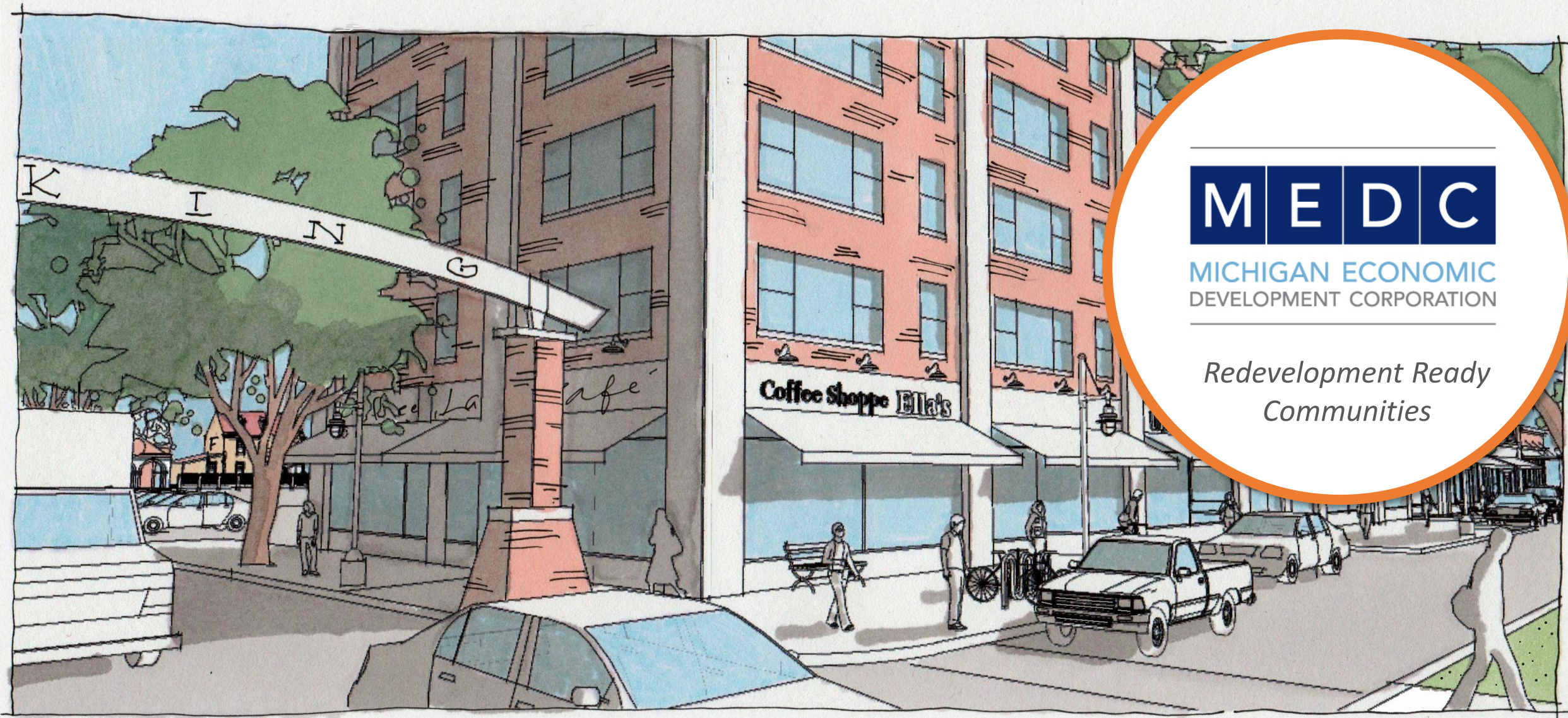


M E D C

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

PURE MICHIGAN®

REDEVELOPMENT
READY
COMMUNITIES



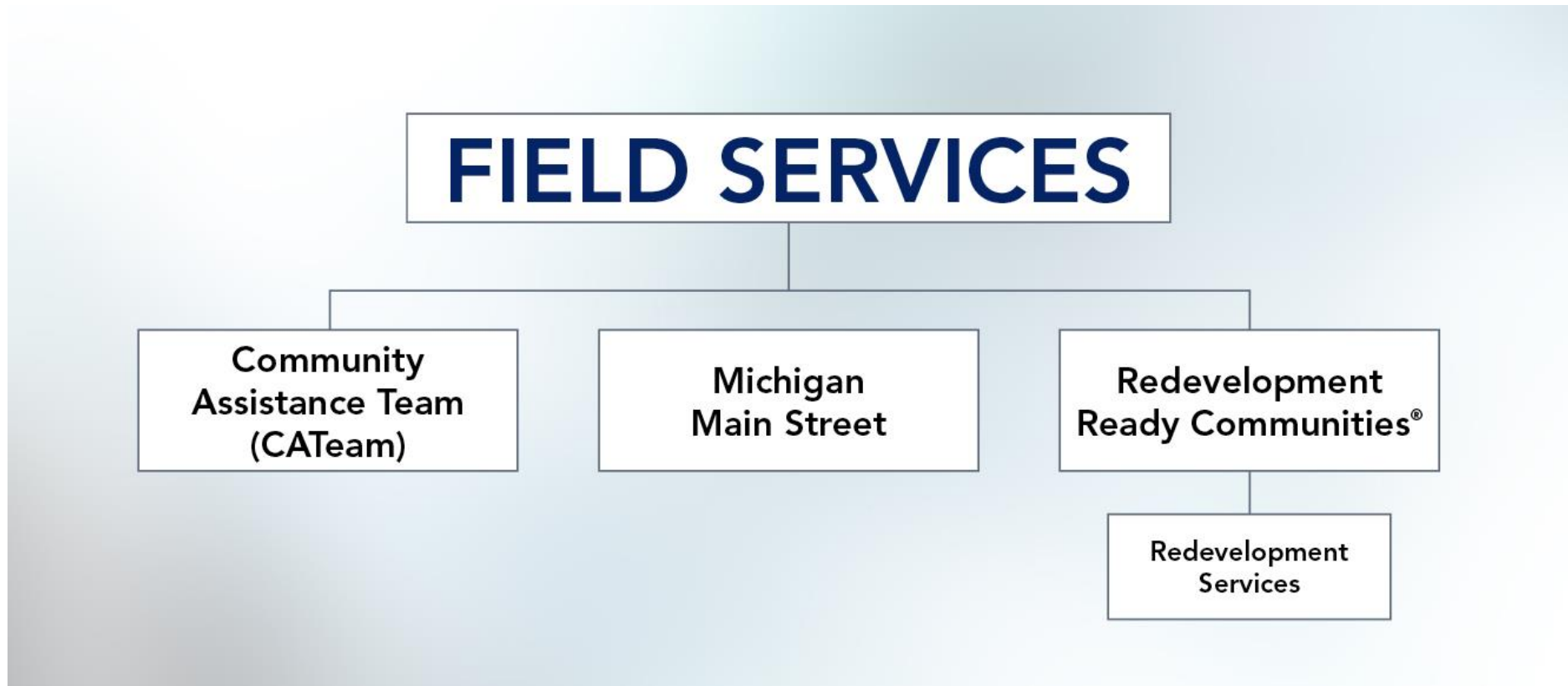
M E D C

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

*Redevelopment Ready
Communities*

Best Practice Six: *Redevelopment Ready Sites*

MEDDC – Community Development



RRC vs. Traditional Approach

RSTeam *Foundation*

- Hi-Quality & In-Depth Technical Assistance
- RRSites Marketing & Promotion
- Developer Relationship Building & Matchmaking



