

**VILLAGE OF NEWBERRY
PLANNING COMMISSION MEETING
Monday, January 28, 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

5. APPROVAL OF MINUTES

1. Planning Commission Meeting – Monday, September 24, 2018 at 6:00 p.m.

6. PLANNING COMMISSION CHAIRPERSON ANNOUNCEMENTS

1. None Prescheduled

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. Redevelopment Ready Communities (RRC) – Status Update

10. NEW BUSINESS

1. Master Plan - Action Plan

11. COMMENTS BY PLANNING COMMISSION MEMBERS

12. ADJOURNMENT - REGULAR SESSION



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 all RRC self-evaluations



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



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



Community information reviewed



RRC kick-off presentation and signing of MOU by community and MEDC



Community placed in RRC pipeline



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.



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BEST PRACTICES



revised Aug 2016

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BEST PRACTICES

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If your community plans for future investment, invites public input, and offers superior customer service, then Redevelopment Ready Communities certification® is for you!

The Michigan Economic Development Corporation's Redevelopment Ready Communities® (RRC) program works with Michigan communities seeking to streamline the development approval process by integrating transparency, predictability and efficiency into their daily development practices. RRC is a statewide program that certifies communities who actively engage stakeholders and plan for the future. RRC empowers communities to shape their future by assisting in the creation of a solid planning, zoning and development foundation to retain and attract businesses, investment and talent.

Through RRC, communities commit to improving redevelopment readiness by agreeing to undergo a rigorous assessment, and work to achieve a set of criteria as described in this document. Developed by public and private sector experts, the RRC best practices are the standard for evaluation. Each best practice addresses key elements of community and economic development. Evaluations are conducted by the RRC team through interviews, observation and data analysis. After the evaluation, a community is presented

with a report of findings that highlights successes and outlines recommended actions for implementation of missing best practice criteria. The expectations listed with each evaluation criteria are what a community is measured against to determine if that criteria is being accomplished. A community must demonstrate how the expectations are being achieved, and when applicable, may propose alternative approaches. To be awarded certification, a community must meet all RRC best practice criteria.

Redevelopment Ready Communities certification signals that a community has clear development policies and procedures, a community-supported vision, a predictable review process and compelling sites for developers to locate their latest projects. Once certified, the MEDC will assist in the promotion and marketing of up to three Redevelopment Ready Sites®. These packaged sites are primed for new investment because they are located within a community that has effective policies, efficient processes and the broad community support needed to get shovels in the ground.

In this document, parts of the best practices will have further explanation. If a word is in **orange**, hover your mouse over it and a yellow box will appear with more information. If a word is orange and **underlined**, it contains a hyperlink. Contact the RRC team at RRC@michigan.org with questions.



Best Practice One: Community plans and public outreach

1.1—THE PLANS

Best Practice 1.1 evaluates community planning and how a community's redevelopment vision is embedded in the master plan, capital improvements plan, downtown plan and corridor plan. Comprehensive planning documents are a community's guiding framework for growth and investment. Information and strategies outlined in the plans are intended to serve as policy guidelines for local decisions about the physical, social, economic and environmental development of the community.

The master plan is updated, at a minimum, every five years to provide a community with a current and relevant decision making tool. The plan sets expectations

for those involved in development, giving the public some degree of certainty about their vision for the future, while assisting the community to achieve its stated goals. An updated master plan is essential to articulating the types of development the community desires and the specific areas where the community will concentrate resources. Coordination between the master plan, capital improvements plan, downtown plan and corridor plan is essential. It is important that planning documents incorporate recommendations for implementation, including goals, actions, timelines and responsible parties.

EVALUATION CRITERIA 1

The governing body has adopted a master plan in the past five years.

EXPECTATIONS

- ☐ The **master plan** reflects the community's desired direction for the future.
- ☐ The master plan identifies strategies for priority redevelopment areas.
- ☐ The master plan addresses land use and infrastructure, including **complete streets** elements.
- ☐ The master plan includes a **zoning plan**.
- ☐ The master plan incorporates recommendations for implementation, including goals, actions, timelines and responsible parties.
- ☐ Progress on the master plan is **annually reported** to the governing body.
- ☐ The master plan is accessible online.

EVALUATION CRITERIA 2

The governing body has adopted a **downtown** plan.

EXPECTATIONS

- ☐ The downtown plan identifies development area boundaries.
- ☐ The downtown plan identifies projects, and includes estimated project costs and a timeline for completion.
- ☐ The downtown plan includes mixed-use and pedestrian oriented development elements.
- ☐ The downtown plan addresses transit oriented development, if applicable.
- ☐ The downtown plan coordinates with the master plan and capital improvements plan.
- ☐ The downtown plan is accessible online.

