

**VILLAGE OF NEWBERRY  
PLANNING COMMISSION MEETING  
Monday, April 22, 2019  
Meeting Location: 302 East McMillan Ave  
Meeting Time: 6:00 p.m.**

**1. CALL TO ORDER**

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL**

**4. APPROVAL OF AGENDA** – Agendas are not final until approved by a majority vote of the Planning Commission members.

**5. APPROVAL OF MINUTES**

1. Planning Commission Meeting – Monday, March 25, 2019 at 6:00 p.m.

**6. PLANNING COMMISSION CHAIRPERSON ANNOUNCEMENTS**

1. Planning Commission Vacancy
2. Public Participation Plan Webinar – April 23, 2019

**7. PUBLIC COMMENTS** – Prior to consideration of official business, citizens may speak on any matter citizens may wish to bring to the attention of the Planning Commission. Please limit comments to 3 minutes as per Michigan General Village Law and Michigan Open Meetings Act.

1. None Prescheduled

**8. PETITIONS AND COMMUNICATIONS** – Communications addressed to the Planning Commission are distributed to all members and are acknowledged for information or are referred to a committee or a staff member for follow-up.

1. None Prescheduled

**9. UNFINISHED BUSINESS**

1. Development Ready Communities: Best Practices Updates as of February 2019
2. Master Plan Goals
3. Redevelopment Ready Communities (RRC): Public Participation Plan
  - a. Goals and Methods

**10. NEW BUSINESS**

1. None Prescheduled

**11. COMMENTS BY PLANNING COMMISSION MEMBERS**

**12. ADJOURNMENT - REGULAR SESSION**

**Village of Newberry  
Planning Commission Meeting  
Monday, March 25, 2019  
Meeting Location: 302 East McMillan Ave.  
Meeting Time: 6:00 p.m.**

**1. Call to order:**

Meeting was called to order by Chairman Vincent at 6:00pm

**2. Pledge of Allegiance:**

Chairman Vincent asked all to rise and pledge allegiance to the flag.

**3. Rollcall:**

Roll call was taken and Vincent, Stiffler, and Hardenbrook were present. Vanatta was absent.

**4. Approval of Agenda:**

Motion by Hardenbrook with support from Stiffler to approve the agenda. A vote by voice was taken with all voting in the affirmative.

**5. Approval of Minutes:**

Planning Commission Meeting – September 24, 2018 at 6:00pm. Motion by Stiffler, second by Hardenbrook to approve minutes. A vote by voice was taken with Hardenbrook, Vincent, & Stiffler voting in the affirmative.

**6. Planning Commission Chairperson Announcements:**

First meeting in a long time - Chairman apologizes. Vacant Planning Commission seat – position will continue to be advertised until filled.

**7. Communications from the Public:**

None

**8. Petitions and Communications:**

None

**9. Unfinished Business:**

Rebecca Bolen from the EUP Regional Planning and Development Commission spoke in regard to the services EUP Regional Planning/Development Commission provides. The RRC (Redevelopment Ready Communities) has a list of best practices for the Planning Commission to review. Once PC has a list, the Regional Planning/Development Commission will review. Funds are available to pay for plans to be put together. She discussed a Public Participation Plan on how to inform the public on zoning/ordinance for the community – examples include using social media.

Rebecca will return for next month's meeting to assist the PC.

Opportunity Zones - SE Luce County. Maps of the area should someone seek information about the area.

**10. New Business:**

Vincent recommended we look at revising goals as listed in the Action Plan to update timelines and priorities within the Master Plan.

**11. Comments by Planning Commission Members:**

None

**12. Adjournment - Regular Session**

With no further business before the Planning Commission, a motion was made by Hardenbrook to adjourn the meeting at 6:25pm. Motion carried.

# Redevelopment Ready Communities® Webinar Series

Have questions about how to tackle a particular RRC best practice? Just curious to know what your neighbors or similar communities are working on? Join us each month to hear from the RRC team and other local government staff on how to get your community closer to certification.