A magnifying glass with a black frame is positioned over a map. A red pushpin is stuck into the map, and the magnifying glass is focused on it. The text "Site Selection" is overlaid on the magnifying glass.

Site Selection

- What types of sites should we consider?
- Where do we look?
- Who controls the property?
- Who are we marketing these to?
- Why should we do this; isn't this what realtors do???
- How is the community going to respond to this?

*Picking by **default**,
rather than
strategically.*



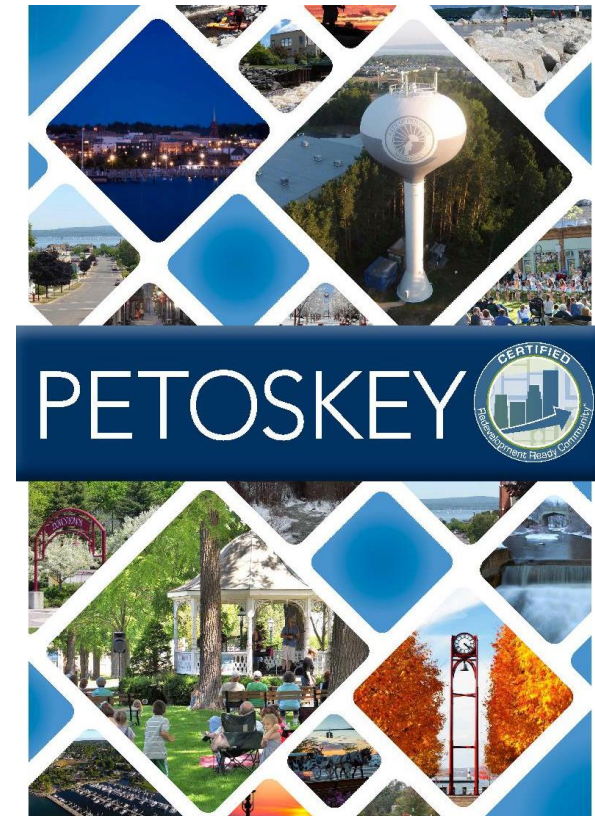
The community identifies and prioritizes redevelopment sites.



