



*What does
it take?*

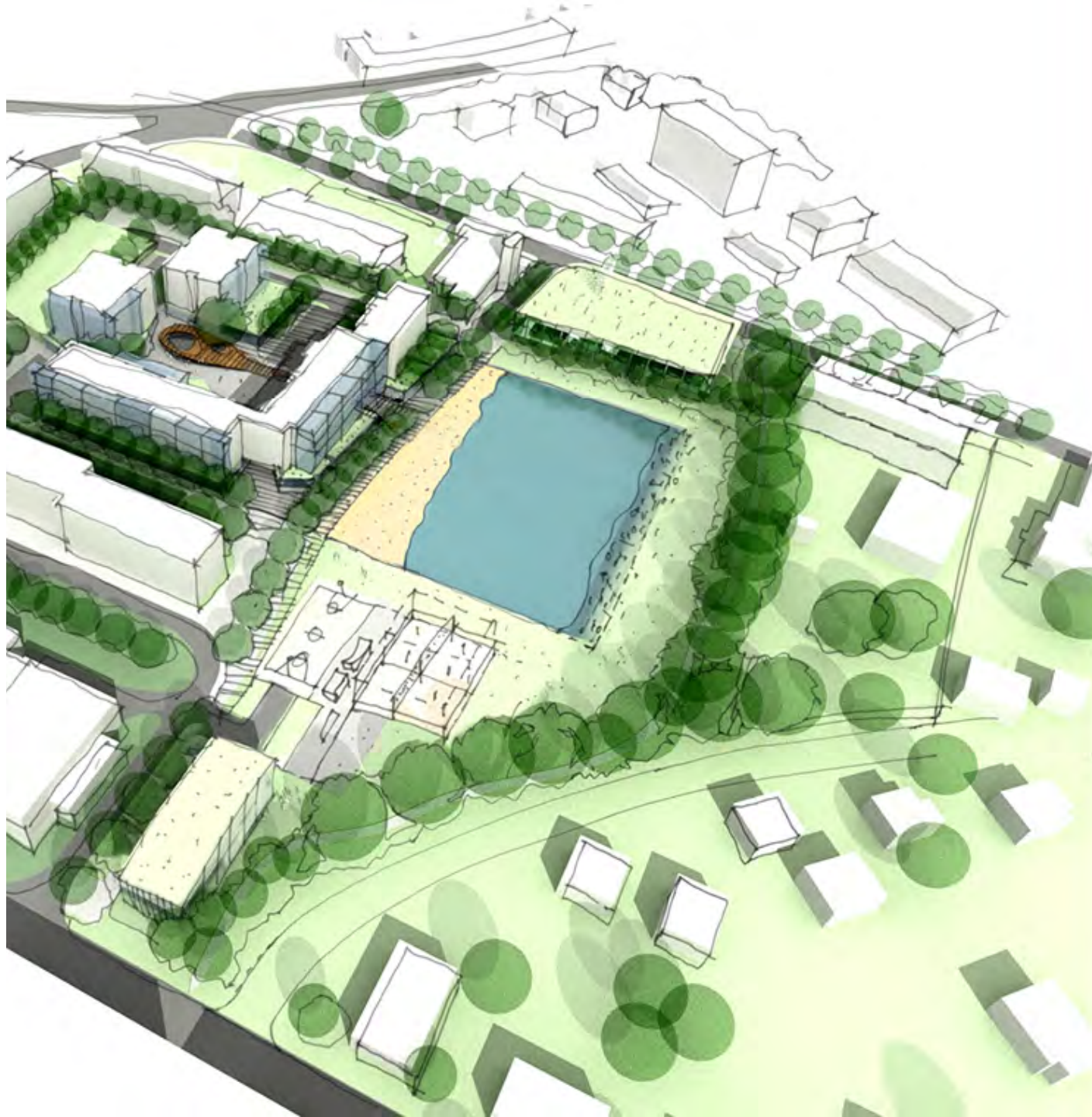


It begins with a conversation...

