

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 in the upper half of the slide.

Michigan Economic Development Corporation

**Educational Presentation on
Redevelopment Ready Communities®**



PEOPLE

INVESTING IN OUR PEOPLE

MEDC is working to keep our talented workers in the state and help more people see a future here by offering a range of resources designed to empower and grow a diverse, evolving workforce.



PLACES

REVITALIZING OUR PLACES

MEDC works to create and support attractive spaces where talent wants to live and work, businesses want to locate, and travelers want to visit and explore.



PROJECTS

COMPETING FOR & WINNING PROJECTS

MEDC connects businesses with resources to secure investments that help them launch and grow, while also nurturing the communities around them.

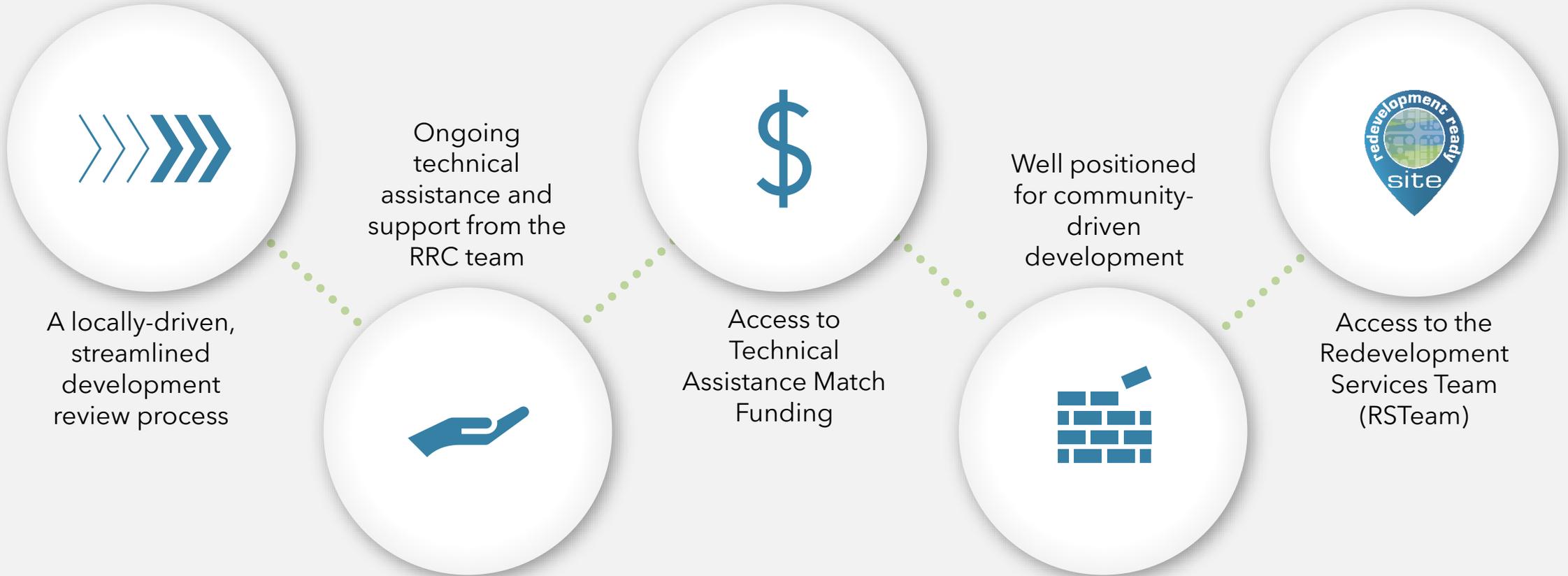
Redevelopment Ready Communities® as a Guiding Framework



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

community-driven collaborative predictable implementable proactive equitable

Benefits of Redevelopment Ready Communities® Alignment



A Flexible Framework to Catalyze Reinvestment

RRC Best Practices

- BP 1 Plans and Engagement

- BP 2 Zoning

- BP 3 Development Review

- BP 4 Boards and Commissions

- BP 5 Economic Development and Marketing

- BP 6 Redevelopment Ready Sites

Essentials Pathway

Assists communities in facilitating predictable development experiences.



BP 5 N/A

BP 6 N/A

Certified Pathway

Assists communities in facilitating predictable development experiences *and* in proactively planning for redevelopment projects.



Essentials Designation



Certified Designation

Defining Success in RRC

Coordinating buy-in for redevelopment vision across municipal departments and with external partners.

Coalition Building

Storytelling

Public Engagement

Engaging the public early and often.

Streamlining Development Processes

Identifying Priority Redevelopment Areas

Engaging in thoughtful planning processes that emphasize implementation.

Planning for Fiscal Responsibility

Small Business Support

Succession Planning

Ensuring that updated processes continue to have a lasting impact.

Public Education

Foundational Planning Efforts + Strategic Planning

RRC Designation (Essentials or Certified) is the ultimate objective for many communities, but the process of aligning with the RRC Best Practices requires extensive coordination and cultural shifts that in themselves, should be viewed as successes.