**APRIL 23**  
**9:00 AM**

## **Public Participation**

Learn about outside-the-box engagement activities happening in Michigan communities. We'll also cover how to build a public participation plan to meet best practice 1.2 [Register Now](#)

**MAY 14**  
**2:00 PM**

## **Technology in Local Government**

Learn about how local governments across the state are embracing technology to increase their efficiency. This session will cover free tools such as Trello or Google Docs as well as more complex tools such as Munetrix and options for accepting credit cards. Such tools can help with a number of RRC best practices. [Register Now](#)

**JUNE 20**  
**9:00 AM**

## **Training Plans & Strategies**

Training is essential to ensure your community's boards and commissions can do their job to the best of their ability, but traditional options such as conferences can be difficult and expensive. Join us as we discuss how to bring training to your officials through options including webinars, in-house presentations, books, and more. This session focuses on best practice 4.2. [Register Now](#)

*Registration is required to ensure we have sufficient capacity for each session. Login information will be sent out one day prior to the event.*

Questions may be directed to the RRC Team [rrc@michigan.org](mailto:rrc@michigan.org) or Christopher Germain at [germainc2@michigan.org](mailto:germainc2@michigan.org)

# Redevelopment Ready Communities® Best Practices

## February 2019 Update

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The RRC Best Practices were updated in February 2019 to reflect changes based on customer feedback, experience in the field, and general planning and development trends. Below is a list of all changes and a quick reference chart to identify how the changes apply to a community based on where they are in the RRC process.

### Best Practice One: Community Plans and Public Outreach

- 1.1.1 (Master Plan): Updated expectation 3 to more clearly identify expectations for addressing the full concept of complete streets.
- 1.1.4 (Capital Improvements Plan): Moved all previous references to CIPs into a new expectation under this best practice. Improves efficiency. Additionally, changed 'reviewed' to 'updated' in expectation 1 to better reflect state law.
- 1.2.1 (Public Participation Plan): Cleaned up some language leftover from a previous update and added a new expectation for plans to be reviewed and updated on a regular basis.

### Best Practice Two: Zoning Ordinance

- 2.1.2 (Concentrated development): Removed references to form-base code, clarified the definition of mixed-use, moved environmental protection to a later criterion and added new options for place making opportunities.
- 2.1.3 (Flexible development tools): Removed all existing language and replaced with a list of options.
- 2.1.4 (Housing diversity): Now calls for at least three non-traditional housing options *by-right*. Also changed 'attached single family' to rowhouse and townhouse to reduce confusion.
- 2.1.5 (Non-motorized transportation): Eliminated expectation two (sidewalk connectivity) and added new options in expectation one to provide more clarity and flexibility.
- 2.1.6 (Parking flexibility): Added elimination of parking minimums as an option.
- 2.1.7 (Green infrastructure): Added additional options for meeting this expectation.
- 2.1.8 (User friendliness): Added language to encourage graphics, tables, etc.

### Best Practice Three: Development Review

- 3.1.5 (Internal Review): Changed 'policy' to 'process' to address concern from some communities over the term policy and any unintended consequences it might have based on local interpretation.
- 3.2.2 (Development Fees): Removed 'true cost' since fee levels are a local policy decision and true cost isn't necessarily a community's desired approach.

### Best Practice Four: Recruitment, Training & Communication

- 4.1.1 (Application & Skillsets): Added a new expectation that the community clearly document the appointment process.
- 4.2.3 (Training Notifications): Changed 'consistently notifies' to 'has an established process to notify'. This change clarifies in the intent.

# Redevelopment Ready Communities® Best Practices

## February 2019 Update

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### Best Practice Five: Redevelopment Ready Sites

- This best practice has been moved to best practice six.
- Made various technical clarifications to the expectations.
- 5.1.4 (Incentives): Added examples to better clarify intent.
- 5.1.5 (Property Information Package): Added an expectation on creating aesthetically pleasing documents that include the community's brand. Clarified what information is necessary versus optional.
- 5.1.6 (Marketing Sites): Updated language to include a tie-in to the community marketing plan.

### Best Practice Six: Community Prosperity

- This best practice is now best practice five.

## Applying the Changes

With the release of the new best practice, the old best practices have been removed from service. However, in the interest of fairness and to not change the rules partway through, some communities will continue to work under the old best practices until they reach certification or recertification.

*Where a community is  
in the RRC process*

*When the new best  
practices apply*

**Not yet received a  
baseline report**

**Immediately.**  
  
The community's  
baseline will be  
conducted based on  
the new best practices.

