

# Redevelopment Readiness Across Michigan

Luke Forrest

Michigan Municipal League





What is MML....

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





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

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

Community completes missing RRC best practice criteria



Community submits quarterly progress reports



Community accomplishes all RRC best practice criteria



Certification awarded

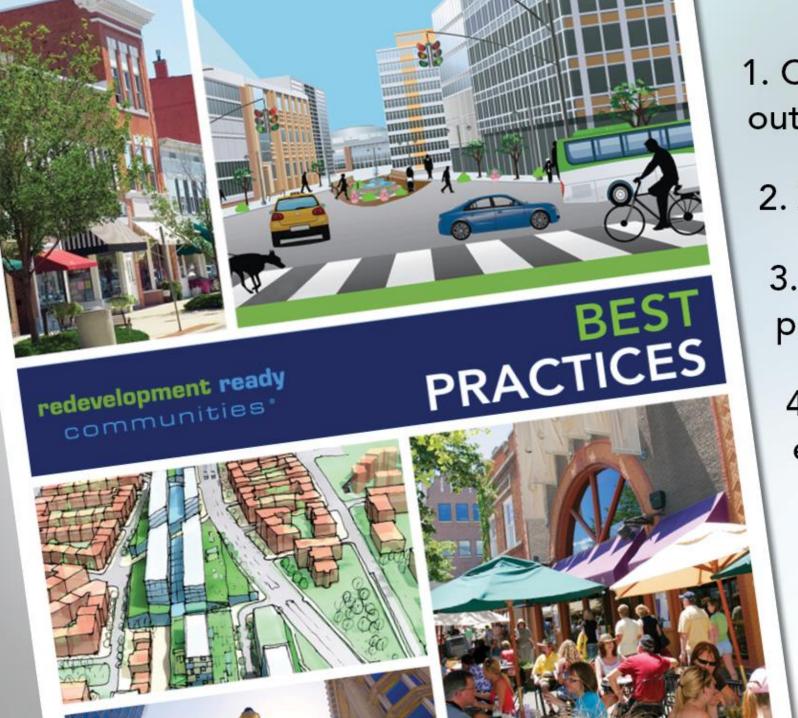




Community submits biannual progress reports



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



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

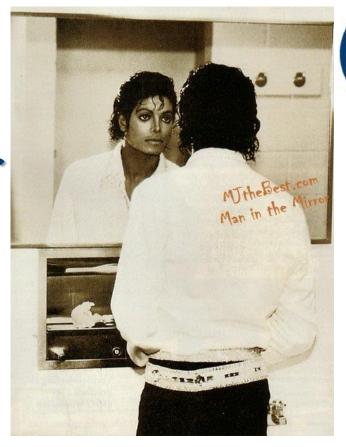


Some RRC highlights, places to get started – even if you aren't interested in tackling the formal program



### Take a hard look in the mirror









Is your review/approval process clearly laid out?

Can people find your plans, regulations?



#### The Site Plan Review Process for Major Projects

A Step-By-Step Guide for Developers

eparation

#### Introductory Meeting with Planning Staff

Meet with staff to introduce your project, learn about the review process requirements, and prepare for the upcoming Citizen Participation Meeting by requesting a mailing list

#### Design Review Board

If the petition meets certain criteria, present to the DRB to ensure the project meets Downtown Design Guidelines

Days Prio

#### Citizen Notification

After running your notice by planning staff, notify all property owners within 1,000 feet of the petition site at least 10 business days before your citizen meeting date

#### Citizen Meeting

Present your project to citizens, listen to their comments and concerns, and answer any questions

#### Prepare Final Report

Document meeting findings including how citizen concerns will be addressed

Application

#### Pre-submission Meeting

Meet with staff to ensure your petition is ready for submission. Bring a hard copy of your site plans and a completed Petitioner Checklist.

#### File Petition

All materials (application, plans, supporting documents, fees, citizen participation report) must be electronically filed through eTRAKiT\* by the filing deadline, typically by noon on the last Monday of the month

#### \*eTRAKiT

Ann Arbor's online system for developers and the public to find and access up-to-date information about properties and project status.

Visit www.a2gov.org/permits

Week 1-2

materials

areon

view

eTRAKit

for public

# At this point, all petition Preliminary Review Staff will review

Staff will review the petition at the Development Review Committee meeting one day following the filing deadline

#### Notification of Acceptance or Rejection

Petitions that include all required information will be accepted for review -- petitioners will be notified the day after DRC meeting by the planner assigned to coordinate the review.

