## Land Use Applications

This section is designed to provide a comprehensive overview of each type of land use application. This overview does not preempt or supersede any regulations contained within the City of Mt. Pleasant Zoning Ordinance.

Most land use applications are circulated to other reviewers outside of Planning and Community Development for comment.

### Building a Guide to Development:
Making the most of best practice 3.2

### June 2019

The table below demonstrates the role of the various review entities regarding the approval of the various Planning/Zoning Applications outlined in this document.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Application Meeting</td>
<td>See &quot;The Application Meeting&quot; earlier in this document</td>
<td>Prior to application submission</td>
</tr>
<tr>
<td>Application Submitted</td>
<td>Applicants shall submit an application for Site Plan Review to the Planning and Community Development Department. The information required for Site Plan Review is listed on the application form. A $50 filing fee is required at submission</td>
<td>Generally the second Monday of the month (to view the current schedule)</td>
</tr>
<tr>
<td>Review</td>
<td>Upon receipt of a complete application, staff and outside agencies, as applicable, will provide a review and recommendation on the Site Plan based upon the requirements of the zoning ordinance and other applicable standards. Staff will also determine if the application is eligible for administrative approval</td>
<td></td>
</tr>
<tr>
<td>Approval</td>
<td>Upon determination of staff and/or the Planning Commission that the Site Plan is or is not in conformance with the standards of the zoning ordinance, the Site Plan shall be granted approval, approval with conditions, or denied. All conditions imposed on approval must be resolved in order to receive final site plan approval and prior to making application for building permits</td>
<td>Planning Commission Review: Generally the first Monday of the month (3-4 weeks after submittal) Administrative Review: Generally 1-2 weeks after submittal</td>
</tr>
<tr>
<td>Permit</td>
<td>Application may be made for all necessary building permits with the Building Safety Department and Division of Public Works</td>
<td>Within one year of site plan approval</td>
</tr>
</tbody>
</table>
Housekeeping

QUESTIONS
Feel free to send questions as we go along using the chat feature on the left side.

MUTE
We’ve muted all participants to avoid background noise. But take a second to doublecheck you’re muted, especially if you’re on the phone.

POST-EVENT ACCESS
We will post the slide deck immediately in the RRC Library. We are working to create video recordings as well.

FEEDBACK
We will send a follow up survey to gauge the effectiveness of today’s webinar. Please provide feedback to improve future sessions. The survey will be available for 48 hours.
1. Best Practice 3 Review
2. Why create a Guide to Development?
3. What’s in a guide to development?
4. Two main approaches: webpage or document
5. Examples, Process & Resources
6. Tips for creation and maintenance
7. Upcoming Events
8. Questions
Best Practice Three: Recap

Best Practice 3 focuses on helping communities build a strong development review process which provides predictability, efficiency and transparency for those looking to invest in the community.

The best practice is split into two parts:

3.1 – Internal Process

Focuses on internal processes, documentation, communication, tracking, and approval authority.

3.2 – Access to Information

Focuses on providing access to information so external users (i.e. investors or residents) can understand the process before they formally begin.
<table>
<thead>
<tr>
<th>Best Practice</th>
<th>Criteria</th>
<th>Suggestions on how to meet it</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1.1</td>
<td>The zoning ordinance articulates a thorough site plan review process.</td>
<td>Ensure your zoning ordinance includes a clear site plan review process section with key steps and responsibilities.</td>
</tr>
<tr>
<td>3.1.2</td>
<td>The community has a qualified intake professional.</td>
<td>Ensure your community has a clearly identified point person for development review questions and that the community isn’t hearing any major customer service issues.</td>
</tr>
<tr>
<td>3.1.3</td>
<td>The community defines and offers conceptual site plan review meetings for applicants.</td>
<td>Ensure that the community offers such meetings, that they’re advertised somewhere (usually the website &amp; guide), and that you have a checklist for consistency.</td>
</tr>
<tr>
<td>3.1.4</td>
<td>The appropriate departments engage in joint site plan reviews.</td>
<td>At least a few people should look at every site plan (not just the zoning administrator); different mix for each community.</td>
</tr>
<tr>
<td>3.1.5</td>
<td>The community has a clearly documented internal staff review process.</td>
<td>Develop an internal document that outlines the internal process step-by-step to that a new person could step in at any time and know what to do to keep the process moving.</td>
</tr>
</tbody>
</table>
### Best Practice Three: Criteria