Best Practice One: Community plans and public outreach

1.1—THE PLANS *continued*

EVALUATION CRITERIA 3

The governing body has adopted a **corridor plan**.

EXPECTATIONS

- ☐ The **corridor plan** identifies development area boundaries.
- ☐ The corridor plan identifies projects, and includes estimated project costs and a timeline for completion.
- ☐ The **corridor plan** includes mixed-use and pedestrian oriented development elements.
- ☐ The corridor plan addresses transit oriented development, if applicable.
- ☐ The corridor plan coordinates with the master plan and capital improvements plan.
- ☐ The corridor plan is accessible online.

EVALUATION CRITERIA 4

The governing body has adopted a capital improvements plan.

EXPECTATIONS

- ☐ The **capital improvements plan** details a minimum of six years of public structures and improvements and is reviewed annually.
- ☐ The capital improvements plan coordinates projects to minimize construction costs.
- ☐ The capital improvements plan coordinates with the master plan and budget.
- ☐ The capital improvements plan is accessible online.

Best Practice One: Community plans and public outreach

1.2—PUBLIC PARTICIPATION

Best Practice 1.2 assesses how well a community identifies its stakeholders and engages them, not only during the master planning process, but on a continual basis. A public participation strategy is essential to formalize those efforts and outline how the public will be engaged throughout planning and development processes.

Public participation is the process by which a community consults with interested or affected stakeholders before making a decision. It is two-way communication and collaborative problem solving with the objective of being intentionally inclusive, and the goal

of achieving better and more acceptable decisions. Public participation aims to prevent or minimize disputes by creating a process for resolving issues before they become an obstacle.

The best plans and proposals have the support of many stakeholders from businesses, residents, community groups and elected and appointed community officials. Public engagement should be more frequent and interactive than only soliciting input during the master plan update and public hearings.

EVALUATION CRITERIA 1

The community has a **public participation strategy** for engaging a diverse set of community stakeholders.

EXPECTATIONS

- ☐ The strategy identifies **key stakeholders**, including those not normally at the visioning table.
- ☐ The strategy describes public participation methods and the appropriate venue to use each method.
- ☐ If a third party is consulted, they adhere to the public participation strategy.

EVALUATION CRITERIA 2

The community demonstrates that public participation efforts go beyond the basic methods.

EXPECTATIONS

- ☐ **Basic practices:**
 - **Open Meetings Act**
 - Website posting
 - Postcard mailings
 - Local cable notification
 - Newspaper posting
 - Flier posting on community hall door
 - Attachments to water bills
 - Announcements at governing body meetings
- ☐ **Proactive practices:**
 - Individual mailings
 - Community workshops
 - Social networking
 - One-on-one interviews
 - Charrettes
 - Canvassing
 - Focus groups
 - **Crowd-sourcing**

EVALUATION CRITERIA 3

The community shares outcomes of public participation processes.

EXPECTATIONS

- ☐ The community tracks success of various outreach methods.
- ☐ The community participation results are communicated in a consistent and transparent manner.

Best Practice Two: Zoning regulations

2.1—ZONING REGULATIONS

Best Practice 2.1 evaluates a community's zoning ordinance and how well it regulates for the goals of the master plan.

Zoning is a key tool for plan implementation. Inflexible or obsolete zoning regulations can discourage development and investment. Outdated regulations can

force developers to pursue rezoning or variance requests, extending project timelines, increasing costs and creating uncertainty. Communities should look to streamline ordinances and regulate for the kind of development that is truly desired. In addition, zoning is an essential tool for shaping inviting, walkable, vibrant communities.

EVALUATION CRITERIA 1

The governing body has adopted a zoning ordinance that aligns with the goals of the master plan.

EXPECTATIONS

- ☐ The community has evaluated the master plan's recommendations to determine if changes to the zoning map or ordinance are needed.

EVALUATION CRITERIA 2

The zoning ordinance provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.

EXPECTATIONS

- ☐ The ordinance allows mixed-use by right in designated areas of concentrated development.
- ☐ The community has reviewed the ordinance to consider how **form-based zoning** could help achieve community goals.
- ☐ The ordinance requires one or more of the following **elements** in areas of concentrated development:
 - Build-to lines
 - Open store fronts
 - Outdoor dining
 - Minimum ground floor transparency
 - Streetscape elements (trees, seating, pedestrian-scale lighting and signage)
- ☐ The ordinance allows for preservation of sensitive historic and environmental features.

