



# Redevelopment Readiness Across Michigan

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What is MML....

...and why do we care about housing and redevelopment?



**redevelopment ready**  
communities®



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

# CERTIFICATION 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 RRC self-evaluation



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



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



Community information reviewed



Community placed into RRC pipeline



Community receives formal welcome and information



MOU signed between community and MEDC

## 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



Community submits biannual progress reports

## PROCESS TIMELINE



Timeline is dependent on the number of communities in the RRC pipeline and the completeness of the information submitted by the community.





# BEST PRACTICES

redevelopment ready communities®



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



Some RRC highlights, places to get started – even if you aren't interested in tackling the formal program





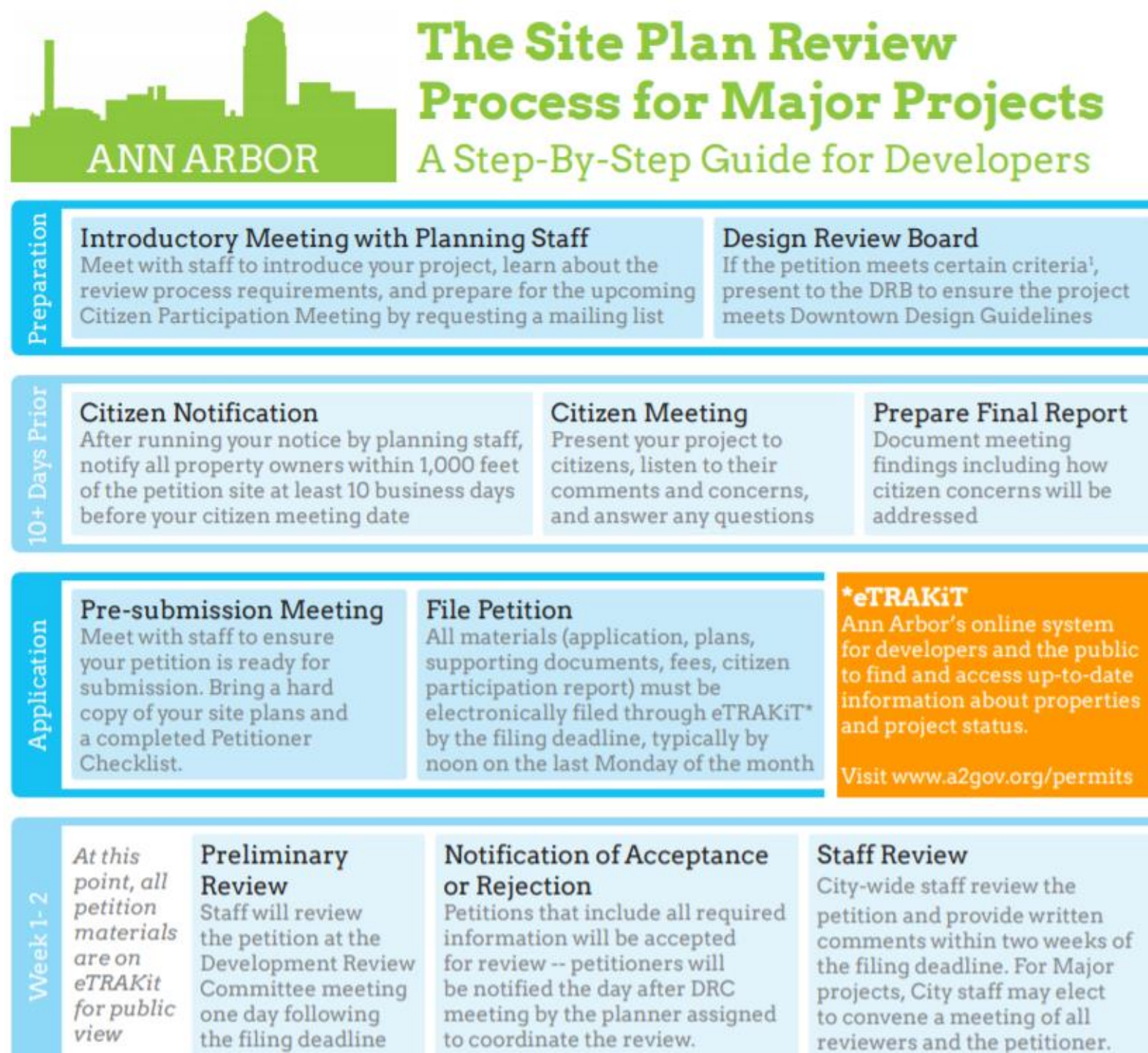


# Take a hard look in the mirror



Is your  
review/approval  
process clearly  
laid out?