BEST PRACTICE ONE:

Plans and Public Engagement

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

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

BEST PRACTICE TWO:

Zoning

- + 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

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

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

BEST PRACTICE THREE:

Development Review

- + 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

- + 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

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

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

BEST PRACTICE FIVE:

Economic Development + Marketing

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

BEST PRACTICE SIX:

Redevelopment Ready Sites®

- + Work alongside the Redevelopment Services Team (RST)
- + Prioritize redevelopment sites
- + Market priority redevelopment sites
- + Predevelopment Technical Assistance

Certified
Designation
Benefit



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

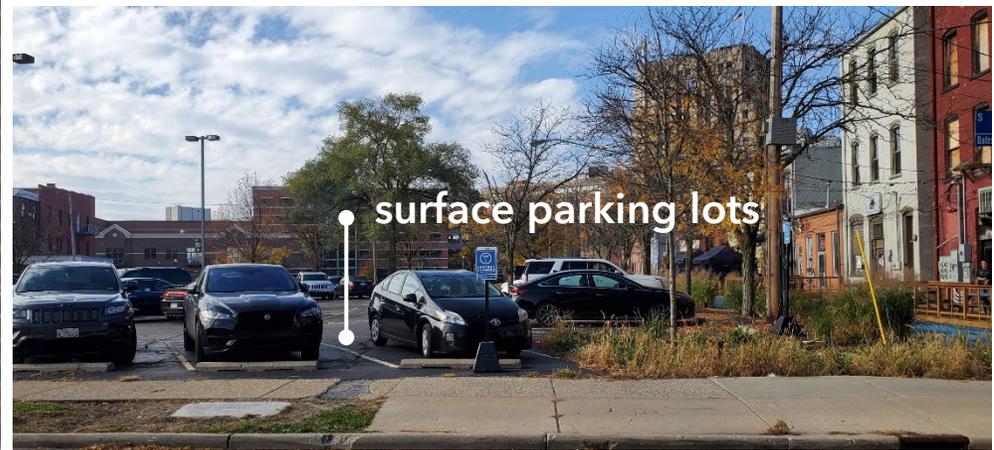


Prime
Redevelopment
Sites

brownfields + former
industrial sites



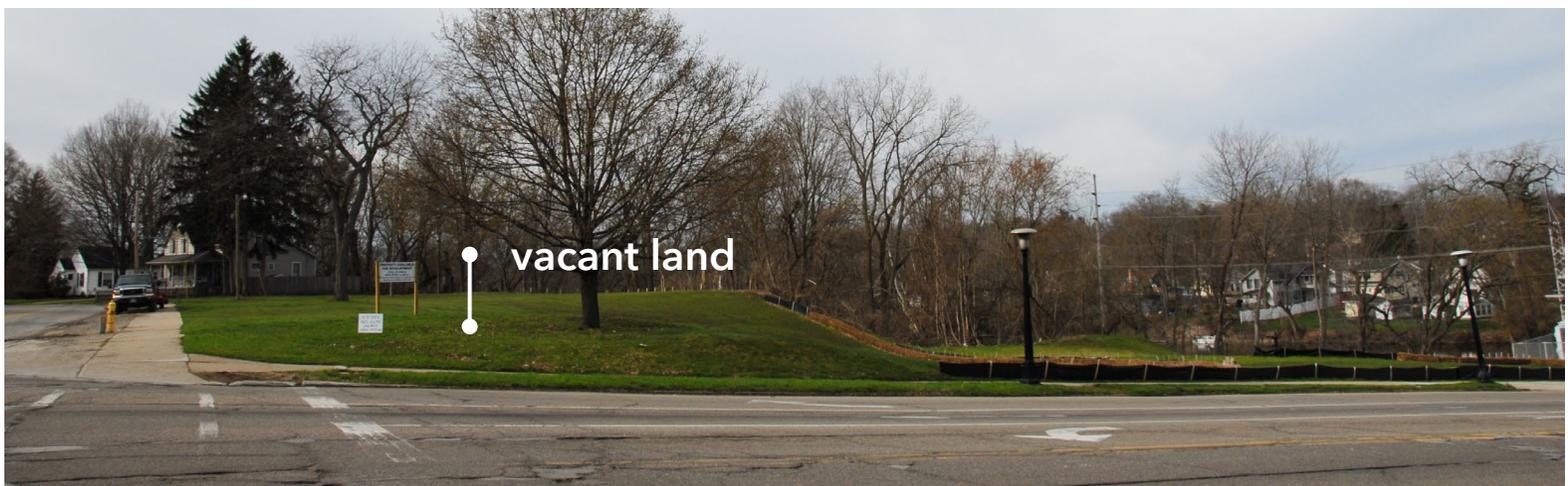
historic rehab or adaptive reuse



surface parking lots



vacant storefronts +
upper stories



vacant land

RRC Catalyzing Place-Based Reinvestment



“The professionalism, support, and sheer excitement the Redevelopment Services Team brings to every project is unparalleled.”

Emilie LaGrow, Esq.,
Village Manager of Cassopolis



“People with little to no development experience can make a project happen with the assistance of the community and Redevelopment Services Team.”

Kimberly Marrone
Director of Municipal Services
City of Oak Park



miplace



www.miplace.org



MEDC MiPlace



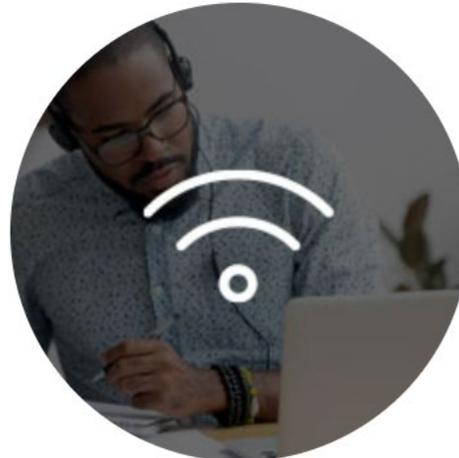
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RRC Process



Best Practices Handbook



RRC Training



RRC Resource Library



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MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Michelle Parkkonen

Managing Director, Technical Assistance Programs

517.599.8796
parkkonenm@michigan.org