EVALUATION CRITERIA 3

The zoning ordinance includes flexible tools to encourage development and redevelopment.

EXPECTATIONS

- ☐ Special land use and conditional zoning approval procedures and requirements are clearly defined.
- ☐ Commercial and industrial districts allow for related compatible uses that serve **new economy-type** businesses.

Best Practice Two: Zoning regulations

2.1—ZONING REGULATIONS *continued*

EVALUATION CRITERIA 4

The zoning ordinance allows for a variety of housing options.

EXPECTATIONS

- ☐ The ordinance allows for two or more of the following non-traditional housing types:
 - Accessory dwelling units
 - Attached single-family units
 - Stacked flats
 - Live/work
 - Residential units above non-residential uses
 - Co-housing
 - Corporate temporary housing
 - Cluster housing
 - Micro units

EVALUATION CRITERIA 5

The zoning ordinance includes standards to improve non-motorized transportation.

EXPECTATIONS

- ☐ The community understands the benefits of walkable and transit oriented development and has standards for the following elements where appropriate:
 - Bicycle parking
 - Pedestrian-scale lighting
 - Traffic calming
 - Public realm standards
- ☐ The community understands the benefits of connectivity and has ordinance requirements that accommodate pedestrian activity within and around development.

EVALUATION CRITERIA 6

The zoning ordinance includes flexible parking standards.

EXPECTATIONS

- ☐ The ordinance includes regulations for two or more of the following:
 - Reduction or elimination of required parking when on-street and public parking is available
 - Connections between parking lots
 - Shared parking agreements
 - Parking maximums
 - Parking waivers
 - Electric vehicle charging stations
 - Bicycle parking
 - Payment in lieu of parking
 - Reduction of required parking for complementary mixed-uses

Best Practice Two: Zoning regulations

2.1—ZONING REGULATIONS *continued*

EVALUATION CRITERIA 7

The zoning ordinance includes standards for green infrastructure.

EXPECTATIONS

- ☐ The ordinance includes regulations for one or more of the following:
 - Rain gardens, bioswales and other low impact development techniques
 - Green roofs
 - Pervious pavement
 - Landscaping that encourages or requires use of native, non-invasive species
 - Preservation of existing trees
- ☐ The community recognizes the benefits of street trees and parking lot landscaping to mitigate the impacts of heat island effects.

EVALUATION CRITERIA 8

The zoning ordinance is user-friendly.

EXPECTATIONS

- ☐ The ordinance portrays clear definitions and requirements.
- ☐ The ordinance is available in an electronic format at no cost. Hard copies are available for review at convenient locations.
- ☐ The ordinance is accessible online.

Best Practice Three: Development review process

3.1—DEVELOPMENT REVIEW PROCEDURES

Best practice 3.1 evaluates the community's development review policies and procedures, project tracking and internal/external communication.

The purpose of the development review process is to assure plans for specific types of development comply with local ordinances and are consistent with the master plan. Streamlined, well-documented development policies and procedures ensure a smooth and predictable experience when working with a community. It is essential for a community's development review team to also coordinate with permitting and inspections staff.

Unnecessary steps or unclear instructions increase time

and expenses associated with development. Community leaders should look to simplify and clarify policies, operate in a transparent manner and increase efficiency to create an inviting development climate that is vital to attracting investment. To do this, sound internal procedures need to be in place and followed. Tracking projects internally across multiple departments can alleviate potential delays. Offering conceptual site plan review meetings is one more step a community can take to show investors they are working to remove development barriers and cut down on unexpected time delays.

EVALUATION CRITERIA 1

The zoning ordinance articulates a thorough site plan review process.

EXPECTATIONS

- ☐ The responsibilities of the governing body, planning commission, zoning board of appeals, other reviewing bodies, and staff are clearly documented.

EVALUATION CRITERIA 2

The community has a qualified intake professional.

EXPECTATIONS

- ☐ The community identifies a project point person and trains staff to perform intake responsibilities including:
 - Receiving and processing applications and site plans
 - Documenting contact with the applicant
 - Explaining procedures and submittal requirements
 - Facilitating meetings
 - Processing applications after approval
 - **Excellent customer service**

EVALUATION CRITERIA 3

The community defines and offers **conceptual site plan review** meetings for applicants.

EXPECTATIONS

- ☐ The community has clearly defined expectations posted online and a checklist to be reviewed at conceptual meetings.