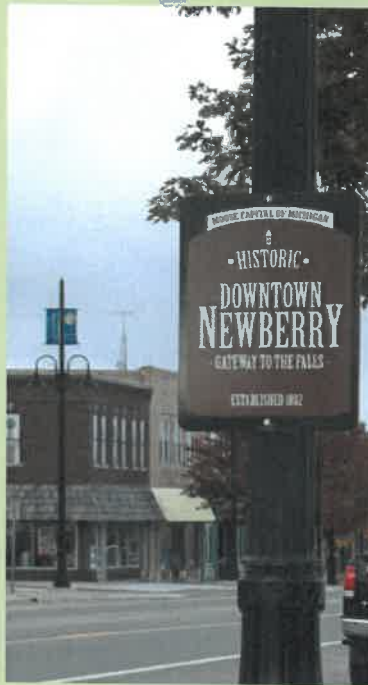
**Received baseline  
report but not yet  
certified**

**Upon Recertification.**  
  
The community will  
continue toward  
certification based on  
the best practices in  
place at the time of  
their baseline report.  
The new practices will  
need to be met by the  
3<sup>rd</sup> anniversary of  
certification  
(recertification).

**Certified**

**Upon Recertification.**  
  
A community will need  
to meet the new best  
practices by the 3<sup>rd</sup>  
anniversary of their  
certification  
(recertification).

# A MASTER PLAN for



## The Village of NEWBERRY

*Adopted July 2018*





# ACTION PLAN

Under the direction of the planning commission, with citizen and stakeholder input, the Village of Newberry has identified five themes, each with corresponding goals and actions. Because this master plan takes a 15-20 year approach to planning, it is anticipated that these goals and corresponding actions could take up to that amount of time to be realized. The tables on page 72-74 outline a planned implementation schedule for each action and include a general time frame for implementation, the party responsible for implementing, priority level, and anticipated funding source.

## GOALS AND ACTION STEPS

This section outlines the key goals and actions identified by the Village of Newberry. The goals and actions fall into five major themes, as listed below:

1. Governance & Leadership
2. Thriving Downtown
3. Business Attraction & Retention
4. Recreation-Based Prosperity
5. Strong Neighborhoods

### Governance & Leadership

The Village of Newberry will continue to seek intergovernmental collaboration and transparency to support community development. Although a relatively small village, Newberry

is a population center of the Eastern Upper Peninsula. Given the rural nature and sparse population of the surrounding area, it is especially critical that Newberry collaborates with surrounding communities, non-profits, and regional governments to leverage social capital for the benefit of the region. Specifically, collaborations with McMillan and Pentland Townships on economic development initiatives will be paramount moving forward.

Looking internally, there have been a number of changes in Newberry's Village leadership. With these changes, institutional memory is lost, but new social capital and fresh perspectives are gained. Additionally, Newberry is embarking on its first-ever master plan, and as a part of



that process, has created a new planning commission. The planning commission has the opportunity to provide proactive leadership and land use policies that will foster economic prosperity.

### Thriving Downtown

Downtown Newberry has always been the hallmark and centerpiece of the Village. Many of the buildings date back to the 1800s, and offer a window into Newberry's rich history. Although the architectural styles are rich with tradition, many of these buildings are also in dire need of repairs and facade improvements. Despite the relatively inexpensive cost of purchasing these buildings, there

are a number of other barriers to rehabilitation. The Village will need to institute creative and collaborative funding and implementation tactics to ensure the long-term prosperity and success of the downtown.

### Business Attraction & Retention

The Village is committed to supporting existing businesses to help them continue to grow and react to changing conditions. Additionally, Newberry is looking for opportunities to support small business development and entrepreneurs.

Newberry is no stranger to losing young people to jobs elsewhere in

the state or country. Partnering with educational institutions and others in the region will be crucial for providing high-quality vocational training opportunities to keep the next generation of workers gainfully employed.

Infrastructure investments like upgrades to the Village water system, although painful at first for residents, will pay dividends in supporting and attracting new businesses looking to locate in the area.

### Recreation-Based Prosperity

Newberry is blessed with being close to some of the most pristine natural assets in Michigan, including the Tahquamenon River

## VISION

Over the next 15-20 years, Newberry will continue to restore and rehabilitate its core infrastructure to create a vibrant, mixed-use downtown that serves as a focal point of community, recreational, and economic activity. Neighborhoods will be strengthened to provide a diversity of high-quality housing options that meet the needs of all residents. Newberry will continue to leverage its unique natural resources to define its character and position Newberry as a recreational hub for the Eastern Upper Peninsula.



and Falls, and Lake Superior. Critical to a comprehensive economic strategy will be leveraging these resources to support economic development. Newberry has the opportunity to position itself as a four-season recreational destination.