#### Staff Review

City-wide staff review the petition and provide written comments within two weeks of the filing deadline. For Major projects, City staff may elect to convene a meeting of all reviewers and the petitioner.





# Are you engaging proactively & creatively?



We love where you live.

# Do your rules match your vision?









# Are you presenting a united front?



# RRC BEST PRACTICES:

# Redevelopment Ready Sites®



Identify individual sites

Prioritize

Preliminary development research

Visioning

Funding sources

Package

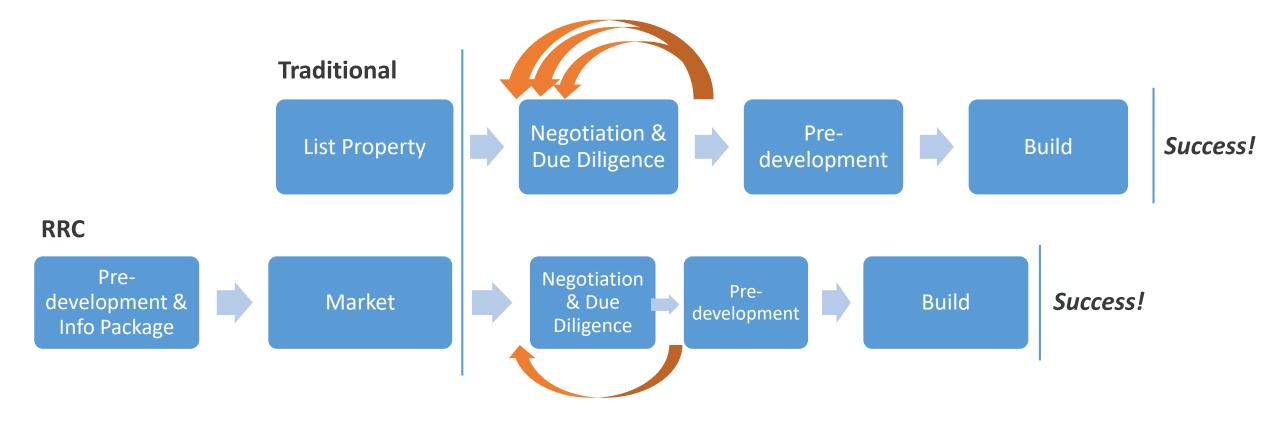
Market



# 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**

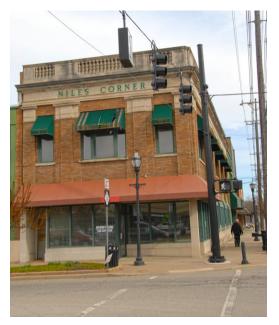


# Redevelopment sites can be:

- 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.



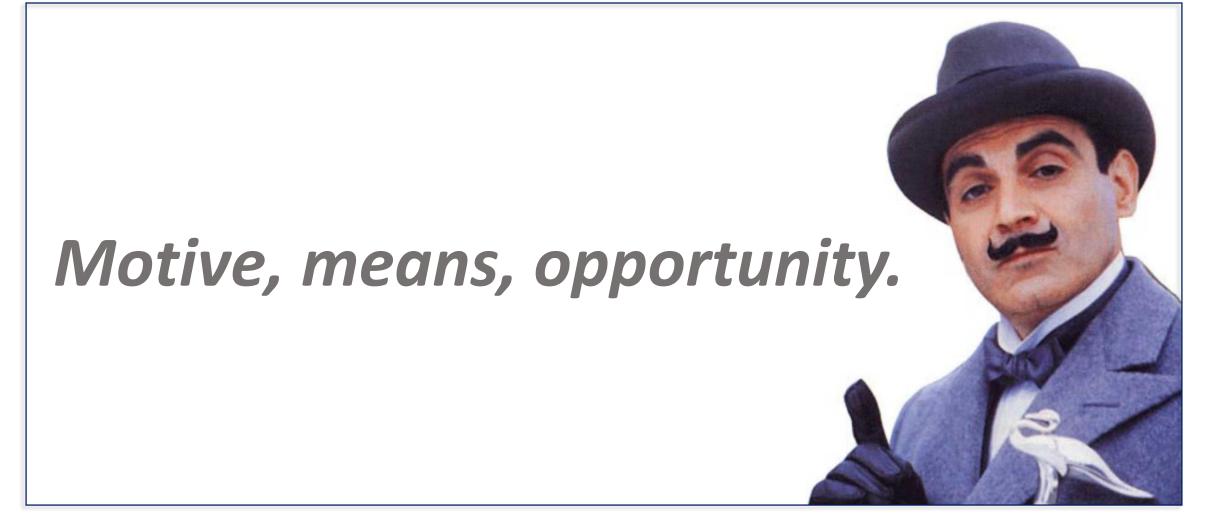
# These sites have greater benefits:

- 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.