Site Selection - location

Site selection - location

- Location, location, location...
- Is the site one which the community has struggled to redevelop in the past?
- Will the selected site act as a catalyst to encourage new private investment in the future?
- What kinds of needs would the property have if its redeveloped?



Site Selection - location

Availability

- What does acquisition look like for this deal?
- Would the seller be willing to take an equity position in the project?
- Would they be more apt to outright sell the land?
- Is the site for sale, or for lease?
- Does the price reflect the market?
- Is that price reasonable given the “current state” of the asset?



Site selection - location



A screenshot of a website page for "REDEVELOPMENT READY COMMUNITIES". The page has a dark blue sidebar on the left with the heading "Planning & Zoning" and a list of links: "Contact Staff", "Emmet County GIS", "Forms & Permits", "General Documents", "Meeting Dates and Deadlines", and "Ordinances". The main content area has a breadcrumb trail: "Home > Departments > Planning & Zoning > Redevelopment Ready Communities". Below the breadcrumb is a list of links: "DDA TIFA Plan - 200 East Lake Street", "Developers Handbook", "Economic Development Strategic Plan", "Emmet County Target Market Analysis 2014", "Planned Unit Development Flow Chart", "Priority Redevelopment Site - Darling Lot", "Priority Redevelopment Site - 200 East Lake Street", "Priority Redevelopment Site - 900 Emmet Street", "Property Rezoning Flow Chart", "Site Plan Review Flow Chart", and "Special Condition Use Flow Chart". On the right side of the main content area is a graphic for "PETOSKEY" featuring a collage of images and the city's logo.

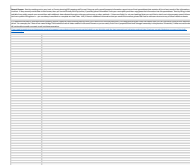
Site selection – building inventory



Site selection – Building Inventory

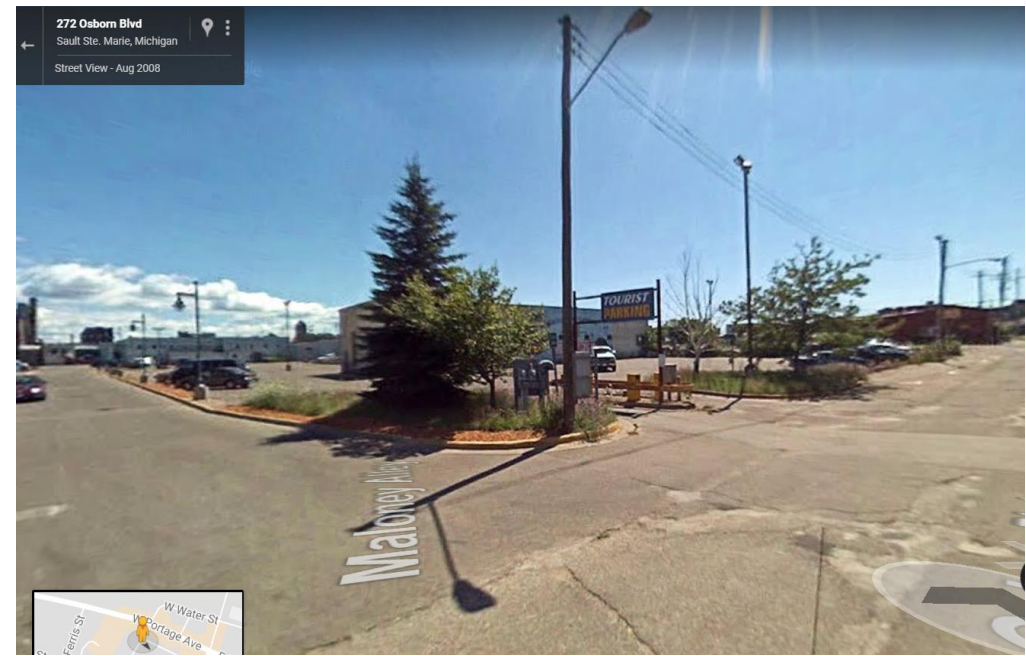
- Property & Building Data - Location/address, build year, size of structure, zoning, taxable value, etc.
- Activity & Use Data - # of stories, uses available, for sale or for lease, is there any residential units?
- Business & Jobs Data – Contact information, business name, email, etc.
- Residential Data – Size of units, # of units, any restrictions, barrier free access?, etc.

