Community Development

Supporting the growth of vibrant, diverse and resilient communities across Michigan
2012
STATEWIDE ROLLOUT
January 1, 2013

2013

2017
POLICY SHIFT
October 1, 2017

from the beginning
RRC ENGAGED COMMUNITIES

growth over the years

FY13: 14
FY14: 31
FY15: 39
FY16: 51
FY17: 127
FY18: 209
REGIONS

1. Upper Peninsula Region
2. Northwest Region
   Boyne City, Charlevoix County
3. Northeast Region
4. West Michigan Region
   Allegan, Allegan County
   Muskegon, Muskegon County
5. East Central Michigan Region
6. East Michigan Region
7. South Central Region
   East Lansing, Ingham County
   Lansing, Ingham County
8. Southwest Region
9. Southeast Michigan Region
   Ann Arbor, Washtenaw County
   Ypsilanti, Washtenaw County
10. Detroit Metro Region
    Eastpointe, Macomb County
    Ferndale, Oakland County
    Lathrup Village, Oakland County
    Lincoln Park, Wayne County
    Novi, Oakland County
    Roseville, Macomb County
    Southfield, Oakland Country

Redevelopment Ready Communities® Program
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Communities currently being evaluated under the Redevelopment Ready Communities® Program

Revised September 2013
1. Upper Peninsula region
   - Escanaba (Delta County)

2. Northwest region
   - Boyne City (Charlevoix County)
   - Manistee (Manistee County)
   - Traverse City (Grand Traverse County)

3. Northeast region

4. West Michigan region
   - Allegan (Allegan County)
   - Middleville (Barry County)
   - Muskegon (Muskegon County)

5. East Central Michigan region

6. East Michigan region

7. South Central region
   - Lansing (Ingham County)

8. Southwest region
   - Battle Creek (Calhoun County)
   - Kalamazoo (Kalamazoo County)
   - Marshall (Calhoun County)

9. Southeast Michigan region
   - Pinckney (Livingston County)
   - Ypsilanti (Washtenaw County)

10. Detroit Metro region
    - Dearborn (Wayne County)
    - Eastpointe (Macomb County)
    - Ferndale (Oakland County)
    - Lathrup Village (Oakland County)
    - Roseville (Macomb County)
    - Southfield (Oakland County)
ELIGIBLE EXPENSES

- Site analysis
- Financial analysis
- Market analysis
- Environmental assessments and testing
- Appraisal
- Traffic impact analysis
- Development of request for qualifications or other site marketing documents
- Site design
- Architectural services
- Development and refinement of a community-supported vision
- Other expenses as approved by RRC
Marketing sites
Deal books
Maintain and update info
Cross marketing
Developer events
Third-party websites
BATTLE CREEK

VAN BUREN PARKING LOT

City of Battle Creek is seeking a mixed-use development for parcels 1 and 2, constructed in a traditional downtown design that allows for multiple commercial spaces on the first floor, including retail, restaurants and entertainment, with residential on the upper floors. Parcel 3 is available for those interested in developing parcels 1 and 2 and would allow for mixed-use commercial or high density residential housing. It is a great location next to the city linear trail and the Battle Creek River. Relatively flat property that is currently being used as surface parking, with great mixed-use potential and additional public parking available to the west. The site is in close proximity to stores, restaurants, parks, a multi-modal transportation center, and events and activities.

Property owner: City of Battle Creek

Size: Parcel 1: 13,158 sq. ft; Parcel 2: 17,423 sq. ft; Parcel 3: 80,749 sq. ft

Zoning: Property is in the C-3, Intensive Business District
THE DEVELOPMENT ON TROY (The DoT)

The DoT site, a city-owned parking lot, has received approval on a preliminary planned unit development. The project will also incorporate the redevelopment of Troy Street as a barrier-free shared street concept that can be temporarily closed for neighborhood events with a pedestrian-oriented alley at the rear. City of Ferndale is prepared to negotiate generously on land/air right sales for the private (office, commercial, residential) components on this project. Additionally, the city is making a $20 million investment in the construction of the deck, streetscape, and the mechanical/utility amenities for the building. Additional incentives include packaging Brownfield TIF, OPRA Abatements and other applicable incentives such as State of Michigan Community Reinvestment Program support. Finally, the city is also prepared to package, where possible, SBA loans for the construction of owner-occupied commercial space in partnership with Oakland County.

Address: 221 West Troy Street

Property owner: City of Ferndale

Size: Approved preliminary PUD for:
- Total parking: 126,400 ft²
- Total commercial area: 16,600 ft²
- Bike storage area: 860 ft²
- Service area: 6,400 ft²

Zoning: PUD approved for four levels of public parking that supports up to 15,000 square feet of street level retail, up to 28 units of residential along Allen Street (55 feet) and up to 39,000 square feet of office and event space.

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Jordan Twardy, DoT Project Support, 248.546.2363, jtwardy@ferndalemi.gov
KALAMAZOO

MERCHANT’S CROSSING

Located on the banks of the Kalamazoo River and just a 10-minute walk from downtown, River’s Edge is experiencing a renaissance. This is a progressive area of town where repurposing of obsolete buildings is beginning to drive a resurgence of community interest and neighborhood growth.

This 6.5-acre pocket of land in downtown represents an outstanding opportunity for a public/private development partnership. The private developer will be able to leverage decades of public investment to help achieve the city’s vision for downtown through private development of a superbly located riverfront site. Merchant’s Crossing is a property bordered by the Eastside neighborhood (to the east), and is at the confluence of three major arterials: Michigan Avenue (20,147 daily traffic count); Riverview Drive; and King Highway (14,145 daily traffic count).

