Gov’t</th>
<th>Private</th>
<th>Potential Funding Sources</th>
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</thead>
<tbody>
<tr>
<td>Business Recruitment and Marketing</td>
<td>On-going</td>
<td>$40,000 VA BO</td>
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<td>TIF Fund</td>
</tr>
<tr>
<td>Public Art Initiatives</td>
<td>On-going</td>
<td>$3,000 VA PR BO CM</td>
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<td>TIF Fund Grants</td>
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<tr>
<td>Winter Attractions</td>
<td>High</td>
<td>$5,000 annually VA OT BO CM</td>
<td></td>
<td></td>
<td>TIF Fund Private Invest.</td>
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<tr>
<td>Branding and Communication</td>
<td>On-going</td>
<td>$10,000 BO CM</td>
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<td></td>
<td>TIF Fund</td>
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<tr>
<td>Residential Tree Planting Program</td>
<td>On-going</td>
<td>$5,000 annually VA PR MP CM</td>
<td></td>
<td></td>
<td>TIF Fund General Fund Grants</td>
</tr>
<tr>
<td>Trail Town / Water Town Designations</td>
<td>High</td>
<td>$5,000 PR PCTA</td>
<td></td>
<td></td>
<td>TIF Funds</td>
</tr>
<tr>
<td>Paint Creek Trail Signage</td>
<td>High</td>
<td>N/A PCTA</td>
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<td></td>
<td>PCTA Grant</td>
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<td>Leave the Light on Program</td>
<td>High</td>
<td>$15,000 VA MMS BO</td>
<td></td>
<td></td>
<td>TIF Fund Private Invest.</td>
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</table>

**Leave the Lights On Program.**  
Purchase and provide LED lighting to illuminate all the doorways in the downtown to add consistency, creating a more inviting appearance, and raising awareness for business offerings and hours to visitors.
FUTURE ORGANIZATIONAL PROJECTS

Administrative Support and Expenses.
Successful implementation of this Plan depends upon adequate administrative and personnel support from the Village and from the Executive Director, to undertake a comprehensive program of downtown projects, promotions and management. On-going administrative expenses also include office space and planning services. The need to hire additional DDA staff to accommodate the number of construction, event and improvement projects may be needed.

Master Plan Amendment.
Review and update the Village's Master Plan to consider the land use recommendations of this Plan.

Zoning Ordinance Amendments.
The Village’s Zoning Ordinance should be amended consistent with the updated Master Plan to encourage and regulate new development and redevelopment in the downtown.

Any zoning changes on parcels in the DDA district should be coordinated between the DDA, the Planning Commission, and the Village Council according to State enabling acts and the adopted procedures of the Village. Any change will occur in a manner that ensures appropriate future land uses within the district for the attainment as stated herein. Potential amendments include:

» Residential design standards;
» Standards for shared loading zones for downtown uses to alleviate high-demand spaces;
» Provisions regarding affordable housing;
» Access management standards for M-24;
» Parking requirements (including payment in-lieu);
» Traditional building design criteria to better preserve and build on the existing historic character and create visual harmony, including masonry standards, neutral colors, etc.;
» Resiliency planning tools; and
» Require traffic impact studies during the planning process (will aid the DDA in determining traffic flows and needs based on new developments).

Snow Removal Organization.
Establish a policy for downtown snow removal, including property owner responsibilities, locations for dumping and prioritize curbside and intersection snow removal. One example would be for property owners to shovel snow to the street and then DPW to move out of the way for on-street parking and pedestrian access. Once a policy is established, communicate the timing and policy with all property owners.
### Business Community Partnerships.
Build trust and relationships with the business community and property owners in the community, focusing on personal outreach and on-going educational programming and offerings. Areas to address: more consistent business hours (including posted hours);

### Orion Township Library Partnership.
Maintain a close relationship with the Library Board and seek projects which further support the goals of the Orion Township Library, including expanding and enhancing community support and improving ease of access for residents. It is recommended that an annual meeting is held between the Library Board and the Lake Orion DDA to identify potential projects. The DDA should work closely with the Village community to identify the needs and quantify decisions for investment. Pursue grant writing opportunities to further leverage funding for literacy and library programming.

### Diversity and Inclusion Policy.
Create a diversity and inclusion policy for the DDA to further create and foster a welcoming community for all peoples. Annually review and update the policy, identifying strategies to help accomplish its goals.