Best Practice Three: Development review process

3.1—DEVELOPMENT REVIEW PROCEDURES *continued*

EVALUATION CRITERIA 4

The community encourages a developer to seek input from neighboring residents and businesses at the onset of the application process.

EXPECTATIONS

- ☐ The community **assists the developer** in soliciting input on a proposal early in the site plan approval process as detailed in the public participation strategy.

EVALUATION CRITERIA 5

The appropriate departments engage in **joint site plan reviews**.

EXPECTATIONS

- ☐ The joint site plan review team consists of the following representatives, as appropriate:
 - Planning department
 - Public works department
 - Building department
 - Transportation department
 - Fire
 - Police
 - Assessor
 - Community manager or supervisor
 - Economic development
 - Historic District Commission
 - Consultant
 - Attorney
 - County soil erosion and sedimentation
 - County drain commissioner
 - County health department
 - County road commission
 - Outside agencies

EVALUATION CRITERIA 6

The community has a clearly documented internal staff review policy.

EXPECTATIONS

- ☐ The internal review process articulates clear roles, responsibilities and timelines.
- ☐ Development review standards are clearly defined.

EVALUATION CRITERIA 7

The community promptly acts on **development requests**.

EXPECTATIONS

- ☐ Site plans for permitted uses are approved administratively or by the planning commission.
- ☐ The community follows its documented procedures and timelines.
- ☐ The community has easy to follow flowcharts of development processes that include timelines.
- ☐ Community development staff coordinates with permitting and inspections staff to ensure a smooth and timely approval process.

Best Practice Three: Development review process

3.1—DEVELOPMENT REVIEW PROCEDURES *continued*

EVALUATION CRITERIA 8

The community has a method to track development projects.

EXPECTATIONS

- ☐ The community uses a **tracking mechanism** for projects during the development process.
- ☐ The community uses a tracking mechanism for projects during the permitting and inspections process.

EVALUATION CRITERIA 9

The community annually reviews successes and challenges with the development review process.

EXPECTATIONS

- ☐ The community **obtains customer feedback** on the site plan approval and permitting and inspections process and integrates changes where applicable.
- ☐ The joint site plan review team, including permitting and inspections staff, meets to capture lessons learned and amends the process accordingly.

Best Practice Three: Development review process

3.2—GUIDE TO DEVELOPMENT

Best Practice 3.2 evaluates the accessibility of a community's planning and development information.

Development information and applications must be assembled to help citizens, developers and public officials gain a better understanding of how the development

process in the community works. Documents should be updated regularly and provide a general overview of development processes, steps necessary to obtain approvals and be readily available online.

EVALUATION CRITERIA 1

The community maintains a [guide to development](#) that explains policies, procedures and steps to obtain approvals.

EXPECTATIONS

- ☐ The guide includes:
 - Relevant [contact information](#)
 - Relevant meeting schedules
 - Easy-to-follow step-by-step [flowcharts](#) of development processes, including [timelines](#)
 - [Conceptual meeting](#) procedures
 - Relevant ordinances to review prior to site plan submission
 - Site plan review [requirements and application](#)
 - Clear explanation for site plans that can be approved administratively
 - [Rezoning request](#) process and application
 - [Variance request](#) process and application
 - [Special land use](#) request process and application
 - Fee schedule
 - Special meeting procedures
 - Financial assistance [tools](#)
 - Design guidelines and related processes
 - Building permit requirements and applications
- ☐ The guide to development is accessible online.

EVALUATION CRITERIA 2

The community annually reviews the fee schedule.

EXPECTATIONS

- ☐ The fee schedule is updated to cover the community's true cost to provide services.
- ☐ The community accepts credit card payment for fees.

Best Practice Four: Recruitment and education

4.1—RECRUITMENT AND ORIENTATION

Best practice 4.1 evaluates how a community conducts recruitment and orientation for newly appointed or elected officials and board members.

Diversity on boards and commissions can ensure a wide range of perspectives are considered when making

decisions on development and financial incentives.

Communities should seek applicants with desired skill sets and establish expectations prior to new officials and board members becoming active.

EVALUATION CRITERIA 1

The community sets expectations for board and commission positions.

EXPECTATIONS

- ☐ The community outlines expectations and **desired skill sets** for open seats.
- ☐ Board and commission applications are available online.

EVALUATION CRITERIA 2

The community provides orientation packets to all appointed and elected members of development related boards and commissions.

EXPECTATIONS

- ☐ The **orientation packet** includes all relevant planning, zoning and development information.