### Strong Neighborhoods

Neighborhoods are the building blocks of a strong, vibrant community. The Village will need to support strategies that preserve and enhance Newberry's housing and neighborhoods. This includes exploring opportunities to modernize and expand elder housing, securing grants for housing rehabilitation, and providing a zoning ordinance that supports a diversity of housing options.



*A comprehensive approach to recreation includes upgrades to Village parks as well as collaborative marketing and promotion of recreational assets outside of the Village limits.*

### 33. Governance & Leadership Goals

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Seek intergovernmental collaboration and transparency to support community development.	Start a community investment fund to match funds for grants and establish public/private partnerships.	Medium	Village	1 - 5 Years
	Develop a coordinated web presence between the Chamber, Economic Development Corporation, agencies, and businesses.	High	Village, Chamber, EDC, Townships, local businesses	1 - 5 Years
	Coordinate with Pure Michigan and others to develop a tourism plan for Newberry and the surrounding area.	High	Village, MEDC, Chamber	Within 1 Year
	Explore the establishment of Newberry as a city	High	Village	Within 1 Year
	Map the water and sewer service areas outside of the Village boundary.	Medium	Village, consultants	Within 1 Year
Support a citizen planning commission that will lead the Village with innovative land use policies.	Adopt a zoning ordinance based on the master plan.	High	Planning Commission	Within 1 Year
	Institutionalize a regular five-year review of the master plan and annual planning commission reports.	Medium	Planning Commission	Annually

## 34. Thriving Downtown Goals

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Create a vibrant, mixed-use downtown that serves as a focal point of community, recreational, and economic activity.	Adopt zoning standards that support and facilitate mixed-use development.	High	Planning Commission	Within 1 Year
	Create a sense of place through public amenities and streetscape investments in the downtown district.	High	Village	1 - 5 Years
	Explore creation of a Downtown Development Authority and tax increment financing.	High	Village	1 - 5 Years
	Conduct a survey to designate Newberry as low-mod income to qualify for economic development grants.	High	Village, MEDC	Within 1 Year
	Develop a public plaza, pocket park, or focal point in downtown.	Medium	Village	1 - 5 Years

## 35. Business Attraction &amp; Retention Goals

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Attract a diversity of new businesses to Newberry	Explore the use of tax breaks to incentivize new businesses to locate.	High	Village, EDC	Within 1 Year
	Conduct a detailed market study and explore business recruitment strategies.	Medium	Village, Chamber, EDC	1 - 5 Years
	Publish information on available development and redevelopment properties for businesses looking to locate or grow, using MEDC's Redevelopment Ready Communities guidelines.	Medium	Village, EDC	Within 1 Year
Support existing businesses to help them grow and react to changing conditions.	Develop an advertising campaign that <i>Newberry is Open for Business!</i>	High	Village, Chamber	Within 1 Year
	Use position as a municipal power provider to encourage start-ups, relocations, and expansions.	High	Village (NW&L)	1 - 5 Years
	Explore economic gardening and incubator efforts to support small business development and entrepreneurs.	Medium	Village, Chamber, EDC	1 - 5 Years
	Partner with educational institutions and others to provide and promote expanded vocational training opportunities.	Medium	Village, TAS, Luce County, EUP	1 - 5 Years

## 36. Recreation-Based Prosperity Goals

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Establish Newberry as a recreational hub for the Eastern Upper Peninsula.	Update the Five-Year Recreation Master Plan for the Village.	Medium	P&R Committee	1 - 5 Years
	Map trails and other recreation assets to increase their use and draw tourists to the area.	High	P&R Committee, EUP, TASA	Within 1 Year
	Complete the TORC to provide an indoor recreation center for year-round activity.	Medium	Village, TARA, P&R Committee	1 - 5 Years
	Continue to grow and expand the role of the Newberry Area Tourism Association.	High	Village, EDC, Luce County, Chamber	Within 1 Year
Expand tourism business (ecotourism) opportunities.	Promote shoulder season (fall and spring) activities like bird watching, mountain biking, etc.	High	Village, EDC, Chamber	1 - 5 Years
	Improve access to the river by the logging museum and by the Dollarville Dam for fishing.	High	Village, P&R Committee, Luce County, DNR	1 - 5 Years
Develop a connected and accessible network of transportation options in Newberry.	Complete the sidewalk network, beginning with the downtown core.	High	Village, MDOT	5+ years
	Improve snowmobile access from trails to Village amenities.	Medium	Village, MDOT, TASA	1 - 5 Years
	Look for funding opportunities and collaborate with MDOT to improve crossings along Newberry Avenue.	Medium	Village, MDOT	5+ years