...with your community.



community



COMMUNITY DEVELOPMENT

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

FY2016 realignment between
MSHDA and MEDC

Technical assistance

Programs

THE MAIN STREET APPROACH

ALIGNMENT WITH RRC

COMMUNITY VISION MARKET UNDERSTANDING

RRC: Draw upon past planning efforts for input; market studies and other forms of feasibility analysis

MMS: Conduct surveys, focus groups, and technical services in market analysis



TRANSFORMATION STRATEGY

*design
organization
promotion
economic vitality*

QUANTITATIVE OUTCOMES QUALITATIVE OUTCOMES

RRC: Tax base creation; new jobs; new businesses, new housing; wage increases

MMS: Building rehabilitations; improved business mix/cluster development

BENEFITS

RRC and MMS program alignment for overall community development

KEY BENEFITS FOR RRC

Brings focus to private sector economic impact, creating potential for more significant changes within the community.

Stresses broad community engagement to secure support for Main Street's vision and make sure transformation reflects diverse perspective.

Encourages all programs to focus on measurable economic outcomes that help communicate impact.

Offers greater organizational flexibility, allowing the downtown district to choose how to organize themselves based on local needs.



KEY BENEFITS FOR MMS

Brings focus to public sector economic development (zoning, ordinances, incentives, site acquisition, etc.) that are aligned with and support downtown priorities and opportunities.

Ensure local leadership capacity for public/private partnerships leading to developer confidence and success in project development and implementation.

Ensures community input into the development process and thus buy-in to downtown's transformation strategies.

Bring financial resources for public sector creating opportunities for feasibility analysis, market analysis, studies, etc. that encourage and support downtown development.



