



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

REDEVELOPMENT READY COMMUNITIES®

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Community Development

Supporting the growth of vibrant, diverse
and resilient communities across Michigan





REDEVELOPMENT READY COMMUNITIES

RRC 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.

BUSINESS
NEEDS
TALENT



TALENT
WANTS
PLACE

PLACE
NEEDS
BUSINESS



TALENT ENHANCEMENT

Through community revitalization, RRC assists Michigan in keeping and attracting the educated, creative, and innovative workforce needed to grow and diversify its economy.



COMMUNITY VITALITY

RRC facilitates the reinvigoration of cities and villages across Michigan, which creates community vitality. Community vitality attracts and retains both talent and business growth.



BUSINESS INVESTMENT

By fostering community vitality, RRC creates an environment for communities to provide high-value services for retaining, growing, and diversifying Michigan businesses.

RRC GUIDING PRINCIPLES

IMPLEMENTABLE

PROACTIVE

**COMMUNITY-
DRIVEN**

COLLABORATIVE

EQUITABLE

PREDICTABLE

1 Upper Peninsula region

- ★ Bessemer (Gogebic County)

2 Northwest region

- ★ Boyne City (Charlevoix County)
- ★ Manistee (Manistee County)
- ★ Petoskey (Emmet County)
- ★ Traverse City (Grand Traverse County)

3 Northeast region

- ★ Alpena (Alpena County)
- ★ Grayling (Crawford County)

4 West Michigan region

- ★ Allegan (Allegan County)
- ★ Fremont (Newaygo County)
- ★ Grand Haven (Ottawa County)
- ★ Grand Rapids (Kent County)
- ★ Hart (Oceana County)
- ★ Hudsonville (Ottawa County)
- ★ Ionia (Ionia County)
- ★ Middleville (Barry County)
- ★ Muskegon (Muskegon County)
- ★ Plainwell (Allegan County)

5 East Central Michigan region

- ★ Mt. Pleasant (Isabella County)
- ★ Saginaw (Saginaw County)

6 East Michigan region

- ★ Grand Blanc (Genesee County)
- ★ Laingsburg (Shiawassee County)
- ★ North Branch (Lapeer County)
- ★ Swartz Creek (Genesee County)

7 South Central region

- ★ Lansing (Ingham County)
- ★ Meridian Twp. (Ingham County)

8 Southwest region

- ★ Albion (Calhoun County)
- ★ Battle Creek (Calhoun County)
- ★ Cassopolis (Cass County)
- ★ Kalamazoo (Kalamazoo County)
- ★ Marshall (Calhoun County)
- ★ South Haven (Van Buren County)

