

A stylized world map composed of a grid of small squares, rendered in a lighter shade of blue against the dark blue background. The map is centered and occupies the right half of the slide.

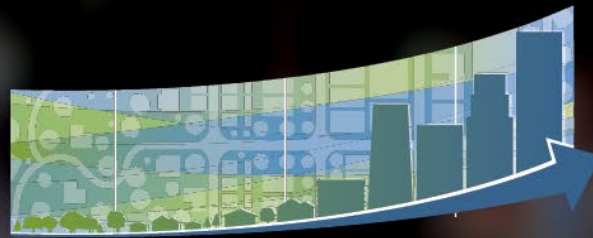
# Michigan Economic Development Corporation

Educational Presentation

on

Redevelopment Ready Communities®

# REDEVELOPMENT READY COMMUNITIES<sup>®</sup>



**redevelopment ready**  
communities<sup>®</sup>



# Michigan Economic Development Corporation Strategic Vision



## MEDC is Committed To Enabling Long-term Upward Economic Mobility for All Michiganders



### Strategic Focus Areas

- 

**Attract, retain and grow businesses**  
Attract, keep and grow businesses in industries that support maximum growth in jobs, wages and investments
- 

**Support and grow our talent**  
Cultivate the skills and talent needed for in-demand and high-growth occupations statewide
- 

**Develop attractive places**  
Collaborate with local communities and partners to create places in which people and talent want to live, work, visit and play
- 

**Accelerate high-tech innovation**  
Support entrepreneurial growth to enable commercialization and new high-tech business creation
- 

**Market the state**  
Promote Michigan's image as a world-class business location and travel destination
- 

**Support small business**  
Help existing small and microbusinesses grow and thrive and improve economic prosperity for all through small business ownership