### Annual Municipal Meeting.
Schedule and hold at least one annual municipal meeting with the Lake Orion Village Council and Orion Township Board of Trustees regarding planned projects and a diagnostic review of what worked / what can be fixed moving forward.
FUTURE ECONOMIC VITALITY PROJECTS

Farmers Market / Community Center.
Create, design and establish a seasonal or yearly farmers market venue with the potential for year round activity space for the entire community.

Parking Improvements and Shared Agreements.
The DDA should keep parking solutions flexible to address changing activities as the district, and parking preferences, evolve. One option may be for the DDA to acquire parcels suitable for the development of off-street parking. For all shared parking agreements, a standard template which stipulates maintenance, parties, duration, time and signage permitted should be considered.

Parking Structure / Deck.
The development of any future parking deck or structure should be carefully integrated into the community fabric and include liner buildings if located within the downtown core to increase transparency and street activity.

Parks and Recreation Enhancements.
Various park and open space projects may be undertaken as a partnership with the Parks and Recreation Committee. These improvements are designed to enhance the walkability and quality of life in Lake Orion, thereby supporting property values within the district. They also support the business environment by strengthening the downtown market.

Future projects include, but are not limited to:

» Children’s Park - shade trees and shade sails for gathering and activities; screening of operational functions of surrounding commercial uses (ex: dumpsters, parking lot, etc.); adding decorative “swag” on the gazebo for entertainers; accessibility improvements; trailhead enhancements with water station, etc.

» Green’s Park - streetscape and welcoming appearance on site perimeter and greening of the parking lot; accessibility improvements to the beach; additional bike parking; increase police presence, etc.

» Meek’s Park - replacement of the existing chain link fencing with a more inviting material (ex: living wall); installation of cameras and lighting; stabilization of Paint Creek; increase police presence, etc.

» Atwater Park - new signage to match downtown wayfinding.

Real Estate Acquisition and Redevelopment.
This Plan recognizes that several key parcels may become available for purchase by the DDA over the next several years and that the DDA may find it desirable to assume a role in the redevelopment of these parcels. This involvement may take the form of acquisition, improvement, reconfiguration and resale with retention by the Village of any portions of these parcels required for public use.
### Table 8: Economic Vitality Capital Improvement Plan

<table>
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<tr>
<th>Project Brief</th>
<th>Priority</th>
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<th>Other Gov’t</th>
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<td>NOTA Shuttle System</td>
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<td>CO, CM, TIF Fund, DDA Parking Fund</td>
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<td>General Maintenance / Beautification</td>
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<td>TIF Fund, Private Invest.</td>
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### Key:
- **VA**: Village Administration (including DPW)
- **VC**: Village Council
- **PC**: Planning Commission
- **PR**: Parks and Recreation Committee
- **OT**: Orion Township
- **LB**: Orion Twp. Public Library Board
- **OC**: Oakland County
- **MP**: Huron / Clinton Metro Parks
- **PCTA**: Paint Creek Trail Association
- **MMS**: Michigan Main Street Program
- **BO**: Business Owners
- **CM**: Community Members
- **MDOT**: Michigan Department of Transportation
- **NOTA**: North Oakland Transportation Authority
- ○ Indicates a top project, as identified during the public engagement process
- ● Indicates a top project, as identified by DACC, Development Area Citizens Council

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**Indicators**

- ○ Indicates a top project, as identified during the public engagement process.
- ● Indicates a top project, as identified by DACC, Development Area Citizens Council.
**Mobility and Parking Study.**
Continue to implement the September 2018 Mobility and Parking Study, as amended (by Rich and Associates), especially as related to pedestrian enhancements and safety and protecting the residential neighborhoods. This includes implementing tactical urbanism approaches to parking such as temporary curbside and drop off zones and exploring valet parking options with restaurants and businesses, either seasonally, for events, or year-round. The use of paid parking meters and kiosks is also included under this category.

**NOTA Shuttle System.**
Coordinate and develop a shuttle system with select stops within downtown Lake Orion with North Oakland Transportation Authority.

**New Development.**
Encourage and solicit developments for catalyst sites within the DDA district that further the goals of this Plan, including, but not limited to, the following sites:

- Lake Orion Lumber Yard
- M-24 and Broadway Street (Flatiron Gateway)
- Rustic Cabins and southern gateway
- Ehman Center Property

**Environmental Resource Management.**
Create, ingrate, and maintain blue and green infrastructure centered around the Village’s water systems that aims to improve the water quality, including stormwater management, creek shoreline stabilization and habitat maintenance. This also includes Paint Creek Bank Stabilization donations and efforts. Ensure viewsheds to Lake Orion and other natural resource assets are protected and enhanced for the public’s enjoyment.