## 37. Strong Neighborhoods Goals

GOAL	ACTION	PRIORITY LEVEL	RESPONSIBLE PARTNERS	TIME FRAME
Preserve and enhance Newberry's neighborhoods.	Explore opportunities to modernize and expand elder housing.	Medium	Village, Luce County	1 - 5 Years
	Look for opportunities to develop and expand neighborhood gathering spaces.	High	Village, Planning Commission	1 - 5 Years
Reduce neighborhood blight	Investigate funding sources to remove and/or rehabilitate dangerous buildings.	High	Village, Planning Commission	Within 1 Year
	Pursue funding to assist homeowners with maintenance and improvements.	High	Village, MEDC, EUP Housing Authority	1 - 5 Years



## CAPITAL IMPROVEMENTS STRATEGY

Once the master plan is adopted a future task would include the preparation and adoption of a Capital Improvement Program; or CIP. The Village of Newberry 2017-2021 Capital Improvements Program would provide a framework for the realization of community goals and objectives as envisioned in the Village's master plan. All CIP projects are listed on a priority basis and reflected by fiscal year within the plan. The plan also includes an indication for providing the financial means for implementing the projects.

## IMPLEMENTATION OPPORTUNITIES

To realize its goals, Newberry will have to be proactive and take advantage of a variety of funding opportunities available and form public-private partnerships to implement key projects. The following is an overview of funding sources and programs the Village could use to implement priority actions identified in this plan.

### Economic Development

The Michigan Economic Development Corporation (MEDC) Community Development division focuses on creating vibrant, sustainable, and unique places by providing economic development

services and programs to attract and retain talent in Michigan communities. The concept of placemaking considers cultural and natural amenities, resources, and social and professional networks.

MEDC offers a variety of grants and loans to Michigan communities to preserve downtowns, enhance cultural resources, and foster historic preservation.

### *Community Development Block Grants*

The MEDC, on behalf of the Michigan Strategic Fund, administers the Community Development Block Grant (CDBG) program. The Village is currently not on the qualifying list of communities who are 51% low-to-moderate income or higher. This designation is important as it allows for the village to qualify for a number of CDBG programs including Infrastructure Capacity Enhancement (ICE) grants and Facade Improvement grants. The Facade Improvement grants could be valuable to downtown business and property owners who may want to reinvest in their current programs and be eligible for up to 50% grant funds.

Newberry plans to administer an income survey to determine the percentage of Low-and-Moderate Income (LMI) residents in the Village to qualify for grants through MEDC.

### *Downtown Development Authority or Business Improvement District*

Newberry's downtown serves as the foundation of the Village from both a historical and economic perspective. The Village hopes to revitalize the downtown by renovating vacant buildings and attracting additional business activity to the district.

One way the Village can promote economic development is by investing in public infrastructure in the downtown. Examples of improvements include street tree replacement, street lighting, landscaping, and hardscaping.

The Village may explore creation of a Downtown Development Authority, which is allowed under Michigan Public Act 197 of 1975, as amended. A DDA can institute a variety of funding options including a tax increment financing mechanism, which can be used to fund public improvements in the downtown district.

Another strategy for improving the corridors is the formation of a Business Improvement District. A BID is a defined area where businesses pay an additional fee in order to fund projects within the district's boundaries. The Village could also explore grants and other funding opportunities to pay for the improvements.



### *Tahquamenon Convention and Visitor's Bureau*

Tourism is a critical driver in Newberry's economy and promoting the area as a tourism destination is a high priority. Although past convention and visitor's bureau (CVB) efforts have failed, there seems to be positive momentum for an inter-jurisdictional CVB through Northern Initiatives, an effort connecting marketing efforts of both Newberry and Paradise. This regional CVB would be a good strategy for leveraging the Tahquamenon Falls so the entire region can benefit.