## Increasing Shared Prosperity for a Resilient Economy

Developing Attractive Places



City of Bay City



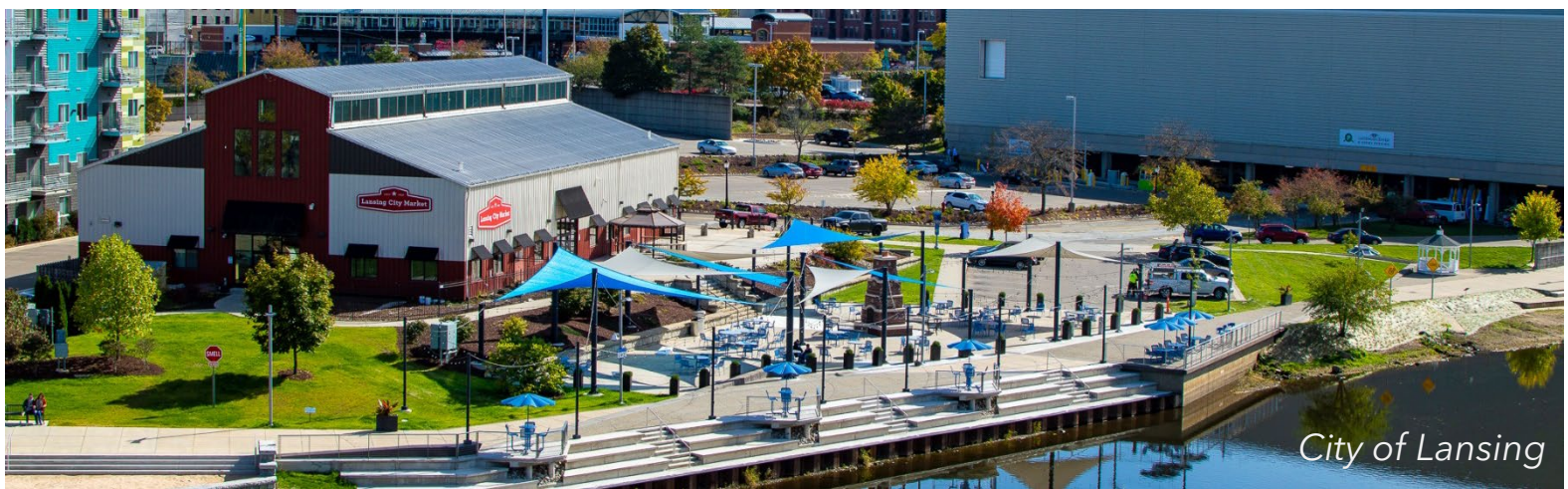
City of Wayland



City of Ironwood



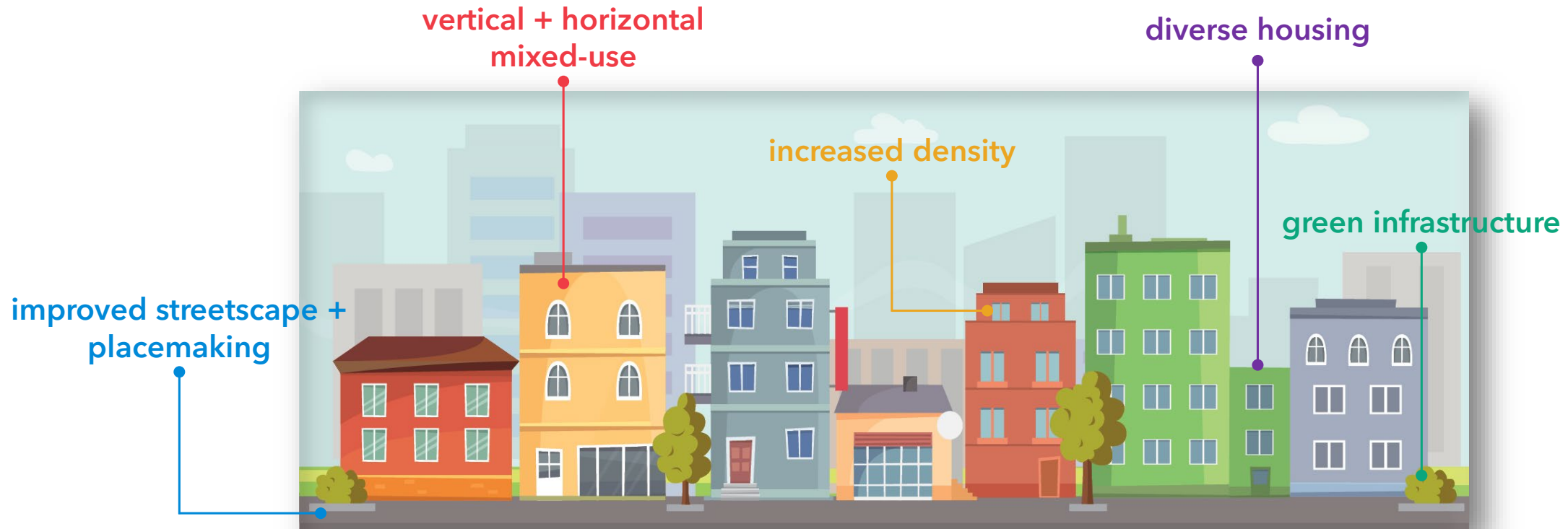
City of Oak Park



City of Lansing



**The Redevelopment Ready Communities®  
Toolkit**



Redevelopment Ready Communities® empowers communities to shape their future by building a foundation of planning, zoning, and economic development best practices and integrating them into their everyday functions.