Link to Excel Spreadsheet:



Redevelopment sites can be:

- Vacant land
- Brownfields
- Surface parking lots
- Old industrial sites
- Historic rehab or adaptive reuse
- Vacant storefronts
- Vacant upper stories



The community identifies and prioritizes redevelopment sites.

Property
Examples
both
Big and Small




■ 319 River Street



■ American Cleaners – DDA Owned



■ Manistee Iron Works



Site selection – Property characteristics / Community Goals

Site selection – Property characteristics

Property Information Package

- Taxable value of the property
- Infrastructure on or at the site – water, sewer, wifi, electrical capacity
- Service providers for infrastructure
- Zoning classification
- Both current and future land uses allowed onsite
- Physical size of the property / structure



Narrowing it down...



The community identifies and prioritizes redevelopment sites.

Motive, means, **opportunity**.

What development is *feasible*?

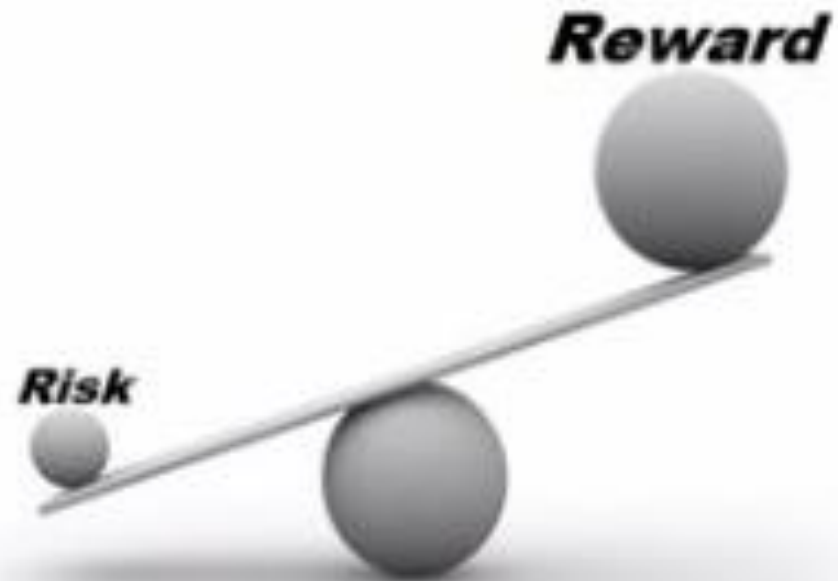
- *Market studies*
- *Comps vs. construction costs*
- *Employer and realtor feedback*



Motive, **means**, opportunity.

What can you *leverage* to drive development?

- *Incentives*
- *Property ownership*
- *Pre-development work*
- *Public investments*
- *Pilot or popup demonstrations*





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

Property owner: City of Battle Creek

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

Zoning: Property is in the C-3, Intensive Business District

PROPERTY INFORMATION PACKAGE

BATTLE CREEK

Planning Manager, 269.966.3320, cmzuzga@battlecreekmi.gov

Site Information Expectations

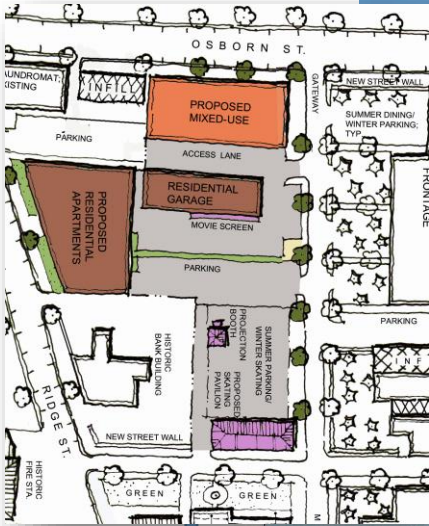
- Photo of the site and/or rendering
- Desired development outcomes for the site
- Owner contact information
- Community contact information
- Zoning
- Lot size
- Building size
- State equalized value
- Utility providers (water, sewer, electricity, natural gas)
- Wired broadband infrastructure (DSL, cable, fiber)



Site concepts show important layout elements without locking in too much detail or a specific “look”.