Best Practice Four: Recruitment and education

4.2—EDUCATION AND TRAINING

Best practice 4.2 assesses how a community encourages ongoing education and training and tracks training needs for appointed or elected officials, board members and staff.

Planning commissioners, zoning board of appeals members, the governing body and staff make more informed development decisions when they receive

adequate training on land use and development issues. Turnover in officials and staff can create gaps in knowledge, which makes ongoing training essential to the efficient functioning of a community's development processes.

EVALUATION CRITERIA 1

The community has a dedicated source of funding for training.

EXPECTATIONS

- ☐ The community has a training budget allocated for elected and appointed officials and staff.

EVALUATION CRITERIA 2

The community identifies training needs and tracks attendance for elected and appointed officials and staff.

EXPECTATIONS

- ☐ The community manages a simple **tracking mechanism** for logging individual training needs and attendance.
- ☐ The community identifies trainings that assist in accomplishing their stated goals and objectives.

EVALUATION CRITERIA 3

The community encourages elected and appointed officials and staff to attend trainings.

EXPECTATIONS

- ☐ The community consistently notifies its elected and appointed officials and staff about training opportunities.

EVALUATION CRITERIA 4

The community shares information between elected and appointed officials and staff.

EXPECTATIONS

- ☐ The community holds collaborative work sessions, including joint trainings on development topics.
- ☐ Training participants share information with those not in attendance.
- ☐ The planning commission prepares an **annual report** for the governing body.

Best Practice Five: Redevelopment Ready Sites®

5.1—REDEVELOPMENT READY SITES®

Best practice 5.1 assesses how a community identifies, visions for and markets priority redevelopment sites. A redevelopment ready site is a site targeted by the community and ready for investment.

Identifying and marketing priority sites can assist a community to stimulate the real estate market for obsolete, vacant and underutilized property.

Communities that have engaged the public and determined desired outcomes for priority sites create a predictable environment for development projects. A community which takes steps to reduce the risk of

rejected development proposals will entice hesitant developers to spend their time and financial resources pursuing a project in their community. If a development proposal on a priority site is deemed controversial, additional public participation opportunities should be held to ensure community support. To encourage development, it is essential that communities actively package and market sites prioritized for redevelopment. Developers look to invest in places that have an overall vision for the community and priority sites.

EVALUATION CRITERIA 1

The community identifies and prioritizes redevelopment sites.

EXPECTATIONS

- ☐ The community maintains an updated list of priority **sites** to be redeveloped.

EVALUATION CRITERIA 2

The community gathers basic information for prioritized redevelopment sites.

EXPECTATIONS

- ☐ Required information to include:
 - Photo of the site and/or rendering
 - Desired development outcomes for the site
 - Owner contact information
 - Community contact information
 - Zoning
 - Lot size
 - Building size
 - State equalized value
 - Utilities on site: Water, sewer, electricity, natural gas
 - Wired broadband infrastructure: DSL, cable, fiber

EVALUATION CRITERIA 3

The community has developed a vision for the priority redevelopment sites.

EXPECTATIONS

- ☐ The **vision** includes desired development outcomes.
- ☐ Community champions for redevelopment of the site are identified.
- ☐ High controversy redevelopment sites may require additional public engagement.

Best Practice Five: Redevelopment Ready Sites®

5.1—REDEVELOPMENT READY SITES® *continued*

EVALUATION CRITERIA 4

The community identifies **potential resources and incentives** for prioritized redevelopment sites.

EXPECTATIONS

- The community identifies negotiable development tools, financial incentives and/or in-kind support, based on the project meeting the community's vision and desired development outcomes.

EVALUATION CRITERIA 5

Property information packages for prioritized sites are assembled.

EXPECTATIONS

- The property information package includes basic information and the following as applicable:
 - Available financial incentives
 - Deed restrictions
 - Property tax assessment information
 - Property survey
 - Previous uses
 - Existing conditions report
 - Known environmental and/or contamination conditions
 - Soil conditions
 - Demographic data
 - Surrounding amenities
 - Planned infrastructure improvements as identified in CIP
 - GIS information including site location and street maps
 - Natural features map
 - Traffic studies
 - Target market analysis or feasibility study results
 - Market studies

EVALUATION CRITERIA 6

Prioritized redevelopment sites are actively marketed.

EXPECTATIONS

- The property information packages are accessible online.

Best Practice Six: Community prosperity

6.1—ECONOMIC DEVELOPMENT STRATEGY

Best practice 6.1 assesses what goals and actions a community has identified to assist in strengthening its overall economic health.