# Redevelopment Ready Communities® as a Comprehensive Toolkit



## Essentials Pathway

**Intent:** Assists communities in facilitating predictable development experiences.

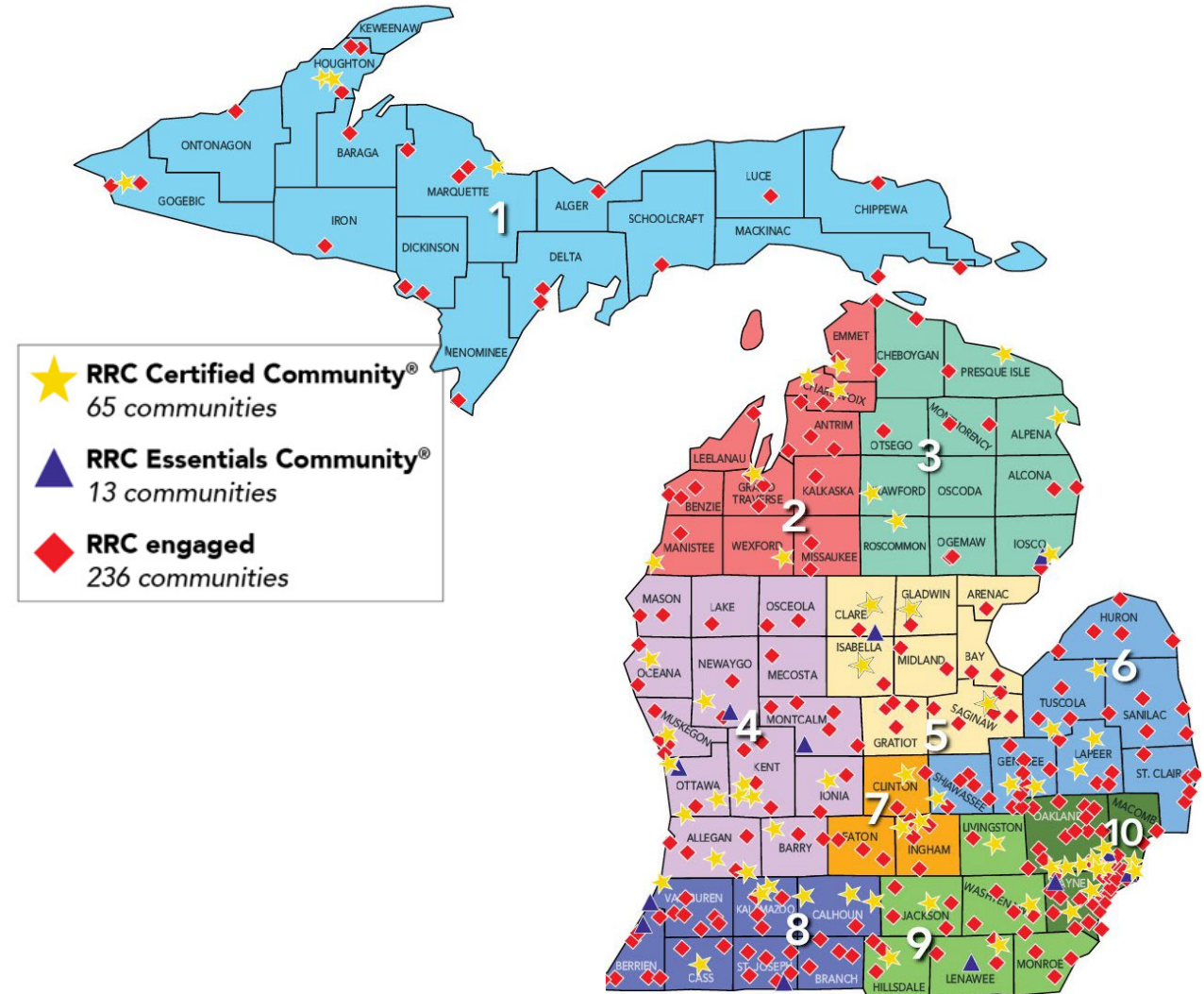
- + RRC Resources
- + TA Match Funding
- + Training



## Certified Pathway

**Intent:** Assists communities in facilitating predictable development experiences *and* in proactively seek out redevelopment projects.

- + RRC Resources
- + TA Match Funding
- + Training
- + RSTeam





## Community-driven

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A community's vision and goals are at the heart of everything, defining how it plans, what actions it prioritizes, how its zoning code looks and more.



## Proactive

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Being proactive helps secure opportunities that might not otherwise occur.



## Predictable

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When applicants can easily find and comprehend development standards and expectations, they will be more likely to invest in a community.



## Equitable

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Integrating RRC best practices into local processes can make it easier for local investment and more prosperous communities in which we all thrive.



## Implementable

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This principle applies to both how a community approaches planning and in how RRC seeks to integrate the Best Practices locally.



## Collaborative

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RRC aims to capture momentum to collaborate with both traditional and non-traditional community and economic development partners.

# Redevelopment Ready Communities® Best Practices

**BP 1 Plans and Engagement** Updated and action-oriented planning documents.

**BP 2 Zoning** Updated zoning ordinance that supports mixed-use and denser development.

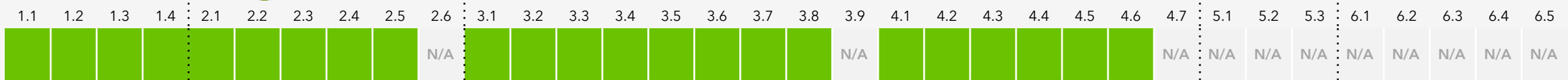
**BP 3 Development Review** Streamlined and predictable development review processes.

**BP 4 Boards and Commissions** Defined recruitment and training processes for officials.

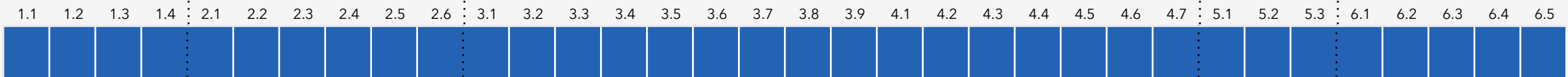
**BP 5 Economic Development and Marketing** Clear, locally-driven strategies to foster economic development.