272 Osborn Blvd
Sault Ste. Marie, Michigan
Street View - Aug 2008



Scale visioning to site needs

- General public needs input, buy-in on broad strokes
- Target more specific stakeholder groups for more specific questions
- Avoid setting false expectations: don't ask for input on details that you don't plan to control!

The community establishes a vision for three priority sites.

Design Matters.

Keep 'em reading!

INVESTMENT OPPORTUNITY
Sault Sainte Marie, MI



ABOUT THE SITE

Overview: The City of Sault Ste. Marie is working to facilitate development of a privately-owned, vacant, 1.72-acre site in the City's downtown. The owner of the site, the City, and the community have invested significant time and resources into developing a broad vision for the site and surrounding area, which has potential for mixed-use and tourism-oriented development.

QUICK FACTS

Size	1.72 acres, 157' frontage
Zoning	B-2 Central Business District
Parcel Number	08-051-141-002-20
Address	146 Ridge St
WalkScore	75 - Very Walkable

INTERESTED?
Justin Knepper
Downtown Manager
Sault Ste. Marie Downtown Development Authority
(906)635.6973

www.downtownsault.org



SAULT SAINTE MARIE MICHIGAN



QUALITY OF LIFE

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

RECREATION

Sault Ste. Marie has year-round amenities including: snowmobiling, cross-country and downhill skiing; Lake Superior State University Division I NCAA hockey; multiple area golf courses; world-class fishing along the St. Mary's River; hiking; an active local biking club; and professional live theatre, opera, and musical performances at four area venues.

TOURISM AND HISTORY

The city is a major tourist destination, attracting over 600,000 visitors each year. Attractions included the S.S. Valley Camp Museum and the Great Lakes Shipwreck Museum, Soo Locks, and the Kewadin Casino.

DOWNTOWN

With over 30 retail stores, more than 200 businesses and organizations, and dozens of historic buildings, Downtown Sault Ste. Marie offers something of interest for everyone.

MARKET DEMAND

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

THE MARKET CAN ANNUALLY SUPPORT:

- 86 to 54 rental units between \$600 and \$1,400 per month
- 26 Condominiums ranging from \$115,000 to \$175,000
- 68 Townhomes ranging from \$145,000 to \$195,000

THERE ARE MAJOR EMPLOYERS IN SAULT STE. MARIE THAT DRIVE DEMAND FOR NEW HOUSING:

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

The community develops a property information package for at least one priority site.

City of Allegan

RFQ Development

- Partnered with the MEDC, MML, Seamless Collaborative, East Arbor Architects, and LandUse USA to develop an RFQ
- Conducted a market study of the greater Allegan area
- Held a community workshop with staff and community leaders to discuss potential developments for the site
- Received feedback from the City's DDA and EDC
- Finalized and released RFQ



{Developer Matchmaking}



**101 BRADY STREET
ALLEGAN, MICHIGAN**
Request for Developer Qualifications



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Mixed-use building with lofts and/or hotel, above indoor/outdoor waterfront event space.

City of Allegan

NEXT STEPS



Marketing support through MEDC:

- Redevelopment Services Team
- Opportunity MI book: one site for engaged communities
- ZoomProspector: site marketing & matchmaking portal
- Site technical assistance grants for certified cities support predevelopment work and/or marketing



LE

able town center. As the
ment Ready Communities"
program, which assists local
municipalities in establishing
a sound foundation
for redevelopment and
investment, Roseville has
removed development barriers
and streamlined processes,
creating a vision for the future.
As the anchor to downtown
Roseville, Utica Junction's
redevelopment to a mixed-
use retail establishment is top
priority.

er, electric, gas, curb, street
cles passing the site, and

Financial Incentives
Local: Roseville Entrepreneurial Development Initiative (REDI); Located in a Business Improvement District (BID); Commercial Rehab Act
State: The city will work with the developer to secure any available state incentives

VISION FOR UTICA JUNCTION
New construction development should demonstrate urban characteristics such as zero set back buildings, sidewalk grade store frontages, large open windows on storefronts to increase street activity, and outdoor seating to provide depth to the downtown visual experience.