### PlacePOP

PlacePOP is a service run by the Michigan Municipal League (MML) that supports low-cost, high-impact events that showcase how powerful creating "place" can be. As a way to make downtowns more vibrant, MML develops short-term upgrades to public space to engage its residents in a new way. Moreover, a physical display provides a more visual, and interactive form of community engagement that engenders more participation than a public hearing. The idea is to reinvent space to help catalyze development, beautify underutilized areas, and create connections amongst

community members. While most public improvement projects are costly and time-intensive and may have unintended consequences, this type of project removes a lot of the initial risk.

### Becoming a City

To provide higher-quality services for its residents and to reduce the overall tax burden, the Village of Newberry is interested in exploring the opportunity of converting from a village to a city. It is important to note that the Village is not committed to becoming a city, but rather exploring whether or not this change would benefit the residents and Village financially and organizationally. Since 1931 there has been a steady conversion of villages to cities in Michigan.

A village is not a primary local unit of government because it does not assess or collect taxes. In addition to provision of services, this could also afford Newberry the opportunity to draft a new charter under the provisions of the Home Rule City Act (1909 PA 279).

### Transportation and Trails

Safe Routes to School (SR2S) programs are sustained efforts by parents, schools, community leaders, and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. The







*A picture of the Taquamenon Riverwalk*

National Center for Safe Routes to School offers several sources of funding for community projects that link neighborhoods with schools.

The Transportation Alternatives Program is a competitive grant program that funds projects such as bike paths, streetscapes, and historic preservation of transportation facilities that enhance Michigan's intermodal transportation system, promote walkability, and improve quality of life for Michigan citizens.

## Housing

The United States Department of Agriculture (USDA) Rural Development Agency sponsors two programs for rural development that can be of help to Newberry homeowners.

Single Family Housing Direct Home Loans are subsidies for low- and very low-income residents to ensure that they live in safe and decent housing. These funds can be used to build, repair, renovate or relocate a home in a rural area. The amount of money loaned to a homeowner depends on income, debts, and assets.

Similarly to the single-family assistance provided by the USDA, multi-family funds are available. The Multi-family Housing Loan Guarantee provides qualified private-sector lenders funds to lend to borrowers who wish to increase the supply of low- and moderate-income individuals and families. The funds can be used for new construction, improvement, or purchase of multi-family rental units. The rent for the units is capped at 30% of 115% of the area

median income. Complexes must have at least five units, but can also include detached, semi-detached, or row houses.



## PATHWAY TO BECOMING A REDEVELOPMENT READY COMMUNITY

### Six Best Practice Steps

#### ONE COMMUNITY PLANS & PUBLIC OUTREACH THE PLANS

- Adopted a master plan in the past five years, and must achieve:
  - Reflects a desired future direction
  - Identify priority redevelopment area

- Proactive practices: Individual mailings, charrettes, focus groups, workshops, canvassing, crowd-sourcing, social networking, interviews
- Share outcomes of the public participation processes
  - Track outreach methods
  - Communicate outcomes

#### COMMUNITY PLANS & PUBLIC OUTREACH

- Identify land use, infrastructure, & complete streets elements
- Includes zoning plan
- Implementation recommendations
- Progress annually reported
- Available online
- Adopted a downtown plan & corridor plan
- Identify projects, costs, & timeline
- Identify development boundaries
- Includes mixed-uses & pedestrian oriented development
- Includes transit oriented development
- Coordinates with master plan & capital improvements plan
- Available online
- Adopted a capital improvements plan
- Details a minimum of a six year projection with annual review
- Coordinates with other projects to minimize construction costs
- Coordinates with master plan & budget
- Available online

#### PUBLIC PARTICIPATION

- Public participation strategy for engaging a diverse set of community stakeholders
  - Identify key stakeholders
  - Identify public participation methods & venues
  - Any third party adheres to strategy
- Public participation efforts go beyond the basic methods
  - Basic practices: Open Meetings Act, newspaper, website, community hall door, postcards, water bills inserts, local cable access, announcements

