GET READY, GET SET…DEVELOP

Revitalizing Michigan's First Tier Suburbs

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Michigan Suburbs Alliance

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New Partners for Smart Growth Conference

January 27, 2006

Denver, CO

MICHIGAN SUBURBS ALLIANCE

Mission:
The Michigan Suburbs Alliance unites and strengthens metropolitan Detroit's mature suburbs by elevating regional cooperation, reforming public policies, and innovating redevelopment strategies.

Vision:
Pursuing a future where communities share economic, environmental and social success, the Michigan Suburbs Alliance envisions metropolitan centers that preserve the unique character of individual communities while striving toward a unified and equitable region where the citizens are empowered as an effective regional force.

Allen Park
Center Line
Dearborn
Dearborn Heights
Eastpointe
Ferndale
Grosse Pointe Woods
Hamtramck
Hazel Park
Huntington Woods
Lincoln Park
Pleasant Ridge
Monroe
Melvindale
River Rouge
Roseville
Southfield
Southgate
Taylor
Wayne
Warren
Ypsilanti

Community Challenges:

- Deteriorating infrastructure
- Fiscal stress
- Economic decline
- Environmental harm

Primary areas of focus for the Suburbs Alliance:

- Fiscal stability for local governments
- Infrastructure Reinvestment
- Economic Redevelopment

RRC COMMITTEE

Andrea Brown	Michigan Society of Planning
Maxine Berman	Office of Gov. Granholm
Robin Boyle	Wayne State University
Bren Buckley	Burton-Katzman
John Czarnecki	Michigan Economic Development Corp.
Susan Friedlaender	Honigman Miller
Steve Horstman	City of Eastpointe
Jason Horton	REDICO Management, Inc.
Thom Philips	Hobbs + Black
Michael Polsinelli	Talon Development Group, Inc.
Gary Sands	Wayne State University
David Scurto	Hamilton Anderson Associates
Conan Smith	Michigan Suburbs Alliance
Doug Smith	City of Troy
Erik Tungate	City of Hamtramck
Fred Zorn	M. Shapiro Development

The Committee is Designed to Balance Public and Private Sector Interests:

- Four Municipal Representatives
- Two Representatives of the State
- Two University Representatives
- ThreeDevelopers
- Two Planners
- A Lawyer
- An Architect

MICHIGAN LAND USE LEADERSHIP COUNCIL

The council believes that state agencies and local governments must have access to effective **redevelopment tools** and **supporting laws and regulations** that:

- Promote new private investment and reinvestment in already developed areas
- Address existing government barriers to downtown revitalization
- Expedite government decisions on the appropriate reuse of environmentally impaired property while protecting human health and the environment
- Promote the adaptive reuse of historic buildings in urban cores
- Support government collaboration with local neighborhood organizations in the development and evaluation of revitalization efforts

Michigan Land Use Leadership Council

MICHIGAN ASSOCIATION OF REALTORS

MICHIGAN CHAMBER OF COMMERCE

MICHIGAN FARM BUREAU

Chapter 4, Recommendation 2B:

Define, in consultation with the private sector and local communities, a set of redevelopment readiness standards by which local governments may measure and promote their ability to compete for private redevelopment investment and state technical and financial assistance.

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R E D E V E L O P M E N T R E A D Y P R O G R A M

The RRC program involves three phases:

1. Identify Best Practices / Develop the Standards

- Collect and summarize background information from Suburbs Alliance communities
- National Roundtable in Washington D.C
- Conduct interviews with staff from seven selected communities
- Developers focus group
- Draft RRC Best Practice Standards

2. Develop a Pilot Certification Process

- Establish a process for certifying communities
- Test process in several pilot communities
- Evaluate results and adjust process

3. Implement Certification in Suburbs Alliance Communities

- Market and implement certification process

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R E D E V E L O P M E N T R E A D Y P R O G R A M