Today, economic development means more than business attraction and retention. While business development is a core value, a community needs to include community development and talent in the

overall equation for economic success. The goal of the economic development strategy is to provide initiatives and methods that will encourage diversity of the region's economic base, tap into opportunities for economic expansion and help to create a sustainable, vibrant community.

EVALUATION CRITERIA 1

The community has an approved economic development strategy.

EXPECTATIONS

- ☐ The economic development strategy is part of the master plan, annual budget or a separate document.
- ☐ The economic development strategy connects to the master plan and capital improvements plan.
- ☐ The economic development strategy identifies the economic opportunities and challenges of the community.
- ☐ The economic development strategy incorporates recommendations for implementation, including goals, actions, timelines and responsible parties.
- ☐ The economic development strategy coordinates with a regional economic development strategy.
- ☐ The economic development strategy is accessible online.

EVALUATION CRITERIA 2

The community annually reviews the economic development strategy.

EXPECTATIONS

- ☐ Progress on the economic development strategy is reported annually to the governing body.

Best Practice Six: Community prosperity

6.2—MARKETING AND PROMOTION

Best practice 6.2 assesses how a community promotes and markets itself to create community pride and increase investor confidence. It also evaluates the ease of locating pertinent planning, zoning and economic development documents on the community's website.

Community marketing and promotion can take many forms. Communities must develop a positive, promotional strategy through marketing campaigns,

advertising and special events to encourage investment. Marketing campaigns can assist with sharing the established community vision, values and goals.

Developing a brand to promote a consistent identity can position a community for future success. A community's website is an important marketing tool and must be well-designed to provide information to the public and build a positive image.

EVALUATION CRITERIA 1

The community has developed a marketing strategy.

EXPECTATIONS

- ☐ The marketing strategy identifies opportunities and outlines specific steps to attract businesses, consumers and real estate development to the community.
- ☐ The marketing strategy strives to create or strengthen an image for the community.
- ☐ The marketing strategy identifies approaches to market priority development sites.
- ☐ The community coordinates marketing efforts with local, regional and state partners.

EVALUATION CRITERIA 2

The community has an updated, user-friendly municipal website.

EXPECTATIONS

- ☐ The community's website is easy to navigate.
- ☐ The community's planning, zoning and development information is grouped together with links to the following:
 - Master plan and amendments
 - Downtown plan
 - Corridor plan
 - Capital improvements plan
 - Zoning ordinance
 - Guide to development
 - Online payment option
 - Partner organizations
 - Board and commission applications
 - Property information packages
 - Economic development strategy

Conclusion

The Redevelopment Ready Communities® program looks to foster communities that creatively reuse space, embrace economic innovation and proactively plan for the future, making them more attractive for investments that create places where talent wants to

live, work and play. RRC certification signals to business owners, developers and investors that the community has removed barriers by building deliberate, fair and consistent processes.



Communities not formally engaged in the RRC program, but wanting to work toward certification are encouraged to compare their current policies and procedures to the best practice standards by completing RRC self-evaluations. The self-evaluations are available to assist any community interested in being more redevelopment ready. Completion of the self-evaluation documents does not replace the formal evaluation process conducted by the RRC team. In addition to the self-evaluations, guides have been developed to act as resources for communities working on RRC best practice components. Each guide is a tool describing recommended processes and sample language. Every community has different needs and capacities, so the process and document can be tailored to fit individual community requirements.

To be vibrant and competitive, Michigan communities must be ready for development. This involves planning for new investment, identifying assets and opportunities and focusing limited resources. Communities must create the types of places where talent and businesses want to locate, invest and expand.

Certified Redevelopment Ready Communities® signal that locating a new business or growing an existing one is straightforward. Certified communities have removed barriers to development including eliminating uncertainties surrounding project timelines and approvals by implementing and executing the RRC best practices.

Contact the RRC team at rrc@michigan.org or your CATeam specialist with questions.

FREQUENTLY ASKED QUESTIONS: REDEVELOPMENT READY COMMUNITIES®

For Communities

What is the Redevelopment Ready Communities® (RRC) program & who can be involved?

FEEDBACK / HELP

The Redevelopment Ready Communities® (RRC) program is available to communities across the state. It is designed to empower communities to shape their future by establishing a solid foundation that retains and attracts business investment and talent.

RRC is a no-cost, technical assistance, statewide certification program. It evaluates and certifies that a community has integrated transparency, predictability and efficiency into daily development practices through a set of best practices. RRC is not a cookie cutter approach. While every community must meet all of the best practices criteria to achieve certification, communities can meet the criteria in a variety of ways. You do what works best for your community.