- Include flexible parking standards and improves nonmotorized transportation
  - Includes bicycle parking, pedestrian-scale lighting, traffic calming, public realm standards where appropriate
  - Includes pedestrian connectivity ordinance
  - Requires two or more: parking off street, requirements, parking lot connectivity, shared parking, parking max, parking waivers, electric vehicle charging, bicycle parking, payment in lieu of parking, complementary use accommodation
- Evaluate standards for green infrastructure
  - Requires one or more: low impact development techniques, green roofs, pervious pavement, native species, existing tree protection
  - Requires street trees & parking lot landscaping
- Creating a user-friendly ordinance
  - Portrays clear definitions & requirements
  - Provide electronic format
  - Convenient hard copies
  - Accessible online

#### ALIGNMENT WITH THE GOALS OF THE MASTER PLAN

- Evaluate master plan recommendations
- Provide for areas of concentrated development in appropriate locations & encourages the type & form of development desired
- Allow mixed-use by right in development
  - Consider form-based code
  - Requires one or more: build-to lines, open store fronts, outdoor dining, ground floor transparency, streetscaping, preservation of historic & environmentally sensitive features

#### THREE DEVELOPMENT REVIEW PROCEDURES

- Zoning articulates a thorough site plan review process
  - Provide clear roles & responsibilities for all bodies
- Define & offer conceptual site plan review meetings for applicants
  - Defined expectations online

#### ZONING REGULATION

- Include flexible tools to encourage development & redevelopment
  - Define special land use & conditional rezoning requirements
  - Allow for compatible uses that serve new economy businesses in commercial and industrial districts
- Allow for a variety of housing options
  - Requires two or more: accessory dwelling units, attached single family units, stacked flats, live/work, co-housing, corporate temp housing, cluster, micro units

- Annually review successes & challenges with the development review process
  - Obtain customer feedback & integrate changes
  - Capture lessons learned from joint site plan review team

#### GUIDE TO DEVELOPMENT

- Annually review the fee schedule
  - Cover the community's true cost
  - Accept credit card payment

#### RECRUITMENT & EDUCATION

- Maintains guide to development, explaining policies, procedures & steps to obtain approvals
  - Provide: contact information, meeting schedules & procedures, list of development processes, relevant ordinances, application, administrative approval requirements, process & applications for rezoning, variances & special uses, fee schedule, financial assistance tools, design guidelines & processes, building permit requirements & applications
  - Available online

#### FOUR RECRUITMENT & EDUCATION

- RECRUITMENT & ORIENTATION
  - Set expectations for board & commission positions
    - Outline expectations & desired skill sets defined
  - Available online
- Provide orientation packets to all appointed & elected members of development related boards & commissions
  - Include all relevant planning, zoning & development information
- EDUCATION & TRAINING
  - A dedicated source of funding for training
    - Allocate budget for elected & appointed officials & staff
  - Identify training needs & track attendance for elected & appointed officials & staff
    - Manage tracking mechanisms: training needs & attendance
    - Identify trainings which relate to stated goals & objectives

- Encourage elected & appointed officials to attend trainings & share information
  - Notify elected & appointed officials & staff about training opportunities
  - Hold collaborative work sessions & joint trainings
  - Prepare annual report

#### FIVE REDEVELOPMENT READY SITES

- Identify & prioritize redevelopment sites
  - Maintain updated list of sites

#### REDEVELOPMENT READY SITES

- Gather basic information for prioritized redevelopment sites
  - Require photo/rendering, desired outcomes, owner contact, community contact, zoning, lot & building sizes, SEV, & utilities
- Create a vision for priority redevelopment sites
  - Include desired development outcomes
  - Identify community champions
  - Require public engagement with high controversy sites
- Identify potential resources & incentives for prioritized redevelopment sites
  - Identify negotiable development tools, financial incentives and/or in-kind support linked to desired outcomes

#### RECRUITMENT & EDUCATION

- Assemble property information packages for prioritized sites
  - Include financial incentives, deed restrictions, tax assessment, survey, past uses, existing conditions, known environmental and/or contamination conditions, soils, demographics, amenities, planned infrastructure improvements, GIS, natural features, traffic studies, target market analysis, feasibility studies
- Prioritize redevelopment sites and actively market
  - Available online

#### SIX COMMUNITY PROSPERITY ECONOMIC DEVELOPMENT STRATEGY

- An approved economic development strategy
  - May be part of the master plan or annual budget
  - Connects to the master plan & capital improvements plan
  - Identify opportunities & challenges within the community
  - Incorporate recommendations for implementation
  - Coordinate with a regional economic development strategy
  - Available online
- Annually review the economic development strategy
  - Report progress on economic development strategies annually