P H A S E O N E – **Developing the Standards**

DEVELOPERS FORUM RESULTS

- Communities need the developer at the table
- Training models need to be updated to reflect new ways of thinking
- Communities need to understand the cost structure of development
- Communities need to be educated to understand that redevelopment does not mean that the development will be of poor quality
- Communities need a shared resource center
- Communities need a champion (city manager, planner…) to lead the community on redevelopment matters
- Communities should focus on the qualifications of a developer. Often developers are selected based on who has the " prettiest pictures"

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REDEVELOPMENT READY PROGRAM

PHASE ONE – **Developing the Standards**

MUNICIPAL SURVEY RESULTS

- The lower the change in SEV value, the more evidence of single digit percent commercial real property
- The greater the increase in SEV value, the greater the percent of residential real property
- The greater the increase in SEV value, the lesser the amount of individual real property
- The greater the SEV increase, the higher the response level from the RRC community survey
- Communication detail is more evident with greater SEV value increases
- Communication with lower SEV value increases may realize the need for a new vision plan
- Of the responding communities, multiple development authorities are used when greater increase in SEV values are evident
- The greater the increase in SEV values, the greater number of PUD type ordinances used

Royal Oak
Trenton
Southfield
Roseville
Wyandotte
Ypsilanti
Brownstone Township
Melvindale
Oak Park
Taylor
Eastpointe
Troy
Allen Park
Center Line
Pleasant Ridge
Hazel Park
Hamtramck
Huron Township
Lincoln Park
Ferndale
Woodhaven

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REDEVELOPMENT READY PROGRAM

PHASE ONE – **Developing the Standards**

COMMUNITY INTERVIEW RESULTS

- All communities have development authorities in place and most are active
- Good marketing and economic development skills are seen as important assets for a Development Authority director to possess
- Many communities do not engage in regularly scheduled departmental meetings
- Delays in site plan review process caused by incomplete submittals
- Most information on development plans disseminated to the public through the required pubic hearing
- Not all communities effectively use the website to promote redevelopment
- Most communities felt they could benefit from a technical resource center sponsored by the Michigan Suburbs Alliance

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REDEVELOPMENT READY PROGRAM

PHASE ONE – **Developing the Standards**

NATIONAL ROUNDTABLE RESULTS

- The Standards as a whole are benign and should not cause too much difficulty to implement
- Without significant buy-in to the program, certifying will be fruitless
- Visioning is needed
- A resource center should be developed to provide staff assistance and important data to communities
- Developers should be sensitive to the land use and design preferences of a community
- Communities must be reasonable and flexible in their redevelopment criteria

PARTICIPANTS

Association of Metropolitan Planning Organizations, Brookings In stitute, Enterprise Foundation, Environmental Protection Agency, International Council of Shopping Centers, International City/Council Management Association, International Municipal Lawyers Association, National Association of Realtors, National Center for Smart Growth Research and Education, National League of Cities, National Association for Home Builders, National Association of Counties, National Governors Association, Rivitalist Inc, Smart Growth America, U.S. Department of Commerce.

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WHAT ARE BEST PRACTICE STANDARDS?

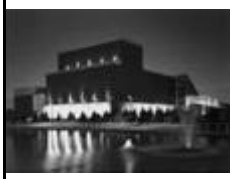
- Standards designed to improve the efficiency of a community's redevelopment processes
- Purpose: Provide a set of criteria that will be used to guide communities seeking to spur redevelopment
- The Standards allow local governments to tailor the best practices to their fiscal constraints and redevelopment goals.

Three Focus Areas:

1. **Learning & Communicating**
2. **Planning for Redevelopment**
3. **Reviewing & Approving**

PURPOSE OF STANDARDS

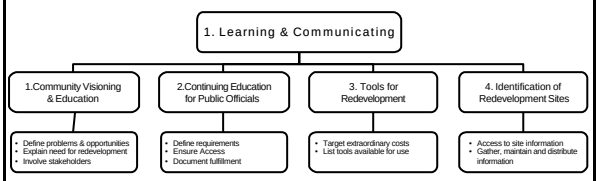
- Provide a set of criteria that will be used to guide redevelopment
- Allow local governments to tailor the Best Practice Standards to their fiscal constraints and redevelopment goals
- Provide the necessary tools to streamline their redevelopment processes
- Encourage the commitment to accomplish each Best Practice Standard