**Satellite Library.**
A satellite location for the Orion Township Library within the DDA district would support Village residents in the Downtown area. This could include an automated browsing library, computer access stations for research and public use; a station for holding pickups and a drop box for returns, and weekly library programming, especially for youth and senior populations.

**General Maintenance / Beautification.**
Continued maintenance of the DDA district is critical to its long-term success. Weekly, monthly, seasonally and yearly general maintenance improvements and beautification projects include, but are not limited to:

- Weed removal
- Paint pedestrian crosswalks / bike lanes
- Remove graffiti / vandalism
- Trim trees / remove brush overgrowth
- Clean up litter and dirt
- Remove staples, pins and signs from utility poles
- Straighten fencing (ex: in parks, parking lots, etc.)
- Wash street light fixtures
- Replace mulch in landscape beds
- Replant street trees
Appendix A

LEGAL DESCRIPTION OF THE DEVELOPMENT AREA (DDA DISTRICT)

The development area of the DDA is described as follows:

Land lying in the southwest ¼ of Section 1, T. 4 N. R. 10 E., the southeast ¼ of Section 2, T. 4 N. R. 10 E., the northeast ¼ of Section 11, T. 4 N. R. 10 E., and the northwest ¼ of Section 12, T. 4 N. R. 10 E., the Village of Lake Orion, Oakland County, Michigan, and more particularly described as beginning at the east ¼ corner of said Section 11; thence north along the east line of said Section 11 to the southerly line of Atwater Street; thence easterly along the southerly line of Atwater Street as recorded in Perry's and Axford's Addition to the Village of Orion as recorded in Liber 1, Page 47 of Plats, Oakland County Records and William Winters Subdivision as recorded in Liber 25, Page 21 of Oakland County Records to the southwesterly line of said Orion Road; thence northwesterly along the southwesterly line of said Orion Road as recorded in said William Winters Subdivision and said Perry's and Axford's Addition to the intersection of the south line of Flint Street of said Perry's and Axford's Addition; thence northeasterly to the southeast corner of Lot 29 of Assessor's Plat No. 1 as recorded in Liber 53, Page 52, Oakland County Records; thence northerly along the east line of said Assessor's Plat No. 1 to the northeast corner of Lot 19 of said plat; thence westerly along the northerly line of said Assessor's Plat No. 1 to the northwest corner of Lot 18 of said plat; thence southerly along the westerly line of Lot 18 of said Assessor's Plat No. 1 to a point that is 46.53 ft. southerly of the northeast corner of Lot 17 of said Assessor's Plat No. 1; thence southerly to a point on the northerly line of Jackson St., said point being 94.9 ft. easterly of the southwest corner of said Lot 17; thence southerly to the southwest corner of Jackson St. and Florence St. as recorded in Perrysburgh, a subdivision recorded in Liber 1, Page 36 of Plats, Oakland County Records; thence southerly along the westerly line of Florence St. as recorded in said Perrysburgh Subdivision to the northwest corner of Florence and Flint St. as recorded in said subdivision; thence westerly along the northerly line of said Flint St. to the northeast corner of Flint St. and Washington St. of said subdivision; thence northerly along the easterly line of Washington St. as recorded in said Perrysburgh Subdivision to the extension of the north lines of Lots 5, 6 and 7, Block 11 of Hemmingway's Plat as recorded in Liber 1, Page 34 of Plats, Oakland County Records; thence westerly along the extension of said northerly line to the westerly line of Washington St.; thence southerly along said westerly line of Washington St. to the north line of Shadbolt St.; thence westerly along the northerly line of Shadbolt St. to the southeast corner of Lot 7, Block 11, of said Hemmingway's Plat; thence northerly along the easterly line of said Lot 7 to the northeast corner of said Lot 7; thence westerly along the northerly line of Lots 7, 6 and 5, Block 11, Lots 8, 7, 6 and 5 of Block 12 and 13 and Lots 8 and 7 of Block 14 of said Hemmingway's Plat to the northwest corner of Lot 7, Block 14 of said Hemmingway's Plat; thence southerly along the westerly line of said Lot 7, Block 14 to the southwest corner of said Lot 7; thence westerly along the northerly line of Shadbolt St. to the easterly line of Lapeer St. of said subdivision; thence northerly along the easterly line of Lapeer St. of said subdivision and Supervisor's Plat No. 8 as recorded in Liber 14, Page 58 of Oakland County Records to the southeast corner of Lapeer St. and Elizabeth St.; thence northerly to a point on the northeasterly side of Elizabeth St., said point being on the extension of the said easterly line of Lapeer St.; thence northerly along the northeasterly line of said Elizabeth St. to the east and west ¼ line of said Section 2; thence westerly along said east and west ¼ line to the west line of Axford Avenue in Plat of Axford's Addition recorded in Liber 4, Page 21 of Oakland County Records; thence southerly along the said westerly line of Axford Avenue to the south line of Church St. as recorded in said Axford's Addition; thence easterly along the said southerly line of Church Street to the southwest corner of
Church and Andrews Avenue; thence southerly along the westerly line of said Andrews Avenue to the extension of the south line of Shadbolt St. in S. Andrews Addition as recorded in Liber 1, Page 40, of Oakland County Records; thence easterly along the southerly line of Shadbolt St. to the southwest corner of Shadbolt and Beebe St.; thence southerly along the westerly line of said Beebe St. to a point, said point being the intersection of the south line of Flint St. and the westerly line of Beebe St. extended; thence easterly along the southerly line of said Flint St. to the northeast corner of a parcel of land identified as Andrews Reservation as shown on said Andrews Addition; thence southerly in part along the easterly line of said Andrews Reservation and the westerly line of Supervisor's Plat No. 6 as recorded in Liber 34, Page 48 of Oakland County Records to the southwest corner of said Supervisor's Plat No. 6; thence easterly along the southerly line of said Supervisor's Plat No. 6 to the southerly line of Assessor's replat of Decker's Addition to the Village of Orion and part of Canandaigua City as recorded in Liber 52, Page 17 of Oakland County Records; thence northerly along the westerly right-of-way line of said M-24 to where it intersects with the southerly line of Supervisor's Plat No. 6, as recorded in Liber 34, Page 48 of Oakland County Records; thence easterly along the said southerly line to the southwesterly right-of-way line of Park Blvd. (M-24); thence southeasterly and southerly along the southerly line of said Park Blvd. and Broadway Ave. (M-24) to a point on the southerly line of Assessor's replat of Decker's Addition to the Village of Lake Orion and part of Canandaigua City as recorded in Liber 52, Page 17 of Oakland County Records to the said east ¼ corner of Section 11, the Point of Beginning.