Can people find  
your plans,  
regulations?







# Are you engaging proactively & creatively?



# Do your rules match your vision?



D O W N T O W N  
**GRAYLING**  
MICHIGAN'S MOST COLORFUL RIVERTOWN

A Michigan Main Street Community, in participation with Main Street America.

  
**GRAYLING**  
MAIN STREET

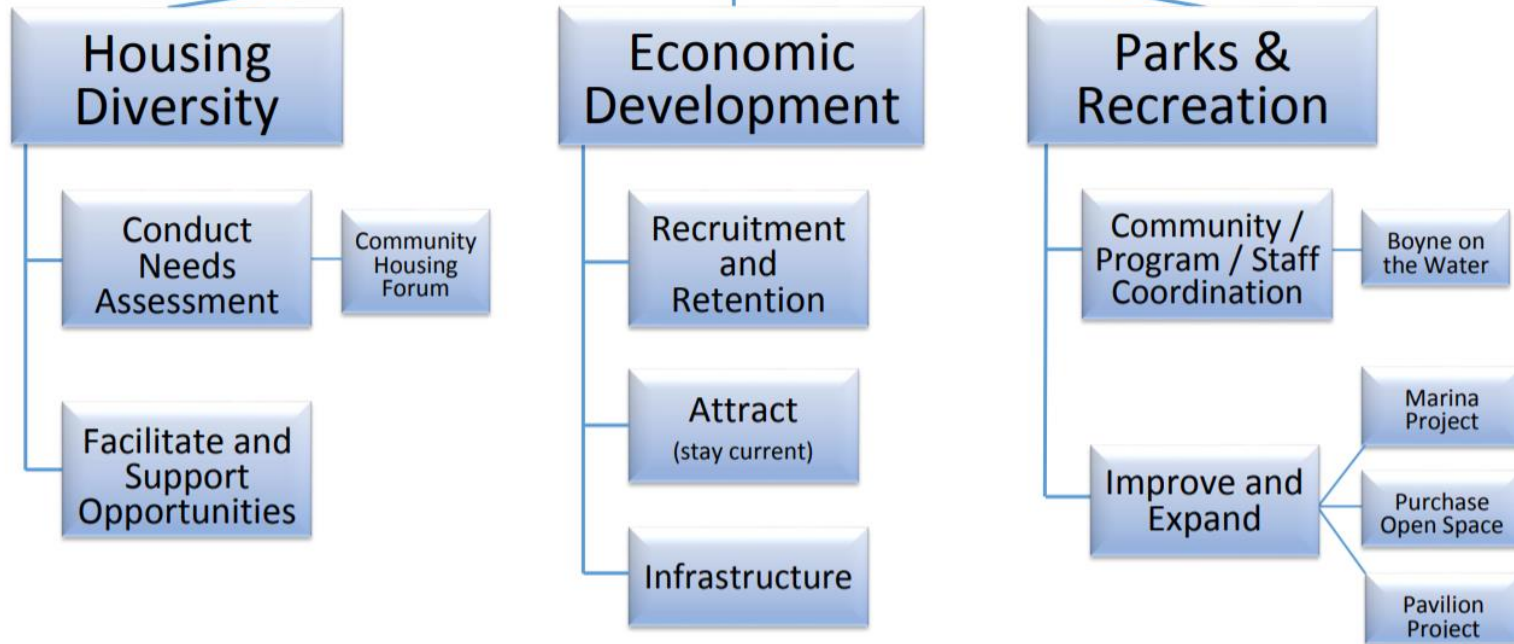




# Are you presenting a united front?



## 2016 / 17 City-wide Goals



We love where you live.





