West Branch

SUGGESTED AREAS OF FOCUS

BRANDING
The City uses the “smiley” face to communicate the “City with a Smile” and promotes itself as a Victorian Downtown. Tourists view West Branch from their Exit 212 experience.

The City and County are too small to have competing brands. A successful branding program has multiple benefits; marketing, wayfinding, building collaboration and sense of place.

MARKETING - External Efforts
WAYFINDING - Retail + Tourism
COLLABORATION - Partnership
COMMUNITY - Sense of Place

CHILD CARE
Census information indicates that the ratio of residents to workers is 3.7. This is a high number and would indicate the need for child care services.

DOWNTOWN
Evaluate the 2010 DDA Development Plan to see if other projects need to be included or if priorities have changed.

ZONING & REGS
Issues worth exploring:
  a) Rental Inspection Program (54% housing stock is rental)
  b) Approval process per Best Practice 3.1
  c) Dimensional and density regulations

REDEVELOPMENT
There is a need to identify potential redevelopment sites within the City. This was noted in Best Practice 5.1 of the RRC assessment as a major deficiency.

HOUSING
2016 Target Market Analysis indicated an annual market for 59 detached units, 21 side-by-side units, 24 live/work townhouses, and 35 apartments.