#### MARKETING & PROMOTION

- Develop a marketing strategy
  - Identify opportunities & steps to attract businesses, consumers & real estate development
  - Creates or strengthens the community image
  - Identify approach to market priority development sites
  - Coordinate marketing efforts with local, regional, & state partners

#### COMMUNITY PROSPERITY

- An updated, user-friendly municipal website
  - Link to master plan, downtown plan, corridor plan, capital improvements plan, zoning ordinance, development guide, online payment, partner organizations, board & commission applications, property information packages, & economic development strategy
  - Easy to navigate

# Participation Goals & Objectives

Goals and Objectives generally center around the following topics:

- Transparency/outreach
- Diversity/representation
- Timeliness/Good governance

## State Regulations on Public Participation

Open Meetings Act and Planning Enabling Act

## Key Stakeholders

Our community is made up of individuals from a variety of walks of life. To ensure that all voices are heard and that all citizens can understand policies and practices, and receive services, the communication strategies in this plan will consider how to best reach persons with diverse schedules, abilities, and interests.

The Village has partnered on many initiatives with community groups and neighboring governments. Sustained communication and partnerships are essential to the future growth and prosperity of our community. These organizations include, but are not limited to:

- Boy Scouts and Girl Scouts
- Chippewa/Mackinac/Luce Conservation District
- The Coast Guard
- Eastern Upper Peninsula Regional Planning & Development
- Little Traverse Conservancy
- Lion's Club?
- Local Church Groups
- Luce County Board of Commissioners
- Kiwanis International
- Michigan Department of Natural Resources
- Michigan Department of Environmental Quality
- Michigan Department of Transportation
- Michigan Economic Development Corporation
- Michigan State University Extension Service
- National Parks Service
- North Country Trail Association
- Sault Tribe of Chippewa Indians
- U.S. Forest Service



# The Communication Toolbox

## Accessibility Statement

Each project's initial evaluation will determine the necessary level of involvement for the project.

The following are methods that may be used to reach appropriate levels of public participation when taking action on land use or development applications. The Village of Newberry will always attempt to use more than one tool or method, depending on the specific project and target audience. This list is flexible and can change based on each project's needs and circumstance.

### **Inform – provide information and assist public understanding**

Website: <http://www.villageofnewberry.com/> announces meetings, posts packets and agendas, minutes, and sometimes will contain pages or links for topics of major interest.

Newspaper: The Newberry News is the most local weekly newspaper.

Cable: Village Council meetings are televised on the local cable station, **called??**

Printed postings: Available for viewing at the Village Offices lobby bulletin board.

Announcements: Announcements during meetings of the Village Council, Planning Commission and other boards and commissions.

Press releases and Articles: At various times, the Village will issue press releases and information for articles to various media outlets, including regional print newspapers, online news sources, and/or local cable news.

### **Consult – obtain public feedback**

Social Media: The Village currently uses Facebook to announce meetings (and cancelations), street closures, storm news, etc.

Surveys: The Village may use online and paper surveys to collect large amounts of data and opinions from the public.

Public Hearings: Public attendance at meetings is strongly supported and allows for an appropriate venue for public input.

### **Involve – work directly with public throughout the process**

Open Houses: In order to create two-way communication, the Village will hold open house events for projects and initiatives as needed.

Community workshops: Issues that require community feedback can benefit from a noticed workshop.

Charrettes: Multiple day design charrettes and information gathering sessions allow a larger group of people to participate in the community engagement activity.

### **Collaborate – partner with public in each aspect of decision making**

Advisory Committees: The Village uses advisory committees for specialized aspects of our community to enhance collaboration between Village staff and the public, **these include...?**

Focus Groups: Bringing together stakeholders to discuss and brainstorm decision making options

# Strategies for Outreach

Here we'll match up what needs to be communicated- Master Plan updates, meeting notices, a social media policy (if you want to develop one), other plan updates, development proposals etc.

# Communicating Results

How results will be communicated back to the public- for example, comments received through surveys or during public comment periods are often included in appendixes, but respondents are kept anonymous.

# Evaluating the Effectiveness of Participation Plans

This is where we'll outline how the Village will ensure that the practices outlined in this plan are effective and achieving the goals stated herein.

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