# RRC BEST PRACTICES:

## Redevelopment Ready Sites®

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Identify individual sites

Prioritize

Preliminary development research

Visioning

Funding sources

Package

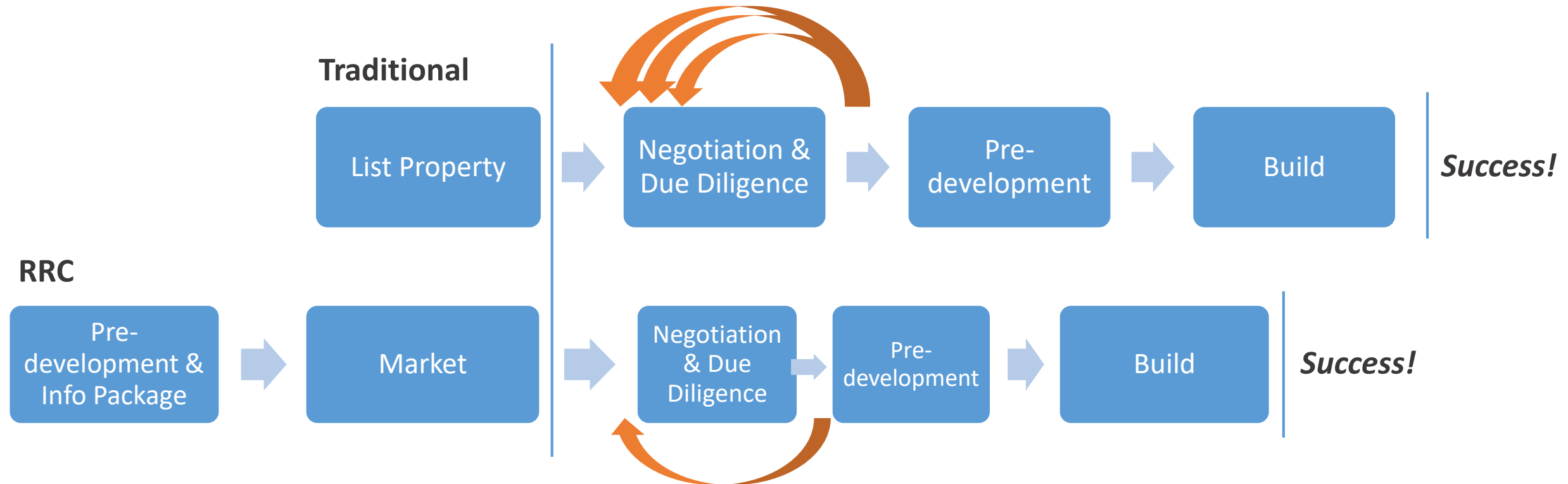
Market



# What is a Redevelopment Ready Site?

A **redevelopment ready** site is a site targeted by the community and ready for investment.

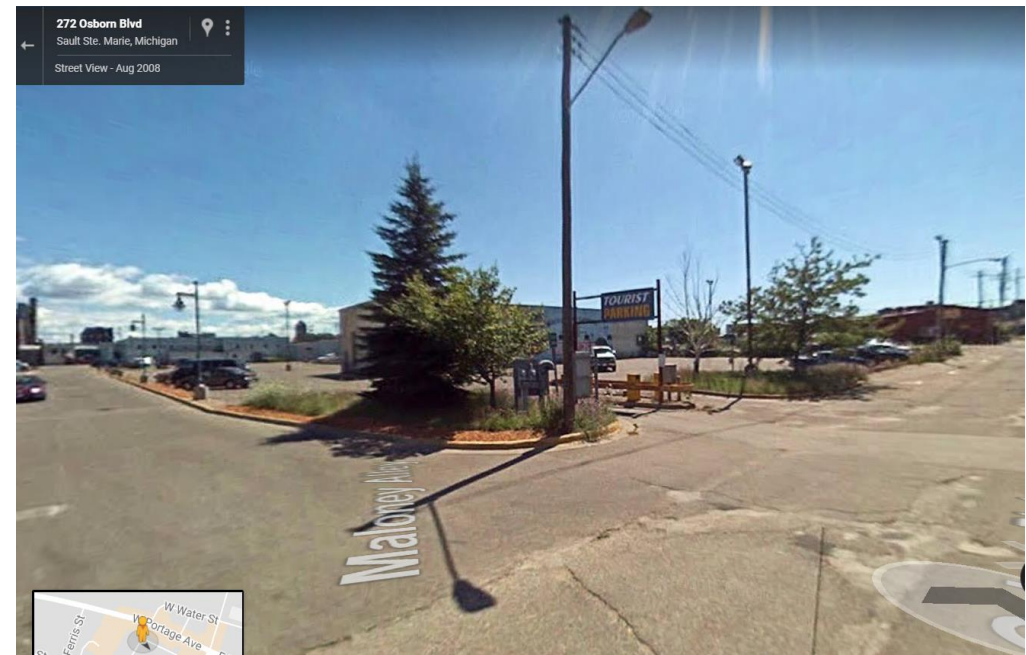
# RRC vs. Traditional Approach





## Redevelopment sites can be:

- *Vacant land*
- *Surface parking lots*
- *Old industrial sites*
- *Historic rehab or adaptive reuse*
- *Vacant storefronts*
- *Vacant upper stories*