**BP 6 Redevelopment Ready Sites®** Strong packaging and marketing of priority sites.

## Essentials Pathway



## Certified Pathway



BP 1

BP 2

BP 3

BP 4

BP 5

BP 6



residential above  
commercial

outdoor dining

City of Ypsilanti

## Best Practice One: Plans and Public Engagement

*Why?* Foundational plans are the key first step in realizing a community's redevelopment vision.

- + Adopt a Master Plan every five years
- + Adopt Downtown/Corridor Plan
- + Adopt Capital Improvements Plan annually
- + Adopt a Public Participation Plan

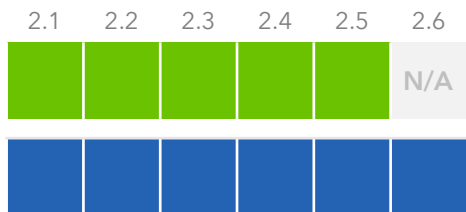


= annual realignment required

# Best Practice Two: Zoning

*Why? Zoning is integral to implementing the community's redevelopment vision.*

- + Ensure Master Plan has Zoning Plan
- + Add user-friendly components to Zoning Ordinance
- + Allow mixed-use by-right
- + Incorporate placemaking, diverse housing, flexible parking, and green infrastructure provisions in the Zoning Ordinance



Essentials Pathway 

Certified Pathway 



mixed-use downtown

shared parking

minimum ground floor transparency

City of Houghton



permitting greater density

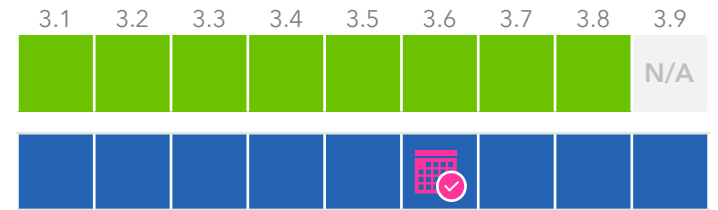
## Best Practice Three: Development Review

*Why?* A streamlined development review process will encourage (re)development in community.

- + Clear development review processes outlined in the Zoning Ordinance
- + Ensure the community's website has all relevant information for applicants to navigate the development review process
- + Share internal review policy and procedures

Essentials Pathway 

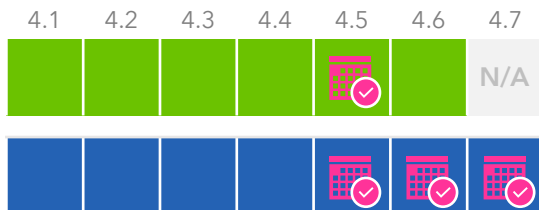
Certified Pathway 



# Best Practice Four: Boards + Commissions

*Why? Well-prepared boards and commissions ensure smooth development review processes.*

- + Clear recruitment and orientation processes with detailed expectations for interested members
- + Share bylaws or rules of procedure for boards and commissions
- + Issue an Annual Planning Commission Report
- + Develop a comprehensive Training Strategy
- + Hold an annual joint meeting with development-related boards and commissions



Essentials Pathway 

Certified Pathway 



City of Lansing



mixed-use buildings

front-facing doorways

# Best Practice Five: Economic Development + Marketing

*Why? Proactive economic development and marketing strategies allow a community to control their narrative and attract investment.*

- + Develop an Economic Development Strategy
- + Outline financial and non-financial economic development incentives
- + Develop a Marketing Plan

Essentials Pathway 

Certified Pathway 

5.1	5.2	5.3
N/A	N/A	N/A





# Best Practice Six: Redevelopment Ready Sites®

*Why? Properly packaged and marketed sites attract greater developer feedback.*

- + Work alongside the Redevelopment Services Team (RST)
- + Prioritize redevelopment sites
- + Prepare Property Information Packets (PIPs)
- + Market redevelopment sites

6.1	6.2	6.3	6.4	6.5	6.6
N/A	N/A	N/A	N/A	N/A	N/A
■	■	■	■	■	■

Essentials Pathway 

Certified Pathway 



City of Jackson



**Engagement in  
Redevelopment Ready Communities®**

# Redevelopment Ready Communities® Process

## **01** Set Up for Success

Coordinate a steering committee or team to review RRC Best Practices and establish if RRC is the right fit for the community.

## **02** Engagement

Participate in Best Practice training + pass a resolution indicating desire to engage in RRC.

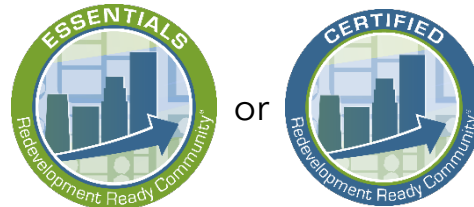
## **03** Baseline Evaluation

RRC will deliver a Baseline Evaluation on the community's current RRC alignment.