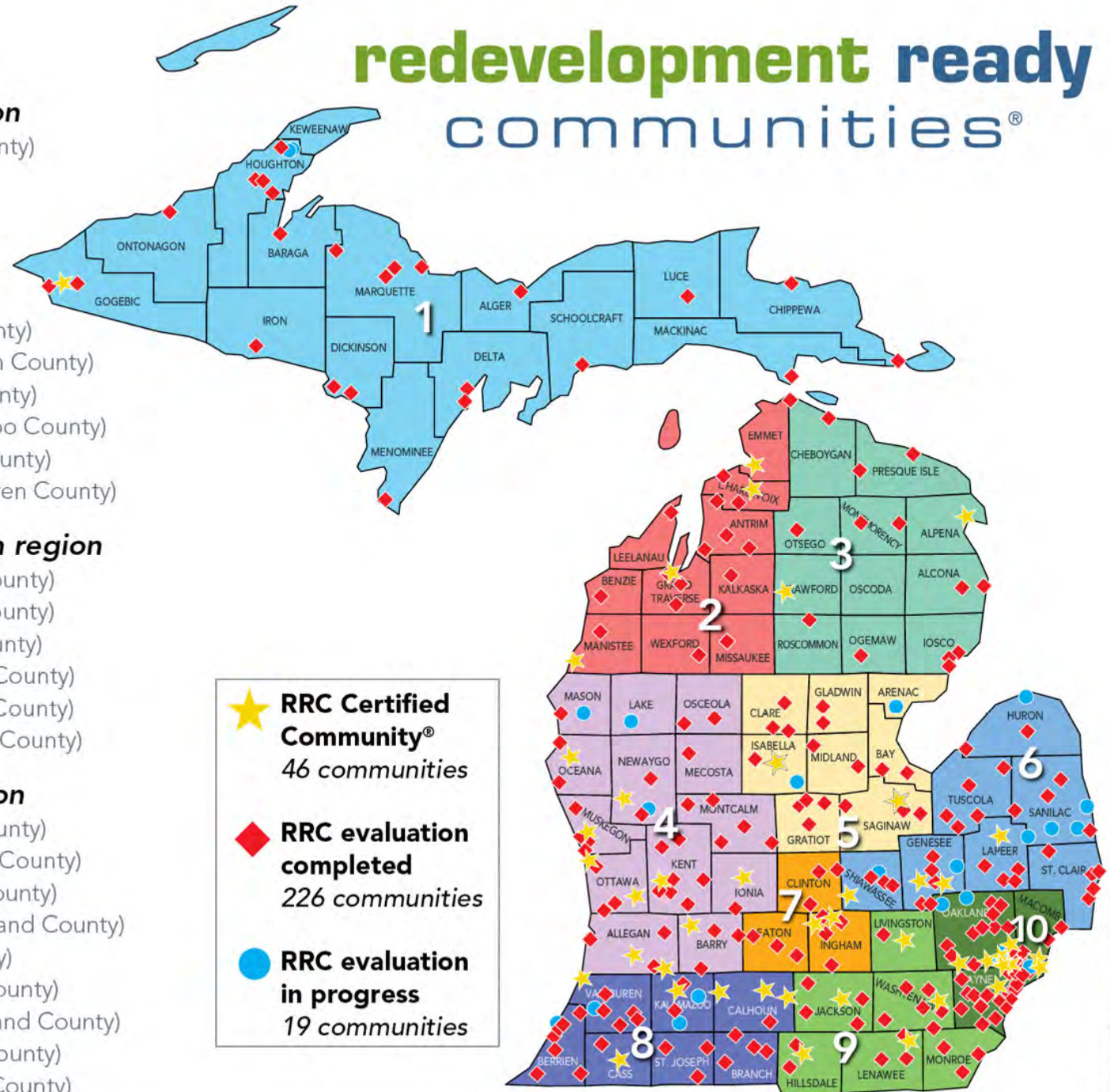
9 Southeast Michigan region

- ★ Hillsdale (Hillsdale County)
- ★ Howell (Livingston County)
- ★ Jackson (Jackson County)
- ★ Pinckney (Livingston County)
- ★ Tecumseh (Lenawee County)
- ★ Ypsilanti (Washtenaw County)

10 Detroit Metro region

- ★ Dearborn (Wayne County)
- ★ Eastpointe (Macomb County)
- ★ Ferndale (Oakland County)
- ★ Lathrup Village (Oakland County)
- ★ Novi (Oakland County)
- ★ Oak Park (Oakland County)
- ★ Rochester Hills (Oakland County)
- ★ Roseville (Macomb County)
- ★ Southfield (Oakland County)

redevelopment ready communities®



RRC LEVELS: ESSENTIALS & CERTIFIED

RRC offers two levels: "Essentials" and "Certified." Communities can determine which level is most appropriate for their needs based on capacity, community goals and other local factors. Communities are encouraged to consult with their assigned RRC planner if they are unsure which level they would like to pursue.



Communities who have achieved Essentials status have all the key documents and practices in place to provide a predictable development experience and meet local planning and zoning responsibilities under Michigan law.

RRC Certified communities have integrated all the Best Practices into their local processes and proactively seek out community development opportunities while providing a predictable development experience.





redevelopment ready
communities®

BEST PRACTICES



1. Plans & Public Engagement
2. Zoning
3. Development Review
4. Boards & Commissions
5. Economic Development & Marketing
6. Redevelopment Ready Sites®

A street scene featuring a storefront with large glass windows. A woman in a yellow top and blue jacket is walking away from the camera, carrying a large purple bag. Another person in a plaid jacket is walking towards the camera. In the foreground, there are black metal outdoor tables and chairs. A woman is sitting at one of the tables. The background shows a tree and a building with a sign that says "New Arrival for".

RRC Best Practices: PLANS & PUBLIC ENGAGEMENT

OUTCOMES: Updated, action-oriented planning documents to guide the community's future, including:

- Master plan
- Downtown or corridor plan
- Capital improvements plan
- Public participation plan



RRC Best Practices: **ZONING**

- ◎ **OUTCOMES:** An updated zoning ordinance that is aligned with the master plan, supporting appropriate levels of concentrated development and providing flexibility around:
- Housing
 - Parking
 - ◎ • Placemaking
 - Green infrastructure



RRC Best Practices: **DEVELOPMENT REVIEW**

OUTCOMES: A locally controlled development review process which fits the community's needs and incorporates best practices, including:

- Conceptual review meetings
- Joint internal review teams
- Planning commission or administrative approval
- Application tracking
- Customer feedback
- Payment methods
- Readily available development information



RRC Best Practices: **BOARDS & COMMISSIONS**

OUTCOMES: A defined recruitment and training process for local officials, including:

- Readily available applications
- Consistent orientation
- Clear, upfront roles and responsibilities
- Context-sensitive training strategies
- Joint meetings between boards
- Planning commission annual report

RRC Best Practices: ECONOMIC DEVELOPMENT & MARKETING

OUTCOMES: A clear, locally driven strategy for fostering economic development and sharing the community's unique assets via:

- A formal economic development strategy
- A cohesive marketing plan to attract investment, residents and visitors
- Development incentive policies



BUDGET VS ACTUAL	
CATEGORY	Difference
Actual	
\$90.00	\$110.00
\$23.00	\$148.00
\$205.75	\$144.25
\$250.00	\$90.00
\$55.00	\$45.00
\$80.00	\$220.00
\$350.00	\$150.00
\$100.00	\$100.00
\$40.00	(\$100.00)
\$1,200.25	\$897.25

RRC Best Practices: REDEVELOPMENT READY SITES®

OUTCOMES: An updated inventory of priority redevelopment sites including basic information and at least one complete site package, including:

1. Basic site information
2. Site vision
3. Available financial tools
4. Supplemental information



CERTIFICATION PROCESS



HOW LONG DOES RRC TAKE?