Property owner: Kalamazoo County Land Bank owns six parcels, including the two remaining brick buildings of 16,000 and 3,200 square feet.

Size: Parcel 1: 13,158 ft²; Parcel 2: 17,423 ft²; Parcel 3: 80,749 ft²

Zoning: The property is in the Riverfront Zoning Subarea 9. Subarea 9 (south mixed-use) is a highly visible location with excellent transportation access and is intended for redevelopment with a mix of office, restaurants, multi-family, attached housing, retail uses, or light industrial uses that are combined with restaurant or retail/commercial uses.

Sara Jo Shipley, Redevelopment Project Manager,
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372 MORRIS AVENUE

372 Morris Avenue is an exceptional development opportunity in downtown Muskegon, consisting of approximately seven acres. The site includes over 600 feet of frontage overlooking Shoreline Drive toward Muskegon Lake. Additional frontage on 1st Street and Morris Avenue provides multiple site development options. The site is listed for sale at $1.2 million. The property is minutes from the shoreline of Muskegon Lake and other recreational opportunities such as the Heritage Landing festival grounds, Hackley Park, and the Lakeshore Bike & Pedestrian trail. The sugar sand beaches and clear waters of Lake Michigan are a short drive or bike ride away. City of Muskegon is willing to work with a developer to negotiate any available incentives, including PA 255, NEZ, Brownfield TIF, etc.

Property owner: Community Foundation for Muskegon County

Size: 7 acres

Zoning: The property is in the Form-based Code, Downtown Context Area. This context area is characterized by mixed-use buildings set next to the sidewalk to create a street wall and promote commerce and shopping. These buildings contain street level retail uses with residential and office uses on the upper floors. This context area has a high level of transit service that can help offset the need for off-street parking and promote walkability.
TOWN CENTER, UTICA JUNCTION

The recently subdivided Town Center site is the cornerstone of the Utica Junction downtown district. Both sites are vacant. The community envisions parcel A as the site of a two- or three-story mixed-use building featuring restaurant or retail space on the ground level and housing above. Parcel B will likely be developed with a community pavilion that will attract visitors from across the region. These sites will benefit from traffic calming and streetscape elements which will be constructed this spring. The sites are located within the Roseville DDA TIF District; which will facilitate the implementation of smart growth principles along both Utica Road and Gratiot Avenue.

Property owner: City of Roseville

Size: 0.73 acres

Zoning: Town Center Overlay District. This district is intended to allow for the development of a fully integrated, mixed-use, pedestrian-oriented town center area. The intent of the district is to minimize traffic congestion, infrastructure costs and environmental degradation by promoting a compact, mixed-use, pedestrian-friendly community following smart growth principles.
NORTHLAND REDEVELOPMENT PROJECT

The former Northland Center was one of America’s first and largest indoor malls, opening in 1954 in the city of Southfield. In the nearly 65 years since Northland Center’s conception, the needs and desires of Southfield residents, office workers, and visitors have changed. This has created the inimitable opportunity to reshape the 125-acre former Northland Center site into a modern and dynamic mixed-use campus at the center of Metro Detroit.

The mix of uses envisioned in the redevelopment master plan includes multiple types of residential complexes; office space complementary to southeast Michigan’s research and development, high-tech, and medical industries; and exciting new retail, entertainment and dining options. The proposed plan divides the site into four distinct development districts, each with different uses and characteristics, with green space woven in between. Together these districts form a vibrant and cosmopolitan campus, exemplifying the commercial center Southfield has become.

Property owner: City of Southfield

Size: 125 acres+

Rochelle Freeman, Business & Economic Development Director,
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Partners in community development
SITE READINESS – PREPARING & RESPONDING TO A SITE SEARCH
1. Desktop Analysis

2. A significant number of submissions will need to be organized

3. Site Eliminators

4. Do a side by side comparison of the sites on the short list

5. Waiting for questions
## COMMON MISTAKES

<table>
<thead>
<tr>
<th>RFI Question</th>
<th>Response</th>
<th>Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rail on site?</td>
<td>Yes</td>
<td>Rail is 4 miles away</td>
</tr>
<tr>
<td>Zoned for a foundry?</td>
<td>Zoned industrial</td>
<td>The particular zoning does not allow for a foundry</td>
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<tr>
<td>Water &amp; sewer capacity</td>
<td>Yes</td>
<td>Infrastructure exists but cannot handle the additional load of the project</td>
</tr>
<tr>
<td>available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas/electric on site</td>
<td>Yes</td>
<td>Capacity not sufficient for customer and additional infrastructure must be constructed</td>
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</tbody>
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MEDC TOOLS TO SUPPORT SITE READINESS
ECONOMIC DEVELOPMENT ORGANIZATIONS PREPARING FOR AN RFI

- Be Ready!
- Organize the appropriate contact information and establish relationships
- Research and collect information on RFI common topics:
  - Organize the data on an ongoing basis
- Keep the information relevant
USEFUL TIPS

- Read
- Answer
- Scanned and/or PDF
- Uniform format
- Naming conventions
TOOLS TO SUPPORT SITE READINESS

• Zoom Prospector
• Google Earth Pro
• Wetland Mapper
• Flood Plain Mapper
• Cartographic Boundary Files
• Web Soil Survey
• USGS Maps and GIS Data
• Local and State Stakeholders – Units of government, Michigan Works, utilities, etc.
• Contact economic development peers