More information
Jason Friedmann, Director, Roseville Community and Economic Development
586.447.4606 | jfriedmann@roseville-mi.gov | www.roseville-mi.gov

Case Example – Cadillac, MI



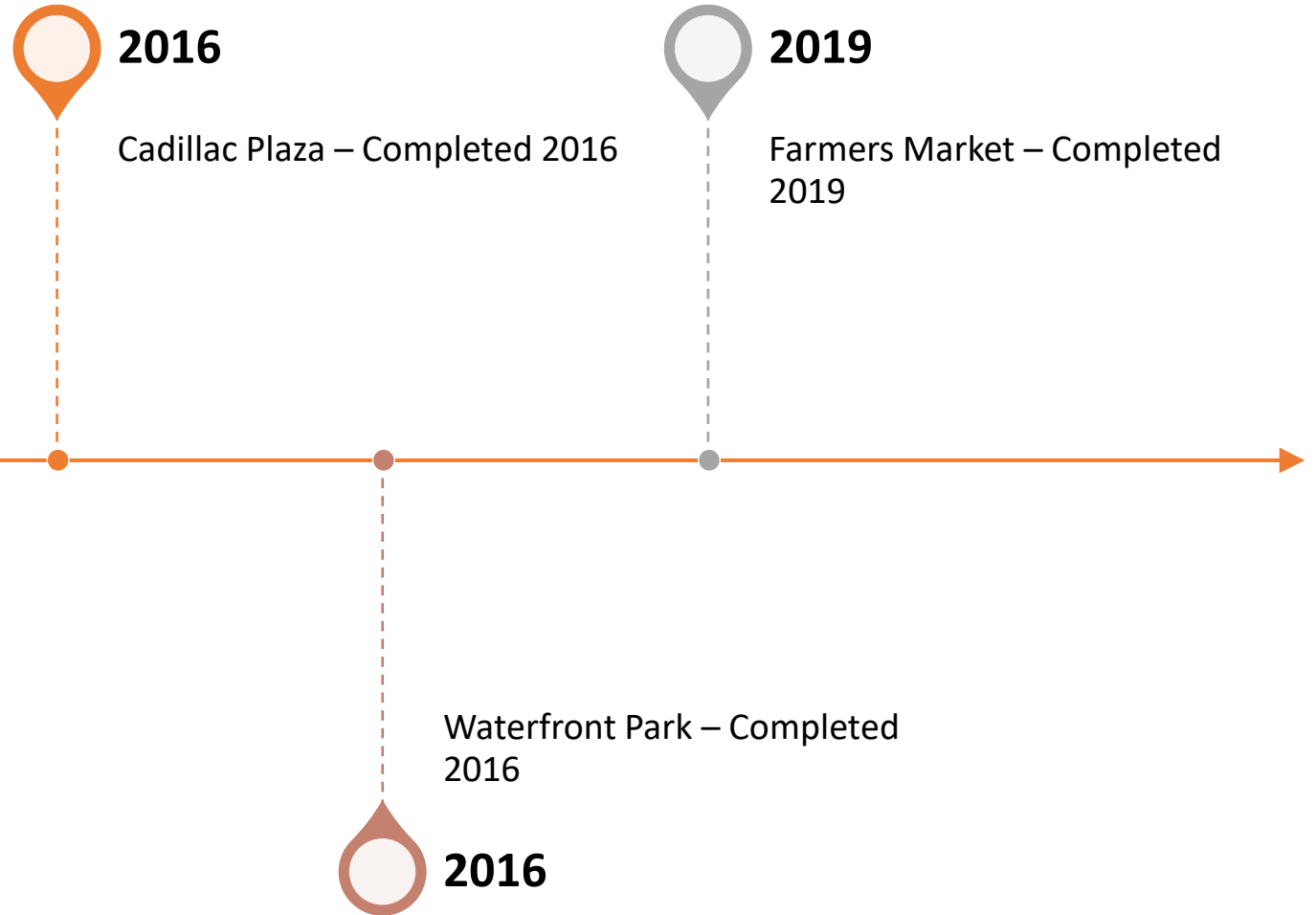
Case Example

Cadillac, MI



Community Vision, Goals, Objectives

Retain and attract **talent** via new Public
Investments & Private Investments





Cadillac Plaza



Rotary Park Pavilion

A photograph of the Cadillac Market Place building. The building has a red gabled section with a sign that reads "YORK MARKET". A large crowd of people is gathered in front of the building on a paved area. The sky is blue with scattered white clouds. In the foreground, there is a concrete curb and a sandy area. A utility box is visible on the left side of the frame.