BUSINESS
NEEDS
TALENT



TALENT
WANTS
PLACE

PLACE
NEEDS
BUSINESS

01

**COMPACT
ACTIVITIES**

*A place where daily
living/experience
occurs*

02

**INTER-
CONNECTED
NETWORKS**

*Transportation
routes designed to
encourage walking/
bicycle riding*

03

**WIDE RANGE
OF HOUSING**

*Many styles and
rent/price levels*

04

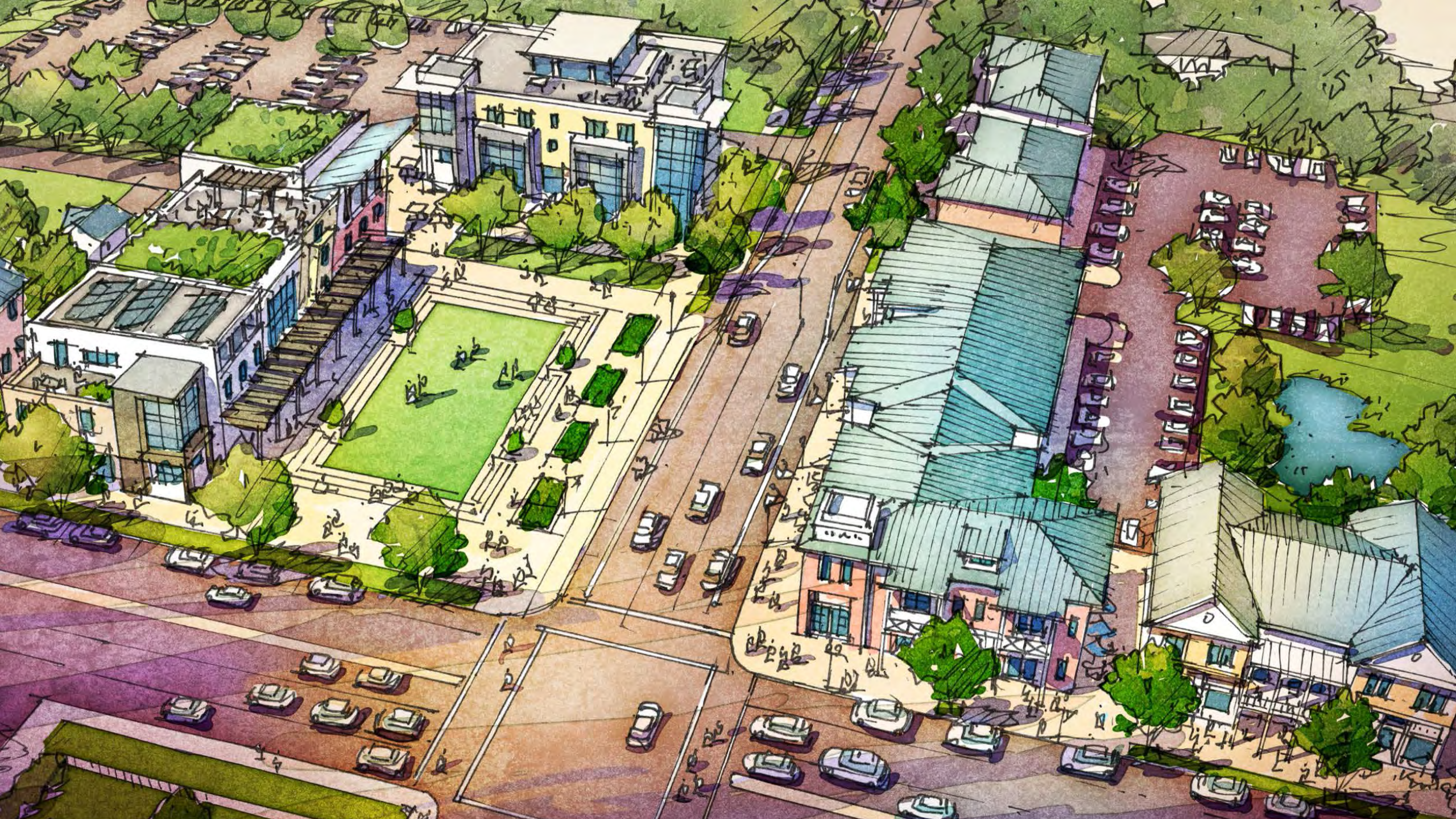
**APPROPRIATE
NEIGHBORHOOD
DENSITIES**

*A thoughtful
approach to the
building and
architectural styles*

05

**DISTINCT
OR UNIQUE
CHARACTERISTICS**





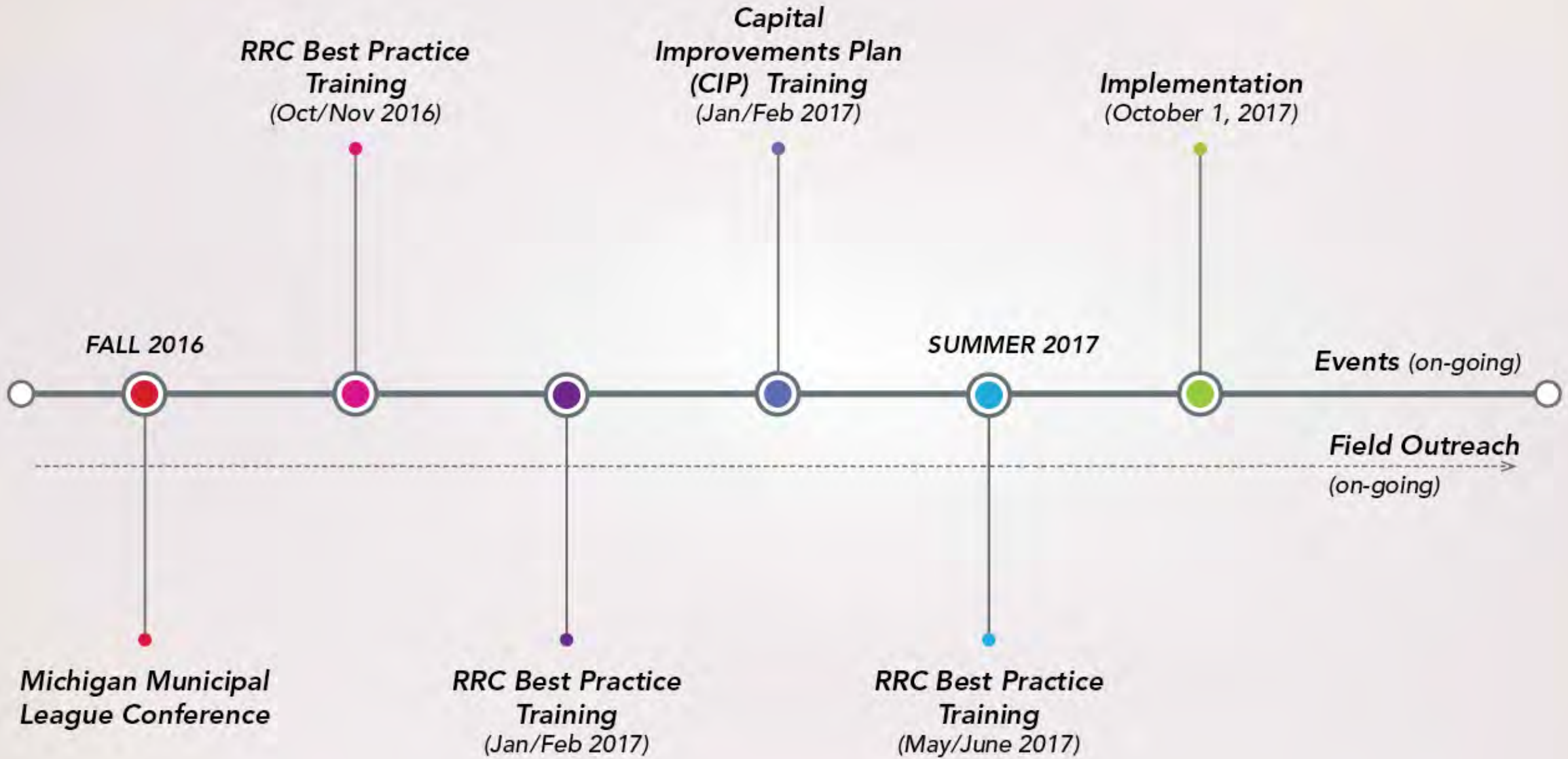


A black and white photograph showing a close-up, low-angle view of several classical stone columns. The columns are made of a textured material, possibly granite or marble, and feature fluted shafts and ornate capitals. The lighting creates strong shadows, emphasizing the three-dimensional forms and textures of the stone. The columns are arranged in a row, receding into the background.

Building a foundation....



A critical step for building the
foundation for a strong place is being
redevelopment ready.



redevelopment ready
communities®



