REDEVELOPMENT READY COMMUNITIES®
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

- Fostering a Competitive Business Climate
- Advancing Technology, Innovation, + Entrepreneurship
- Preparing + Connecting Talent with Jobs
- Creating + Marketing Quality Places
- Anticipating Demands for Land Use
- Investing in Critical Infrastructure

Projects
Developing Attractive Places
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

*RRC Certified Community®*
65 communities

*RRC Essentials Community®*
13 communities

*RRC engaged*
236 communities
**Community-driven**
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.

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

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

**Proactive**
Being proactive helps secure opportunities that might not otherwise occur.

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

**Collaborative**
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**

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**Certified Pathway**

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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
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
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
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

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Essentials Pathway

Certified Pathway
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
**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

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**Essentials Pathway**

**Certified Pathway**
Engagement in Redevelopment Ready Communities®
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.

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.

Engagement

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

Baseline Evaluation

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

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Achieve Designation

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

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

- Ongoing technical assistance and support from the RRC team
- Well positioned for community-driven development
- Access to Technical Assistance Match Funding
- A locally-driven, streamlined development review process
- Access to the Redevelopment Services Team (RSTeam)
miplace

www.miplace.org

MEDC Community Development

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RRC Process

Best Practices Handbook

RRC Training

RRC Resource Library
For Questions please contact:

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Thank you!