**ALSO INCLUDING THE FOLLOWING DESCRIBED PROPERTY:**

Land lying in the southeast ¼ of Section 2, T. 4 N., R. 10 E., and the northeast ¼ of Section 11, T. 4 N. R. 10 E., Village of Lake Orion, Oakland County, Michigan and more particularly described as beginning at the intersection of the westerly line of Broadway Avenue (M-24) and the southerly line of Assessor's replat of Decker's Addition to the Village of Orion and part of Canandaigua City, as recorded in Liber 52, Page 17 of Oakland County Records; thence northerly along the westerly right-of-way line of said M-24 to where it intersects with the southerly line of Supervisor's Plat No. 6, as recorded in Liber 34, Page 48 of Oakland County Records; thence easterly along the southerly line of said Supervisor's Plat No. 6 to the southwest corner of said Supervisor's Plat No. 6; thence southeasterly to the northwest corner of Lot 4 as shown in said Assessor's replat of Decker's Addition to the Village of Orion; thence along the westerly line of Lots 4, 5, 6, 7, 9 and 10 of said replat to the southwest corner of Lot 10 of said replat; thence along the northerly and westerly and southerly lines of Lots 14, 17, 18, 19, 20, 22 and 23 of said replat to the south corner of said Lot 23; thence southerly to the northwest corner of Lot 24 of said replat; thence southerly along the westerly line of Lots 24, 29, 44, 47, 48, 49, 50, 52 and 53 of said replat to the southwest corner of Lot 53; thence easterly along the southerly line of said Assessor's replat to the said westerly R.O.W. line of (M-24), the Point of Beginning.
# Appendix B

## LIST OF DEVELOPMENT AREA PARCELS

The following real properties, as of September, 2019 are located within the Lake Orion DDA District and are eligible for TIF capture:

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January, 2020
Appendix C

RESOLUTIONS OF ADOPTION

The following pages contain the resolutions of adoption by both the Downtown Development Association and the Lake Orion Village Council.