RRC supports the Michigan Economic Development Corporation's (MEDC) community development focus on building vibrant communities. Business needs talent, talent wants place, and place needs business.

To empower communities to chart their own growth, RRC engagement will also be a criterion used to assess and prioritize Community Development investments (beginning October 1, 2017).

Why should my community participate in RRC?

Working through and accomplishing the RRC Best Practices is beneficial to a community for a number of reasons:

- Streamlining processes and procedures internally makes better use of staff time and allows for cross-training and succession planning.
- Participating communities recognize the value in receiving a third party, outside review of their planning, zoning and development plans, processes and policies.
- Certification is the “Good Housekeeping” seal of approval, indicating that your community goes above and beyond statutory requirements and is truly open for investment.
- Communities with a traditional downtown need to be formally engaged in RRC to be prioritized for community development incentives. Communities without a traditional downtown must be certified RRC to be eligible for community development incentives.
- RRC is an ongoing partnership with a community, and MEDC will work with the community throughout the process to provide support when needed.
- There is technical assistance match funding available to communities that have received a formal evaluation and passed a resolution to move forward.
- MEDC will promote up to 3 of your community’s available redevelopment sites upon certification. We assist in the development of site marketing materials and bring them to conferences and events both in Michigan and across the country. This is a chance to promote your redevelopment opportunities to developers that have never completed a project in your community.

How much does RRC cost?

RRC is a no cost, technical assistance program. While staff time is required to participate, meeting the Best Practices criteria can often save time in the long run by having clearly outlined processes with documented timelines.

What are the steps to engaging with RRC?

To engage with the RRC program, a community must follow a 3-step process. It first must take part in the RRC Best Practices training series and then complete the RRC Best Practices **self-evaluation**. Finally, the community's governing body must pass a resolution of intent to participate in the program.

For guidance throughout this process, please contact your assigned **Community Assistance Team (CATEam) Specialist**. All completed documents will be submitted directly to them. The community's information is reviewed by an RRC planner and then placed in the pipeline for a formal evaluation by RRC staff.

You can also view a step-by-step outline of the RRC process [here](#) or find more information on the **RRC page** under the process tab.

When are the Best Practice trainings? ---

The RRC Best Practices trainings are offered at various locations across the state several times each year. You can find upcoming trainings on our **Trainings & Events** page.

Does my community need to have all of the Best Practices accomplished in order to engage in RRC? ---

No. Your community is not expected to meet all of the **Best Practices** criteria prior to engaging in RRC. As you go through the **process**, your community will work to complete the missing criteria. Your RRC Planner will be available to assist as needed.

How long does it take to achieve certification? ---

The time it takes communities to achieve certification varies. The shortest time to achieve certification was 9 months after receiving the formal evaluation, while other communities have taken approximately 3 years. Timing depends on

what criteria remains to be accomplished; a master plan update alone can take over a year.

My community does not have the capacity to work on the Best Practices. What can we do?

FEEDBACK / HELP

Ultimately, RRC helps communities build capacity by streamlining and documenting processes, preserving and sharing institutional knowledge and building partnerships. Participation in RRC is a long-term relationship between MEDC Community Development staff and your community. We are here to provide you with examples from other communities, resource guides and ongoing technical assistance.

Other things to keep in mind:

- Economic development success cannot be done in a vacuum. RRC encourages communities to work with their local partners, including Economic Development Corporations (EDCs), Downtown Development Authorities (DDAs), Chambers, Main Street organizations, etc. to meet the Best Practices criteria.
- Documenting processes can often save staff time in the long run. When your community has a vision for the future and the processes and policies in place to get there, the process can be streamlined. We also have a variety of guides and examples to assist with meeting the Best Practices criteria.
- Beginning in 2017, we are partnering with the Michigan Municipal League to provide technical assistance to communities wanting to engage in RRC. This will include hands-on assistance with the RRC self-evaluation.

What happens after the RRC evaluation?

The planner assigned to your community will present the Report of Findings to your governing body and other stakeholders. Your governing body is required

to pass a resolution to proceed with the recommendations outlined in the report.

RRC staff and your Community Assistance Team (CATeam) Specialist can provide your community with examples and guides to meet missing Best Practices criteria. Technical assistance match funding is also available to communities in good standing. Regular progress reports outlining criteria completed are also required. Once all of the criteria have been achieved, certification is awarded.