# 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

**Existing local government priorities** 

**Partner institution priorities** 

Willing & able property owner

Opportunity to meet community needs

Rough consensus vision

Financial feasibility





# RFQ: Finding the right partner

**RFP** 



**Procurement** 

Looking to compare very similar projects on approach / price

RFQ



Relationship

Looking for matching vision, ability to deliver, but more room for ultimate project to vary

# 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.

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#### Catch attention

Does your audience know where your community is?

Have they ever considered investing there?





SOO LOCKS

#### QUALITY OF LIFE

Sault Ste. Marie, "Michigan's First City", offera an appealing mix of assets and amenities,

#### RECREATION

Sault Ste. Marie has year-round amenities icluding; snowmobling, cross-country and ownhill sking: Lake Superior State Iversity Division I NCAA hookey; multiple a got courses; world-class fishing along St. Mary's River, hiking, an active local g dub; and professional live theatre. a, and musical performances at four

#### RISM AND HISTORY

y is a major tourist destination. g over 600,000 visitors each year. ns included the S.S. Valley Camp and the Great Lakes Shipwreck Soo Looks, and the Kewadin

O retail stores, more than 200 d organizations, and dozens of nga, Downtown Sault Ste. Mane ing of interest for everyone.

- Nearly all of the 200 multi-family ren units near Downtown Saut Ste. Mar at 95% occupancy or above
- Market of 829 "moving" households annually for new urban housing in Downtown Sault Ste. Marie

#### THE MARKET CAN ANNUALLY SUPPORT

- 36 to 54 rental units between \$650 a \$1,400 per month
- 26 Condominiums ranging from \$115,000 to \$175,000
- 68 Townhomes ranging from \$145,000

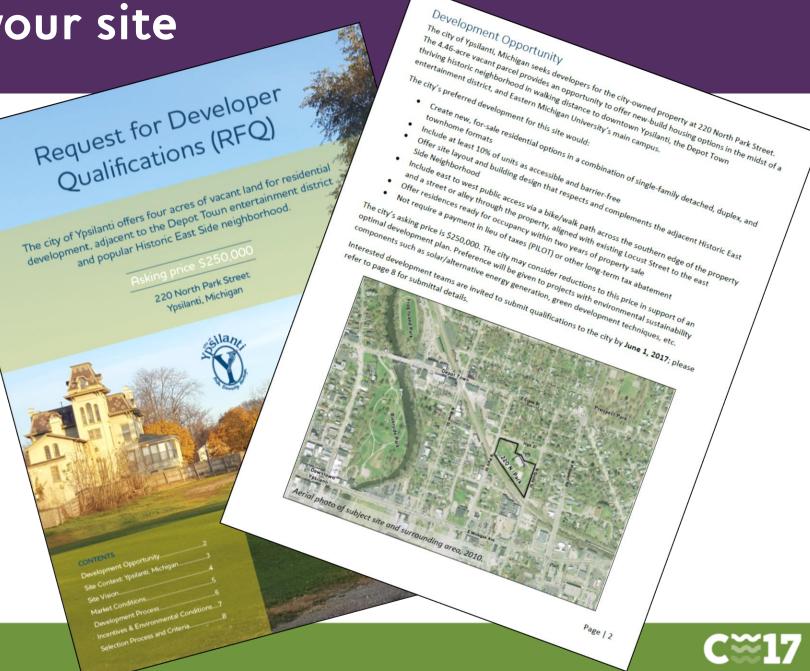
#### THERE ARE MAJOR EMPLOYERS IN SAU STE MARIE THAT DRIVE DEMAND FOR

- Roughly 300 stationed U.S. Coastguard and U.S. Army Corps of Engineers
- Over 800 employees at War Memorial
- Nearly 2,000 students and 150 faculty and staff at Lake Superior State University

# 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: <u>http://www.incrementaldevelopment.org/boot-camps</u>

# 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