Cadillac Market Place

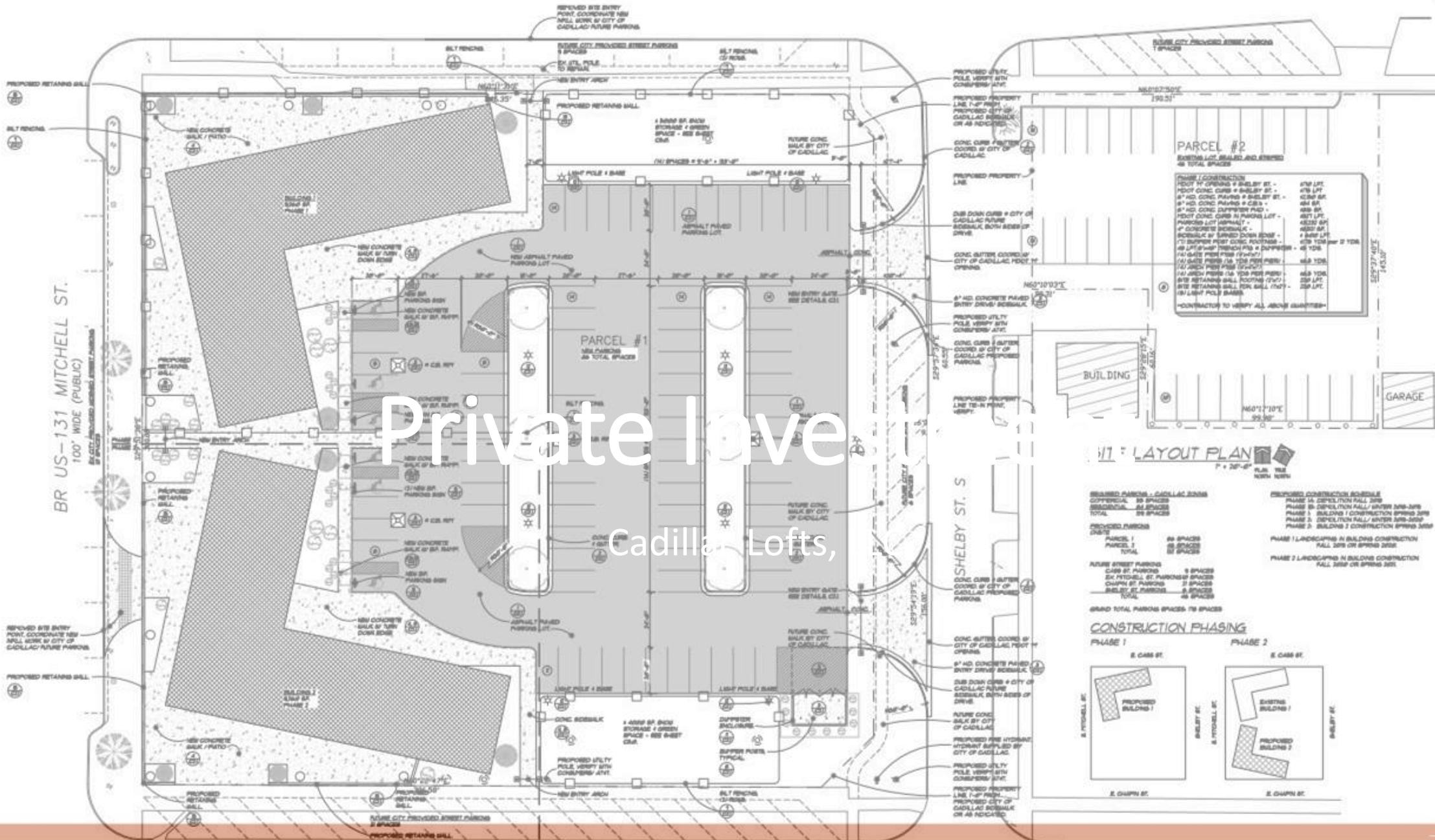


Private Investment ???