"The initiative is all about making older communities more competitive when it comes to getting developers through the approval process,"

Former MSA Director, Jim Townsend

LEARNING AND COMMUNICATING



REDEVELOPMENT READY PROGRAM

Standard 1 – Community Visioning and Education

- *Share Information Within the Community on the need for Redevelopment and its Benefits*
- *Create a Process for Strategic Stakeholder Involvement*
- *Facilitate the Dissemination of Preliminary market Information*

Redevelopment is a TRANSFORMATIONAL process

Conflict is INEVITABLE

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Standard 2 – Continuing Education for Public Officials

PHASE ONE

Developing the Standards

- Establish Continuing Education Requirements
- Fulfill and Document Educational Requirements

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REDEVELOPMENT READY PROGRAM

Standard 3 – Tools for Redevelopment

PHASE ONE

Developing the Standards

- Demonstrate the Community's Commitment and Ability to Work with Investors to Address Extraordinary Redevelopment Costs
- Declare and use a Variety of Financial redevelopment Tools

Staff must engage in AGGRESSIVE, CREATIVE use of tools.

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REDEVELOPMENT READY PROGRAM

Standard 4 – Identification of Redevelopment Sites

PHASE ONE

Developing the Standards

- Develop a Clear Vision and Consensus on the Goals for Individual Redevelopment Sites which Allows for Changes in Market Dynamics.
- Specify Strategies and Tools to Accomplish the Goals of the Plan with a Timing Estimate Associated with the Approval of Redevelopment Plans.
- Obtain, Update and Make Available the Following Information about Priority Sites and Areas Targeted for Development

Cities must articulate a willingness to WORK CLOSELY with developers!

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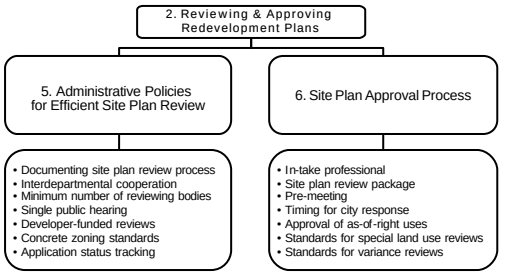
REVIEWING AND APPROVING



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REDEVELOPMENT READY PROGRAM

Standard 5 – Reviewing and Approving Redevelopment Plans

PHASE ONE

Developing the Standards

- *Minimize the Number of Reviewing Bodies as specified in the State Zoning Act*
- *Conduct a Single Public hearing for special Land Uses, PUD's, and Rezoning unless otherwise Required by State Law*
- *Define and document Community Site Plan Review Processes*
- *Establish Procedures among Relevant Departments (and consultants) for Reviewing Site Plan and Building and Engineering Plan Applications*

QUANTIFIABLE SAVINGS! FASTER PROJECT STARTS!

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REDEVELOPMENT READY PROGRAM

Standard 5 – Reviewing and Approving Redevelopment Plans

PHASE ONE

Developing the Standards

- *Provide an Option which Enables an Applicant to Pay for Expediting the Redevelopment Process*
- *Provide Standards that are Clear and Definitive for Review of the Proposal to Individual Redevelopment Projects.*
- *Create and Maintain a Tracking and Communications Process to Ensure that Information about the Status of Project Applications is Shared among Departments*
- *Conduct Periodic Customers Surveys*

Reduce administrative burden without compromising public engagement.