RRC approach is *most significant* with **vacant, obsolete, or underutilized property** in walkable downtowns and neighborhoods.

## These sites have greater benefits:

- Reuse existing infrastructure
- Support placemaking goals and adjacent uses
- Amenitized by civilization

## Also greater challenges:

- Existing buildings
- Potential environmental issues
- Neighbors' interests



*What do you need for a redevelopment site?*

***Motive, means, opportunity.***





**Motive**, means, opportunity.

What are you  
trying to *achieve*?

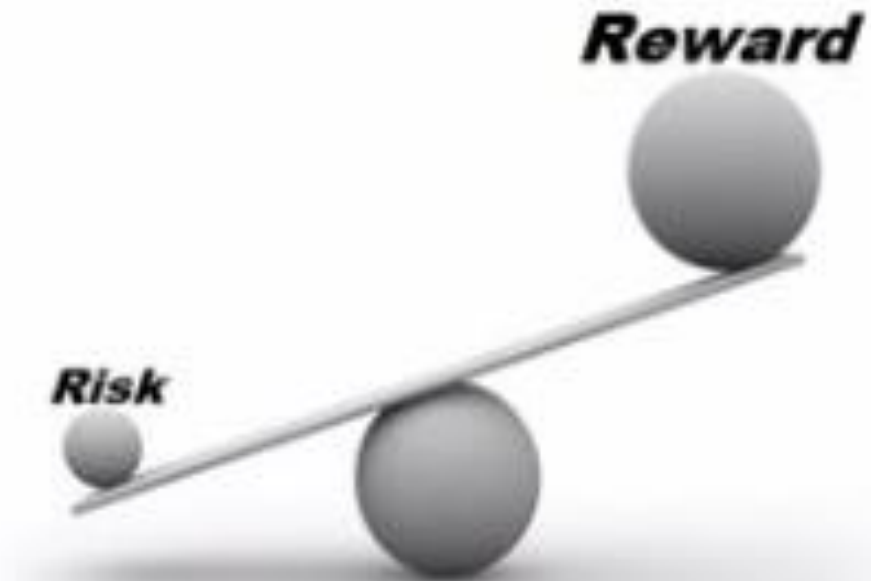
- *Tax base*
- *Sense of place*
- *Employment*
- *Housing options*
- *Blight removal*



Motive, **means**, opportunity.

What can you *leverage* to drive development?

- *Incentives*
- *Property ownership*
- *Pre-development work*
- *Public investments*
- *Pilot or popup demonstrations*



Motive, means, **opportunity**.

What development is  
*feasible*?

- *Market studies*
- *Comps vs. construction costs*
- *Employer and realtor feedback*