E. CASS ST.
100' WIDE (PUBLIC)



1143 S. MICHIGAN ST.
CADILLAC, MICHIGAN 49601
(313) 774-6400
(313) 774-6400 FAX



PARCEL #2
EXISTING LOTS, BUILT AND BUILT AS TOTAL SPACES

PHASE 1 CONSTRUCTION	476 LIT
RECT TO OPENING # 8x12 BY ST.	476 LIT
# 4" HD CONC CURB # 8x12 BY ST.	476 LIT
# 4" HD CONC PAVING # 8x12 BY ST.	476 LIT
# 4" HD CONC SUPPLEMENT # 8x12 BY ST.	476 LIT
RECT CONC CURB # 8x12 BY ST.	476 LIT
PARCEL LOT ASPHALT	476 LIT
# 4" CONCRETE SIDEWALK	476 LIT
CONCRETE BY SAVED DOWN SIDE	476 LIT
# 4" SUPPER POST CONC FOOTING	476 LIT
# 4" LIT # 4" TRINCH # 4" SUPPER	476 LIT
# 4" GATE POST # 4" 100 PER PER	476 LIT
# 4" ARCH PER POST # 4" 100 PER	476 LIT
# 4" ARCH PER # 4" 100 PER PER	476 LIT
SITE RETAINING WALL FOR WALL # 107	476 LIT
# 4" LIT # 4" 100 PER	476 LIT
CONTRACTOR TO VERIFY ALL ABOVE QUANTITIES	

11' LAYOUT PLAN
7' x 20'-0"

REQUIRED PARKING - CADILLAC ZONING

COMMERCIAL - 80 SPACES	
RESIDENTIAL - 40 SPACES	
TOTAL	120 SPACES

PROPOSED PARKING SPACES

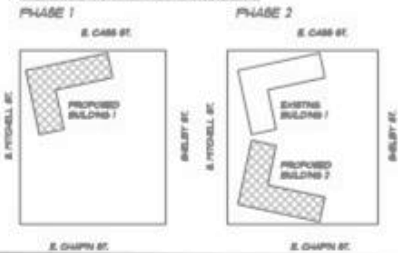
PARCEL 1	80 SPACES
PARCEL 2	80 SPACES
TOTAL	160 SPACES

EXISTING STREET PARKING

CASS ST. PARKING	8 SPACES
8X FITZELL ST. PARKING SPACES	8 SPACES
CHURCH ST. PARKING	8 SPACES
TOTAL	24 SPACES

GRAND TOTAL PARKING SPACES: 194 SPACES

CONSTRUCTION PHASING



Proposed Mixed Use Development for:
Cadillac Lofts LLC
215 S. Mitchell Street
Cadillac, MI 49601

ARCHITECT OF RECORD:
D. Whigley

DRAWN BY:
S. Whigley

DATE ISSUED:
December 6, 2018

ISS. SHEET:
SHEET NUMBER

Private Love
Cadillac Lofts,



How did **we** get here?

How did we get here?



City outreach to MEDC to target private redevelopment sites



Identify local market need for housing & commercial development



Staff in concert with City leadership
identified underperforming /
underutilized properties

Public & Private



LOCATION, LOCATION,
LOCATION: TRADITIONAL
DOWNTOWN



UNDERUTILIZED SITE



PROPERTIES THAT WERE
FOR SALE



ACCESS TO AMENITIES,
PUBLIC SERVICES AND
INFRASTRUCTURE

Where / What site did we target?



Project Location



Former Olesons Redevelopment – Cadillac Lofts

Figure 2.1: Eligible Property

Site Conditions

Former Dry Cleaner & Grocery Store

- Identified as a “Part 201 Facility” per EGLE

Three (3) single-story buildings onsite

Existing tenants

Infrastructure surrounding the site is under sized

- Parking
- Water
- Sewer
- Electrical capacity

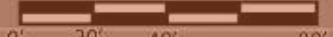


Who will develop the site?



CONCEPT SITE PLAN

scale: 1" = 40' - 0"



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

CADILLAC LOFTS



Who will develop the site?



Local and Regional Partnerships

Alliance for Economic Success
Networks Northwest



Private Entities

Contractors
Architects
Engineering Firms
Developers



Public Agencies

MEDC
EGLE
MDOT



Oleson's Grocery Store (SE)

State
Financial
Support

▪ Environment, Great Lakes and Energy (EGLE) – \$114K

▪ MEDC: CDBG Blight Elimination Grant - \$907K

▪ MEDC: Community Revitalization Program - \$1.5M

Oleson's Grocery Store (NE)

Oleson's Grocery Store (NW)

Emington Insurance (SW)

Local Support

- Neighborhood Enterprise Zone – 15 year abatement on residential units
- Commercial Redevelopment Abatement – 12 year abatement on commercial space
- Brownfield Redevelopment Authority – 15 year reimbursement for “eligible activities”



CONCEPT DESIGN
PERSPECTIVE - MITCHELL

CADILLAC LOFTS

207 N MITCHELL ST.
CADILLAC, MI 49601



MICHIGAN



CONCEPT DESIGN
PERSPECTIVE - RESIDENT PARKING

CADILLAC LOFTS

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Questions?

REDEVELOPMENT SERVICES



M E D C