Empower communities to shape their future by establishing a solid foundation to retain and attract business investment and talent.

redevelopment ready communities[®]

Technical assistance
Review of plans, processes,
policies and practices
Planning and economic
development
Talent, place, business
Certification



BUSINESS
NEEDS
TALENT



TALENT
WANTS
PLACE

PLACE
NEEDS
BUSINESS

redevelopment ready communities®

- 1 Upper Peninsula region**
- ◆ Escanaba (Delta County)
 - ◆ Gladstone (Delta County)
 - ◆ Iron Mountain (Dickinson County)
 - Ironwood (Gogebic County)
 - ◆ Ishpeming (Marquette County)
 - Sault Ste. Marie (Chippewa 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)
 - ◆ Cheboygan (Cheboygan County)
 - ◆ Grayling (Crawford County)
 - Harrisville (Alcona County)

- 4 West Michigan region**
- ★ Allegan (Allegan County)
 - ◆ Grand Haven (Ottawa County)
 - ◆ Grand Rapids (Kent County)
 - Hudsonville (Ottawa County)
 - ◆ Middleville (Barry County)
 - ★ Muskegon (Muskegon County)
 - Newaygo (Newaygo County)

- 5 East Central Michigan region**
- ◆ Harrison (Clare County)
 - ◆ Midland (Midland County)
 - ◆ Mt. Pleasant (Isabella County)
 - ◆ Saginaw (Saginaw County)