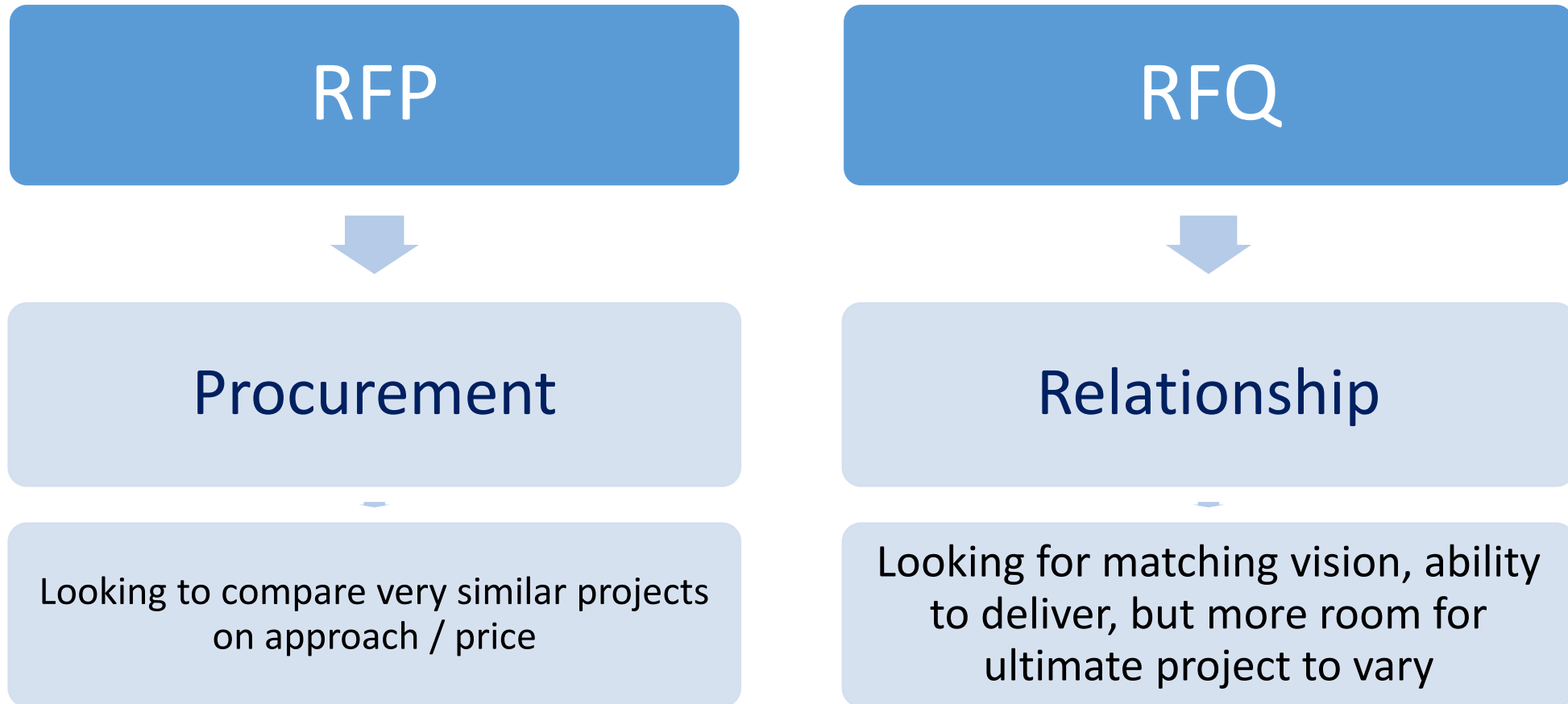




# Picking the site

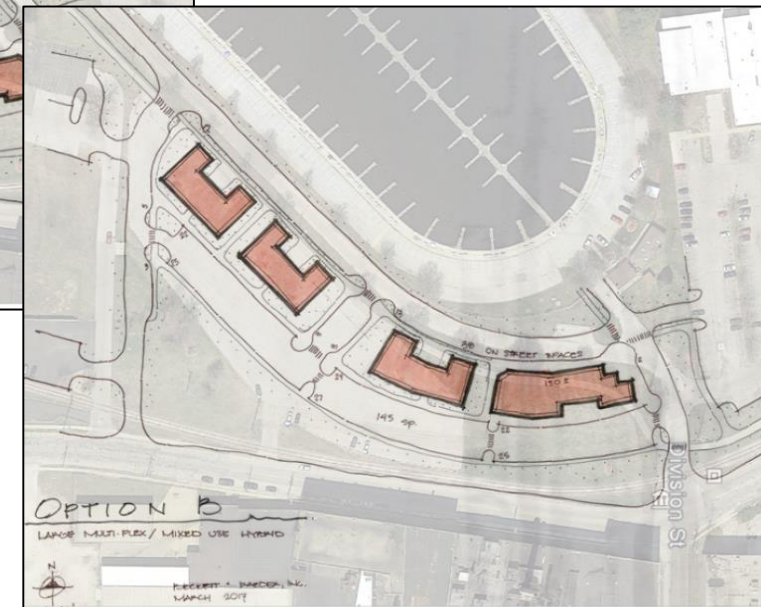
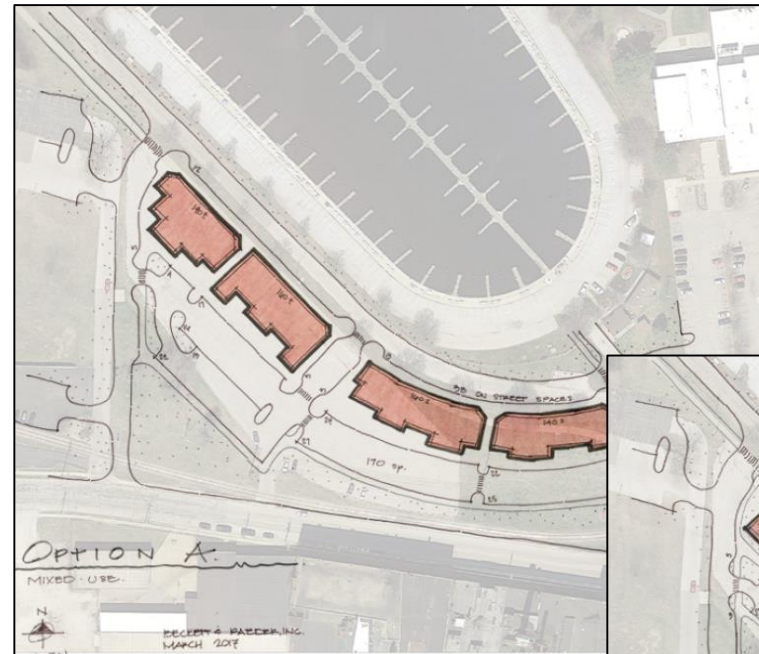