<table>
<thead>
<tr>
<th>Best Practice</th>
<th>Criteria</th>
<th>Suggestions on how to meet it</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.1.6</strong></td>
<td>The community promptly acts on development requests.</td>
<td>A couple of things: ensure permitted uses are approved administratively or by the planning commission (not council); create visual maps (flowcharts) of your processes;</td>
</tr>
<tr>
<td><strong>3.1.7</strong></td>
<td>The community has a method to track development projects.</td>
<td>Create some type of tracking system whether it’s paper, excel, BS&amp;A, etc.</td>
</tr>
<tr>
<td><strong>3.1.8</strong></td>
<td>The community annually reviews success and challenges with the development review process.</td>
<td>Two things: create a tool for soliciting feedback from folks who’ve been through the process &amp; establish a time/process to review feedback and identify potential improvements.</td>
</tr>
<tr>
<td><strong>3.2.1</strong></td>
<td>The community maintains a guide to development that explains policies, procedures, and steps to obtain approvals.</td>
<td>Create a guide either as a webpage or document.</td>
</tr>
<tr>
<td><strong>3.2.2</strong></td>
<td>The community annually reviews the fee schedule.</td>
<td>Review the fee schedule annually and ensure it’s available online; accept credit cards as a form of payment.</td>
</tr>
</tbody>
</table>
A Guide to Development provides several benefits to Redevelopment Ready Communities:

1. It helps demystify the development review process, in particular for first-time investors.

2. It reduces the number of time staff spends answering basic questions about the development review process.

3. It’s a good opportunity to review the community’s process and consider potential improvements.
# What’s in a Guide to Development?

<table>
<thead>
<tr>
<th>General Information</th>
<th>Financial Resources</th>
<th>Other Information / Unique information to your community</th>
</tr>
</thead>
</table>
| • Contact Information  
  • Approval Authorities  
  • Meeting Schedules  
  • Pre-app Meeting Information  
  • Zoning/Zoning Map  
  • Use Table  
  • Notification Procedures | • Local financial incentive tools  
  • State or federal tools (or where to find them)  
  • Economic development partners | • Process for single-family housing improvements  
  • Process for multi-family housing improvements  
  • Design guidelines  
  • Additional information on common external partners such as MDOT if your community is along a state highway  
  • Public participation information  
  • Other plans or documents that investors should know |

<table>
<thead>
<tr>
<th>Land Use Application &amp; Materials</th>
<th></th>
</tr>
</thead>
</table>
| • Fee Schedule  
  • Site Plan Requirements  
  • Applications for site plans, zoning permits, rezoning, variances, special land uses, etc.  
  • Flowcharts  
  • Permitting & inspections information |
The first thing you’ll need to decide is whether you’d like to create a web version of the guide (a webpage) or a dedicated document. There are pros and cons to each:

<table>
<thead>
<tr>
<th>Website</th>
<th>Document</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pros</strong></td>
<td><strong>Pros</strong></td>
</tr>
<tr>
<td>• Easier to update on a regular basis</td>
<td>• More powerful formatting and layout capacities</td>
</tr>
<tr>
<td>• Less paper to maintain</td>
<td>• Can print and take to meetings/events – no need for internet access</td>
</tr>
<tr>
<td><strong>Cons</strong></td>
<td><strong>Cons</strong></td>
</tr>
<tr>
<td>• Requires knowledge of website update procedures</td>
<td>• Not as easy to update</td>
</tr>
<tr>
<td>• Can be limited in terms of formatting and layout</td>
<td>• Can be more time consuming to create initially</td>
</tr>
<tr>
<td>• Websites fail from time-to-time</td>
<td></td>
</tr>
</tbody>
</table>

![Table](https://via.placeholder.com/150)
Examples - Webpages

EASTPOINTE

A Certified Redevelopment Ready Community

Eastpointe: The Gateway to Macomb County
A great place to live, work and play, Eastpointe is a residential community with ample shopping areas, businesses, professional services, green spaces and public transportation options. Conveniently located along I-75 and just a short drive to downtown Detroit and the large industrial and manufacturing areas of Warren and Sterling Heights. [More]

Redevelopment Opportunities
In Eastpointe you’ll find a managed environment without the tight controls that stifle creativity and individuality. With multiple redevelopment ready parcels, we envision the future of our community as a place for the young and old, single and families, to gather and connect. We are looking to create partnerships where the private sector and the City government work together toward prosperity, sustainability, and an exciting future. [More]

Quick Links: Redevelopment Resources
- Master Land Use Plan
- Procedures Manual
- Conceptual Planning Meetings
- Redevelopment Center
- Strategic Fiscal Management Chart
- Public Participation Plan
- Performance Standards

Planning & Zoning
New Development and Businesses
The City of Manistee welcomes the development of new businesses in our community. Whether you want to locate in Historic Downtown Manistee (on the National Register of Historic Places) or on U.S. 31 you are here to help you. While zoning does not allow a business to be located in every building in the community, we will assist you in finding a location for your needs.