## **04** Incorporate Missing Best Practices

Aligning with the RRC Best Practices is largely dependent on a community's capacity and access to resources - the RRC team is here to assist in these endeavors.

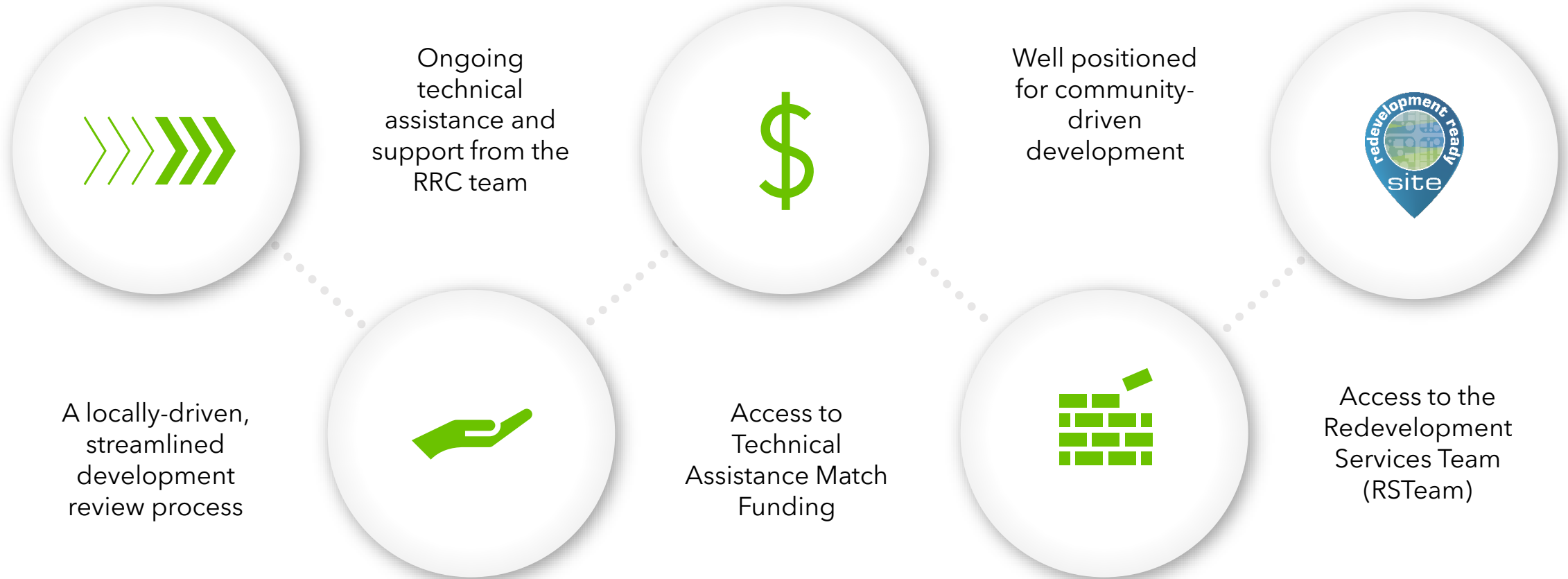
## **05** Achieve Designation



## **06** Maintain Designation

RRC designation periods last five years - the RRC team will prepare a customized maintenance plan to ensure long-term success.

# Benefits of Implementing Redevelopment Ready Communities® Best Practices



# miplace



[www.miplace.org](http://www.miplace.org)



MEDC Community Development



@MiPlaceNews



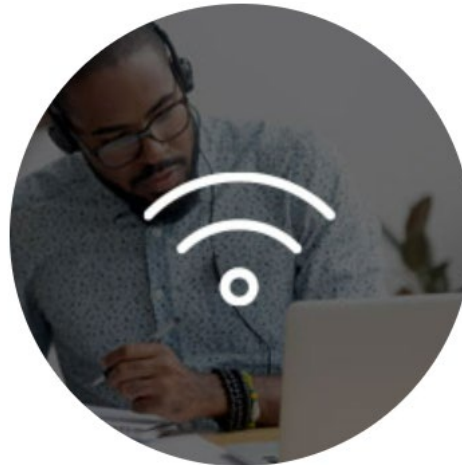
@MiPlaceNews



RRC Process



Best Practices Handbook



RRC Training



RRC Resource Library

**For Questions please contact:**

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**Thank you!**