# RFQ: Finding the right *partner*





# Show what will work



# Set expectations

Will market support desired development?

Are incentives needed to fill the gap?

Have the conversation *before* you have a proposal.

Painting	\$ 2,258	\$ 4,902	\$ -	\$ 7,160
Wiring	\$ 2,292	\$ 4,025	\$ -	\$ 6,317
Lighting Fixtures	\$ 1,719	\$ 503	\$ -	\$ 2,222
Flooring	\$ 1,689	\$ 2,228	\$ -	\$ 3,917
Carpeting	\$ 3,360	\$ 1,115	\$ -	\$ 4,475
Bath Accessories	\$ 832	\$ 477	\$ -	\$ 1,309
Shower & Tub Enclosure	\$ 531	\$ 414	\$ -	\$ 945
Countertops	\$ 1,607	\$ 1,252	\$ -	\$ 2,859
Cabinets	\$ 5,283	\$ 1,545	\$ -	\$ 6,828
Built-In Appliances	\$ 2,571	\$ 334	\$ -	\$ 2,905
Plumbing Rough-In	\$ 2,412	\$ 5,448	\$ 355	\$ 8,215
Plumbing Fixtures	\$ 4,900	\$ 1,444	\$ -	\$ 6,344
Heating & Colling Systems	\$ 3,820	\$ 5,730	\$ -	\$ 9,550
Fireplace and Chimney	\$ 1,064	\$ 1,596	\$ -	\$ 2,660

Subtotal - Direct Job Costs	\$ 78,916	\$ 82,622	\$ 2,925	\$ 164,463
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#### Indirect Job Costs

Final Clean Up	\$ 720
Insurance	\$ 5,041
Permits & Utilities	\$ 3,061
Plans & Specs	\$ 720

Contractor Mark-Up	\$ 22,506
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Total Dwelling Unit Costs	\$ 196,511
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Cost per Square Foot	\$ 140.37
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Locational Adjustment (1.5%)	\$ 142.47
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Total Site Cost per Dwelling Unit	\$ 51,000
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Dwelling Unit Cost	\$ 247,511.00
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	\$ 248,000.00
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Cost without Land Acquisition	\$ 177.14
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# Catch attention