FEEDBACK / HELP

Do I have to engage in RRC?

RRC is voluntary. To empower communities to chart their own growth, RRC engagement will be a criterion used to assess and prioritize Community Development investments (beginning October 1, 2017).

Can you provide examples of what types of technical assistance are available?

Technical assistance match funding is flexible, as long as the project helps move your community closer to certification.

Packaging of Redevelopment Ready Sites, marketing strategies, economic development strategies, form-based codes, zoning audits and training are also examples of available assistance.

What's the history of RRC – where did it come from?

RRC was launched by the Michigan Suburbs Alliance (now Metro Matters) to assist inner ring Detroit suburbs with redevelopment. Many of the inner ring suburbs were built out, with no vacant land to develop, so redevelopment was their only option. The MEDC saw the value in taking RRC statewide, and purchased the program in 2012, launching RRC statewide in 2013.

Who's on the RRC advisory council and what do they do? ---

The RRC advisory council is made up of a cross-section of public and private sector experts who lend their expertise to the RRC team. Advisory council members contribute technical assistance and subject matter expertise to community evaluations, recommendation reports, and future RRC program direction. The council is made up of public and private sector individuals including economic development, planning and real estate development professionals as well as local government officials. View a list of **current advisory council members**

I don't know how to put together a marketing strategy or a public participation strategy. ---

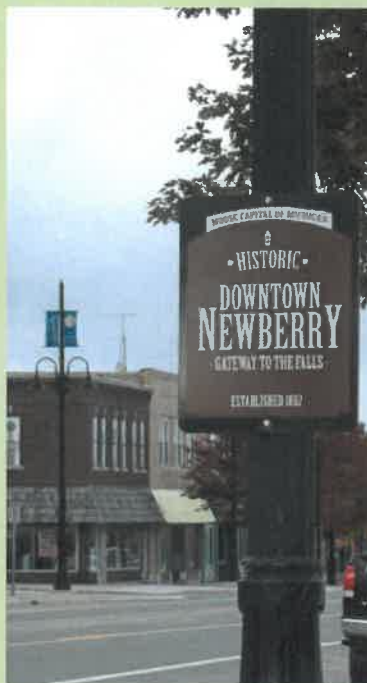
RRC has developed step-by-step guides for many of the Best Practices criteria, so you can work to achieve missing criteria at your own pace for little to no cost. View available guides in **RRC Resources**.

Who do I contact with questions about RRC? ---

The first point of contact is your Community Assistance Team (CATEam) Specialist. You can the CATEam Specialist for your region **here**.

You can also send general inquiries to **RRC@michigan.org**.

A MASTER PLAN for



The Village of NEWBERRY

Adopted July 2018



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 & 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



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

- 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

TWO ZONING REGULATION

- 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

- 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
- Include 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

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

FOUR DEVELOPMENT REVIEW PROCESS

- Promptly act on development requests
 - Allow permitted uses to be administratively reviewed
 - Adhere to procedures & timelines
 - Provide development process flowchart with timeline
 - Coordinate among community development, permitting, & inspections

FIVE REDEVELOPMENT READY SITES

- 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

SIX COMMUNITY PROSPERITY

- 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

SEVEN 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

EIGHT 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

NINE 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

MASTER PLAN

- 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

REDEVELOPMENT READY SITES

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

RECRUITMENT & EDUCATION

- Maintains guide to development, explaining policies, procedures & steps to obtain approvals
 - Provide: contact information, meeting schedules & procedures, flowcharts of development processes, relevant ordinances, site plan review requirements & 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

RECRUITMENT & ORIENTATION

- Set expectations for board & commission positions
 - Outline expectations & desired skill sets defined
 - Available online

EDUCATION & TRAINING

- A dedicated source of funding for training
 - Allocate budget for elected & appointed officials & staff

COMMUNITY PROSPERITY

- Gather basic information for prioritized redevelopment sites
 - Require photo/rendering, desired outcomes, owner contact, community contact, zoning, lot & building sizes, SEV, & utilities

REDEVELOPMENT READY SITES

- Create a vision for priority redevelopment sites
 - Include desired development outcomes
 - Identify community champions
 - Require public engagement with high controversy sites

RECRUITMENT & EDUCATION

- Identify potential resources & incentives for prioritized redevelopment sites
 - Identify negotiable development tools, financial incentives and/or in-kind support linked to desired outcomes

REDEVELOPMENT READY SITES

- 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

REDEVELOPMENT READY SITES

- Prioritize redevelopment sites and actively market
 - Available online