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REDEVELOPMENT READY PROGRAM

Standard 6 – Site Plan Approval Process

PHASE ONE

Developing the Standards

- *Make available a site plan review package that identifies and describes the process and submittal requirements*
- *Adopt procedures for reviewing special land uses*
- *Adopt procedures for reviewing variances requests*
- *Provide all applicants with an initial meeting with relevant city staff to informally present the proposed redevelopment plan and receive feedback*

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Standard 6 – Site Plan Approval Process

PHASE ONE

Developing the Standards

- *Designate a qualified staff member who will act as the official "intake professional," who is responsible for receiving proposed plans and facilitating their consideration*
- *Specify a period of time in which the intake professional will provide a report to the applicant on whether the plan meets zoning ordinance requirements*

Role of the Intake Professional

- *Serves as Single point of contact*
- *Can navigate complex system*
- *Acts as both city and developer ombudsman*
- *Can provide ongoing evaluation of redevelopment process*

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PLANNING FOR REDEVELOPMENT

3. Planning for Redevelopment

7. Development Regulations

- Zoning ordinances
- Development regulations
- Consistent with redevelopment plans

8. Updated Master Plans Revisions

- Goals, target areas
- Use Types
- Strategies, tools, timing
- 5-year update

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Standard 7 – Development Regulations

PHASE ONE

Developing the Standards

- *Adopt Zoning Ordinance Test Amendments that permit Redevelopment Plans*
- *Adopt schedule of regulations and/or development standards to implement Redevelopment Plans*
- *Amend current ordinances to provide specific standards for decisions on special land use developments, PUDS, and site plan review and approval*

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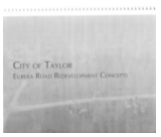
Standard 8 – Updated Master Plan Revisions

PHASE ONE

Developing the Standards

- *Establish a comprehensive master plan or master plan sub-group amendment(s) that specifies goals for redevelopment*
- *Ensure that comprehensive Master Plans are updated every 5 years*



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REDEVELOPMENT READY PROGRAM

PHASE TWO – **Develop a Pilot Certification Process**

ESTABLISH A PROCESS

The RRC Certification has six commitments that must be followed to maintain a meaningful and productive certifying process.

- The Application
- Threshold Requirements
- Technical Assistance Analysis
- Amendments and Reforms
- Evaluator Review
- Final Approval

"The RRC program will impact every phase of development, from what kind of land is available for condos or stores, what the acreage is, zoning, and other requirements."
Tom Barwin, Ferndale City Manager

EVALUATION

Certification is active for three years.

TECHNICAL ASSISTANCE

A technical resource center will provide planning and community development staff assistance for communities committed to *Best Practice Standards.*

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Pilot Program

Pilot Program Has Run Since February 2005

- Applicability across community types
- Ease or difficulty of the standards (realistic but challenging)
- Need for and appropriateness of technical assistance
- Administrative issues

Projected full program launch in February 2006

Things we have learned so far:

- Good staff is critical.
- Documenting processes is important.
- The program is creating unique dialogue.
- Many cities already have great processes in place already.
- The need for marketing assistance is huge.

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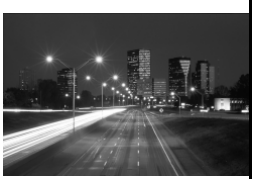
Pilot Program

Six Pilot Communities were selected balancing

- *Size and Population: Small, Medium and Large*
- *Geographic Diversity: Macomb, Oakland, Wayne, Washtenaw*
- *Economic Strength: Growing, Stable and Shrinking SEV's*
- *Staff Capacity: Single Department vs. Multiple*

Pilot Communities include:

- Taylor
- Southfield
- Eastpointe
- Hazel Park
- River Rouge
- Ypsilanti



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SUPPORTING EFFORTS

MARKETING SUPPORT

The Suburbs Alliance is helping to identify and promote redevelopment opportunities in its member communities.

IMPROVING COLLABORATION

The Suburbs Alliance is exploring a pilot program to assist its 24 members with joint purchasing and service sharing.

"The RRC initiative is about gathering and disperse in information on sites that can be made "ready" for development, and streamlining procedures to provide timely reviews and approvals, making those communities more attractive for development."

Bren Buckley, Burton-Katzman Development Company

MSA wishes to thank its RRC Committee and supporting communities

For More Information…

http://www.redevelopmentready.com

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