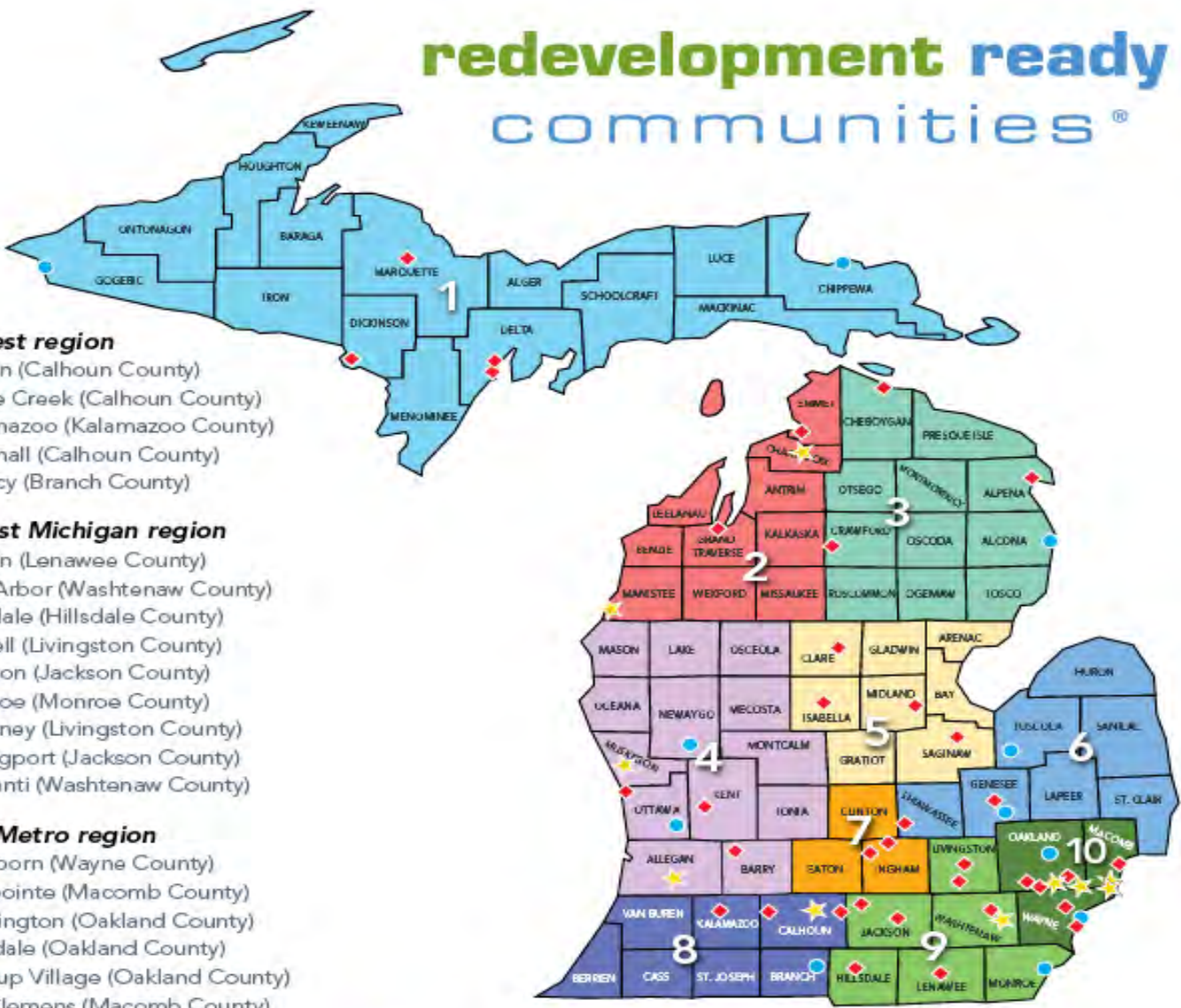
- 6 East Michigan region**
- ◆ Flint (Genesee County)
 - Grand Blanc (Genesee County)
 - ◆ Laingsburg (Shiawassee County)
 - Vassar (Tuscola County)