[RRC Certification Award]

On January 20, 2017 the Michigan Economic Development Corporation recognized the City of Manistee for its certification as a Redevelopment Ready Community. Pictured (from left to right) are Sarah Reiner, MESC Regional Director; Denise Bahaskas, Manistee Planning and Zoning Administrator; Mayor James Smith, City Manager/Thad Taylor, and Michelle Palenik, MESC’s Redevelopment Ready Community Manager.

If you are looking at starting a business in your home or in one of the commercial districts, expand your existing business or relocate to beautiful Manistee please contact us for assistance. While not every building allows every type of business, staff in the Planning and Zoning Department are here to assist the customer. We look forward to the opportunity to work with you.

The city has prepared some helpful materials for prospective developers and business owners.

- Business Owners Brochure
- Business Registration Form
- Developers Resource Guide
- Site Plan Review Guide

Economic Incentives
There are a variety of local, state and federal programs that may be helpful to prospective business owners looking to relocate or start a venture in Manistee.

These programs are constantly evolving and changing. Please contact us for assistance in sorting through the various options, as it can be difficult to get your arms around the programs. We look forward to the opportunity to work with you.

Permits
A Land Use Permit is needed for any new buildings, additions or alterations to existing buildings.

Contact Us
Rob Carson
Planning Director
Email
Phone: (231) 723-5041

Nancy Baker
Planning Assistant
Email
Phone: 231 723-5041

Kyle Storey
Planning & Zoning Administrator
Email
Phone: (231) 385-3576

Mike Sokola
Planner UHS Tech
Email
Phone: (231) 385-3572

Planning & Zoning Department
Physical Address
395 Third St.
Manistee, MI 49660

Calendar
Thu, Aug 1
Planning Commission Meeting
Wed, Aug 7
Historic District Commission
Laingsburg

Examples - Documents

Land Use Applications

This section is designed to provide a comprehensive overview of each type of land use application. This overview does not preemt or supersede any regulations contained within the City of Mt. Pleasant Zoning Ordinance.

Most land use applications are circulated to other reviewers outside of the Planning and Community Development Department for comment.

Click here for more information on Division of Public Works standards and permits.
Click here for more information on Division of Public Safety standards and permits.

The table below demonstrates the role of the various review entities regarding the approval of the various Planning/Zoning Applications outlined in this document.

<table>
<thead>
<tr>
<th>Step</th>
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</thead>
<tbody>
<tr>
<td>Site Plan Review Timeline</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Plan</td>
<td></td>
<td>Prior to application submission</td>
</tr>
<tr>
<td>City Plan Commission</td>
<td></td>
<td>Generally the second Monday of each month</td>
</tr>
<tr>
<td>Zoning Administrator</td>
<td></td>
<td>Generally the second Monday of each month to view the current schedule</td>
</tr>
<tr>
<td>Planning Commission</td>
<td></td>
<td>Generally the second Monday of each month</td>
</tr>
</tbody>
</table>

**Projects with less than 5,000 square feet of net buildable area for a new building or extension that meet the following standards may be eligible for administrative review:**

- A new building or extension with a net buildable area of 5,000 square feet or less
- Complies with all applicable building codes and standards
- The application is reviewed by the Planning Commission
- Approval is granted by the Planning Commission
- Approval is granted by the City Council
- Approval is granted by the Building Safety Department and Division of Public Works

| P.O. Box 229 | 114 Woodhull St., Mt. Pleasant, MI 48849 | Ph. (248) 846-3374 | Fax. (248) 846-3312 | 14/Page |

Mt. Pleasant

Conduct a Conceptual Meeting to determine if rezoning is necessary.

A citizen or landowner can petition the City to amend the Zoning Ordinance or to rezone property by amending the official zoning map.

When requesting the rezoning of property, the petitioner should be aware that in most cases existing zoning boundary districts are considered to be appropriate.