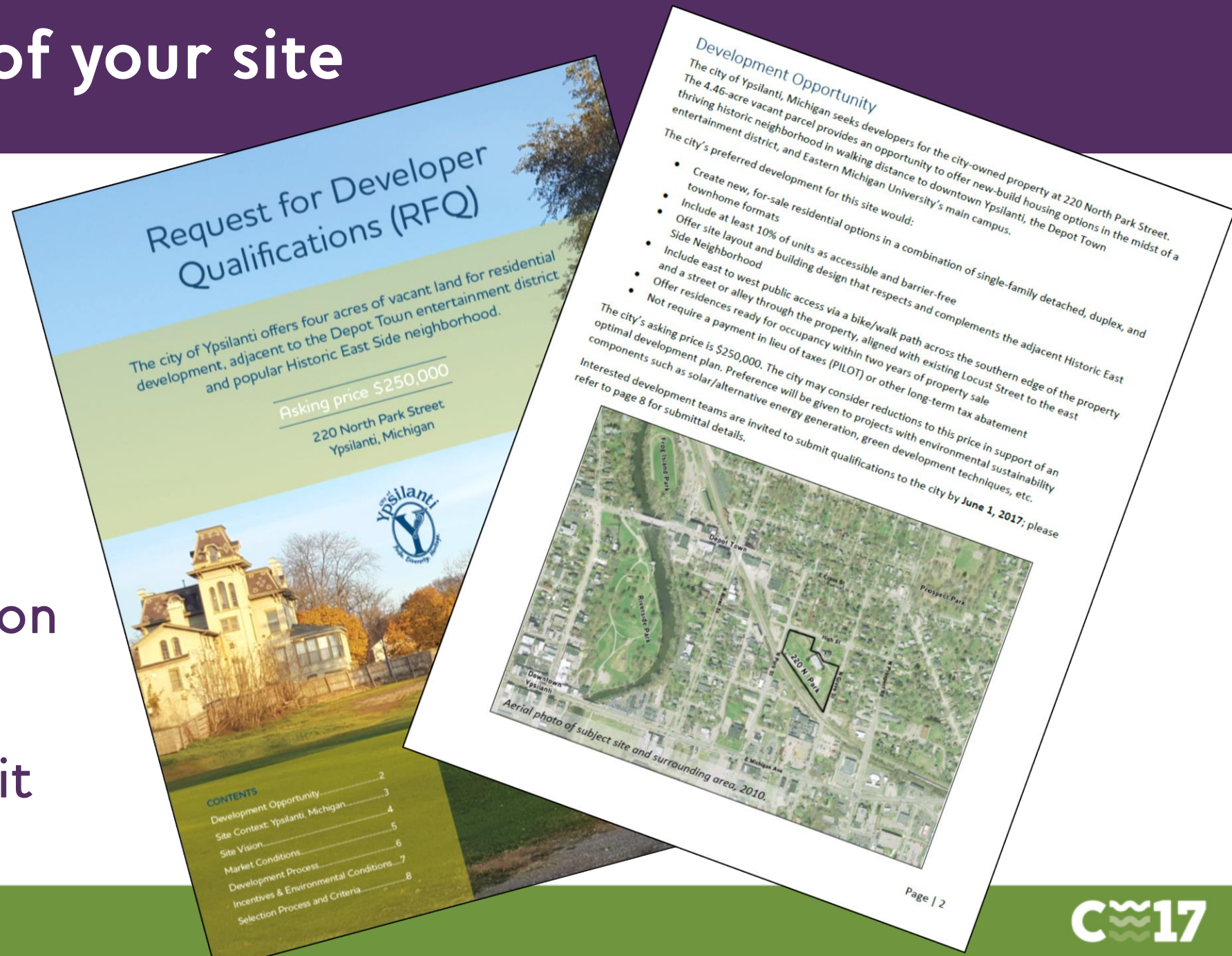
Does your audience know where your community is?

Have they ever considered investing there?



# Tell the story of your site

The right information  
...not too much of it





# Broadcast widely!

## No:

*“We put the RFQ on our website and sent a press release to the local paper—and didn’t get any proposals.”*

## Yes:

- RRC’s *Opportunity Michigan* book
- Zoom Prospector
- Developer organizations
- Direct distribution

# Finding the developers

## Existing firms:

- Urban Land Institute: “the easy projects in Detroit have been done,” looking further afield
- Homebuilders Association: “lack of developable land” with predictable approvals

## Homegrown activity:

- Business owners, contractors, landlords...
- CEDAM Real Estate Boot Camp: <http://cedam.info/development/>
- IDA Small Developer Boot Camps: <http://www.incrementaldevelopment.org/boot-camps>

# What can you do to RFQ?

- Pick sites strategically
- Fill gaps in pre-development work (market data, environmental conditions, zoning, vision / site concept)
- Set review process up front
- Distribute aggressively
- *Soon: RFQ template and how-to guide*