- 7 South Central region**
- ◆ East Lansing (Ingham County)
 - ◆ Lansing (Ingham County)

- 8 Southwest region**
- ◆ Albion (Calhoun County)
 - ◆ Battle Creek (Calhoun County)
 - ◆ Kalamazoo (Kalamazoo County)
 - ★ Marshall (Calhoun County)
 - Quincy (Branch County)

- 9 Southeast Michigan region**
- ◆ Adrian (Lenawee County)
 - ◆ Ann Arbor (Washtenaw County)
 - ◆ Hillsdale (Hillsdale County)
 - ◆ Howell (Livingston County)
 - ◆ Jackson (Jackson County)
 - Monroe (Monroe County)
 - ◆ Pinckney (Livingston County)
 - ◆ Springport (Jackson County)
 - ★ Ypsilanti (Washtenaw County)

- 10 Detroit Metro region**
- ◆ Dearborn (Wayne County)
 - ★ Eastpointe (Macomb County)
 - ◆ Farmington (Oakland County)
 - ◆ Ferndale (Oakland County)
 - ★ Lathrup Village (Oakland County)
 - ◆ Mt. Clemens (Macomb County)
 - ◆ Novi (Oakland County)
 - Pontiac (Oakland County)
 - River Rouge (Wayne County)
 - ★ Roseville (Macomb County)
 - ★ Southfield (Oakland County)
 - ◆ Wyandotte (Wayne County)



- ★ RRC Certified Community®
- ◆ RRC evaluation completed
- RRC evaluation in progress



redevelopment ready
communities*

BEST PRACTICES



1. Community plans and public outreach
2. Zoning regulations
3. Development review process
4. Recruitment and education
5. Redevelopment Ready Sites[®]
6. Community prosperity



RRC BEST PRACTICES:

Community plans and public outreach

RRC BEST PRACTICES:

Community plans and public outreach

THE PLANS...

Goals

Actions

Timelines

Responsible parties

IMPLEMENTATION!



RRC BEST PRACTICES:

Zoning regulations

A hand holding a silver pen is writing on a document. In the background, there is a stack of colorful folders (pink, green, blue) and a stack of blue folders. The scene is set in an office environment.

RRC BEST PRACTICES:

Development review process

RRC BEST PRACTICES:

Development review process

Site plan review process

Roles, timelines, tracking

PREDICTABILITY!



RRC BEST PRACTICES:

Recruitment and education

SPACE
AVAILABLE
over 2,000



RRC BEST PRACTICES: Redevelopment Ready Sites[®]

RRC BEST PRACTICES:

Redevelopment Ready Sites®

TRADITIONAL WAY

Community waits for developer to propose a project.

Community input occurs after the city receives a proposal from a developer.



RRC APPROACH

Community markets opportunities to developers.

Community seeks input to identify sites and establish vision.
Uses/provides data.





RRC BEST PRACTICES:

Community prosperity

RRC PROCESS

STEP ONE ENGAGEMENT

Community reviews RRC Best Practices and program information online and contacts regional CATeam specialist



Community completes RRC Best Practice training series



Community thoroughly completes all RRC self-evaluations



Community's governing body adopts resolution of intent to participate in program



Community submits completed RRC self-evaluations and resolution to regional CATeam specialist



STEP TWO EVALUATION

Community submits additional documentation as necessary



Stakeholder interviews and meeting observations



Data and information analyzed



RRC advisory council provides technical expertise for report of findings



Report of findings presented to the community



Community's governing body adopts resolution to proceed within 30 days of report of findings presentation



STEP THREE CERTIFICATION

Community completes missing RRC best practice criteria



Community submits quarterly progress reports



Community accomplishes all RRC best practice criteria



Certification awarded



Value

Worth

fair and suitable
desirability, utility
being useful or des



redemption ready
communities[®] **OPPORTUNITY MICHIGAN**
walkable real estate development opportunities across the state



Marketing sites

Deal books

Maintain and update info

Cross marketing

Developer events

Third party websites

*Partners in
community development*