The basis for rezoning property is typically contained in the City’s Master Plan and Future Land Use Map, both adopted by the City Planning Commission and City Council.

It is important to City staff prior to submitting a petition to discuss the merits of the rezoning. When completing the application please be mindful that the request is not particular to a use proposed, but to the entire zoning district.

Applications for Language Amendments can be found at [http://www.lansingmi.gov/building-department](http://www.lansingmi.gov/building-department).

**Recruing Requests:**

- Fees are $200.
- An application must meet requirements of Article 9 and Section 306 of the Zoning Ordinance.
- Staff will accept requests to rezone up to 16 days prior to a Planning Commission meeting provided agenda space is available.
- Staff will then make a decision on the request after the next Planning Commission meeting. (Day 20)
- City Council must act on the request, to either approve, deny, or table the request, within 60 days after the next meeting date. (Day 40)

**Projects with less than 5,000 square feet of net buildable area or new construction shall not be required to meet the following requirements:**

- A new building or extension with a net buildable area of 5,000 square feet or less
- Complies with all applicable building codes and standards
- The application is reviewed by the Planning Commission
- Approval is granted by the Planning Commission
- Approval is granted by the City Council
- Approval is granted by the Building Safety Department and Division of Public Works

**Permit:**

- Application may be made for one-year building permits, with the Building Safety Department and Division of Public Works.
- Within a year of site plan approval.
Basic process for creating the guide

Gather
- Take an initial assessment of what information you have available.
- Decide on your preferred format (webpage or document)

Draft
- Create an initial draft – share with partners for input
- Edit and repeat review until it’s complete

Publish
- Publish the completed page or document on the community’s website

Review & Update
- Review content at least annually and update as needed
Helpful Resources

GUIDE TO DEVELOPMENT

A tool for Michigan communities looking to clearly articulate development processes by creating a guide to development.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

The Redevelopment Ready Communities program is committed to providing ongoing support and technical assistance to our engaged and certified communities as they seek to build strong planning and development processes that are efficient, predictable and transparent. RRC has compiled a number of guides to provide step-by-step guidance for addressing many of the best practice deliverables ranging from plan review to packaging your priority redevelopment sites. The team has also created a handful of templates which can be customized to fit your community.

Questions on any particular document should be directed to your community's RRC Planner. If you don’t find what you’re looking for here, we encourage you to contact your planner to talk further about your needs.

Guides

Templates

Handbook & Self Evaluation Form
Tips for creating a great guide

1. Development can be an intimidating field when first starting out – the guide to development is a key tool in helping alleviate concerns so put your first-time-developer hat on when making this document.

2. Visuals take longer to make but vastly improve the readability of the document.

3. If you’re designing a website, be sure to include narrative – one hundred links are useless to someone who doesn’t know what they are looking for.

4. Be careful to avoid jargon and acronyms that most people wouldn’t know.
5. If you’re planning to make changes to your process as part of RRC, creating a working draft of the guide can be a good way to see what’s missing.

6. Run your drafts by someone who isn’t familiar with the process.

7. Include your local EDC and DDA partners in the creation of this guide – their insight can only improve it.

8. The RRC best practices for this are a minimum – consider going above and beyond or creating other versions such as ‘Guide to Starting a Business’.

9. Use links as often as possible to reduce time between updates (i.e. link to your planning commission schedule instead of typing dates)
Including your DDA/Main Street in RRC
From establishing a vision for the community to creating a predictable development experience, the goals of RRC and your downtown stakeholders overlap in many ways. Join us for a review of where partnerships already exist in RRC/MMS communities and how to grow yours. (90 minutes) Register

Housing Trends & Innovation
There’s been no lack of discussion around the nationwide housing shortage and its impacts on economic development. RRC best practices address housing through zoning updates but there are also a number of innovative projects and recommendations to help communities be on the forefront of this issue. Join us for a discussion on how to zone for diversified housing and to learn what’s happening in other RRC communities across the state. (90 minutes) Register

Virtual Office Hours
Once a month, MEDC Community development hosts virtual office hours as a chance to check in with CATeam and RRC staff. Talk about projects, ask questions, or just share good news. Upcoming sessions include August 22 (2-3:30p EST) and September 16 (3 – 4:30p EST). No registration required.
Christopher Germain, AICP
Michigan Economic Development Corporation
Senior RRC Planner, Regions 1/6/Detroit
germainc2@michigan.org
517-599-5450