The RRC process is designed to be completed at the community's own pace. Some communities have gone from baseline to certification in as little as nine months; others have been working for over five years. The RRC team works to provide resources and support within whichever context the community has capacity for.

Certification is the signal that your community is open for business



Technical assistance match funding

3rd party review



Continued technical assistance



On-going partnership



Prioritization for community development funding tools

RRC CERTIFIED AND BEYOND

When a community is ready to begin identifying priority redevelopment sites, the **Redevelopment Services Team** will be available to assist communities in identifying sites that meet can help the community implement their vision.

**Access to the
Redevelopment
Services Team**

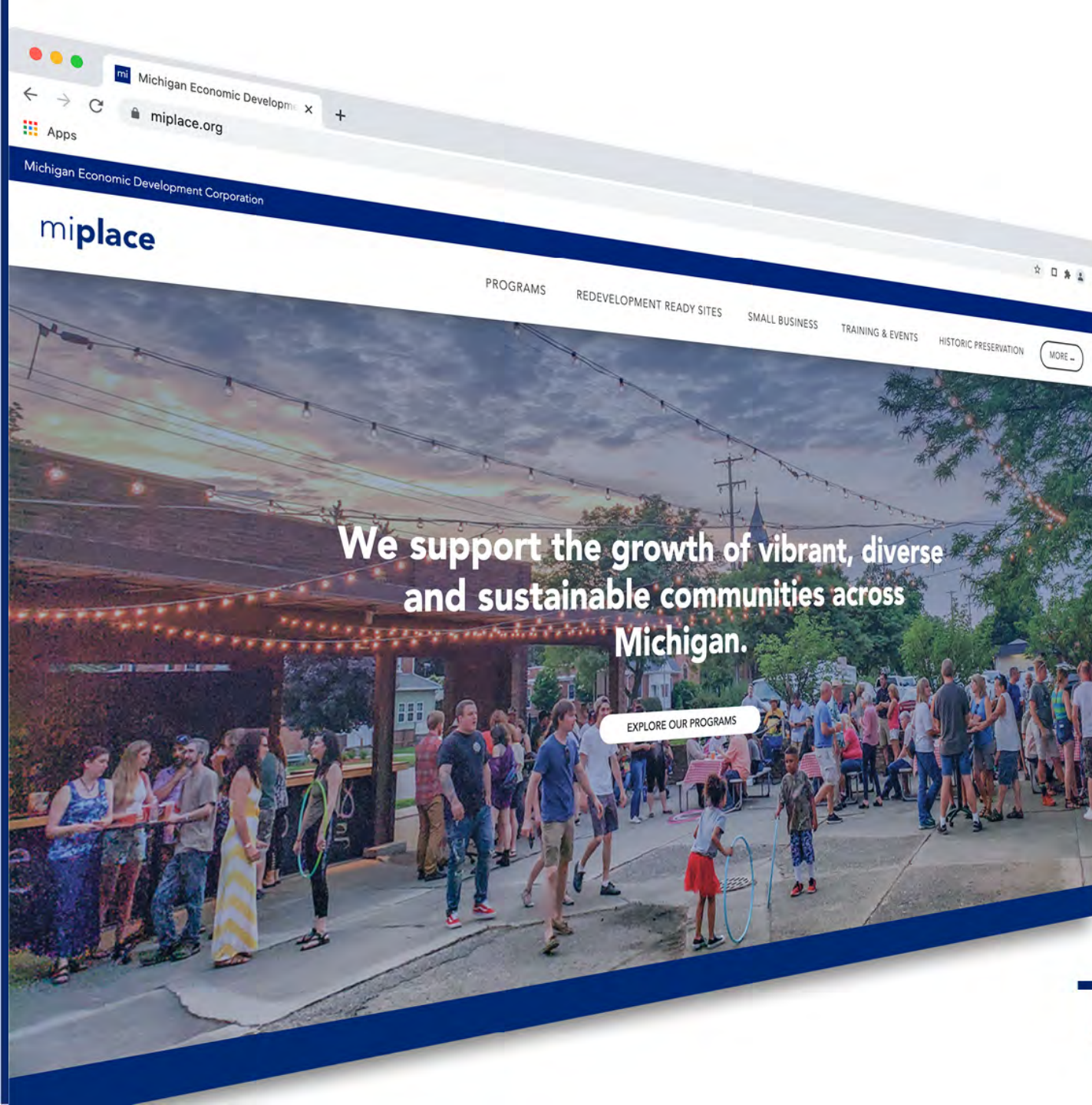
**Design/Build
scenarios**

**Site showcase
events**

**Predevelopment
assistance**

**Site marketing
assistance**

**A/E Grant
funding**



RESOURCES

www.miplace.org

LinkedIn:

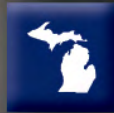
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Phone



Music



Safari



Camera



THANK YOU
