

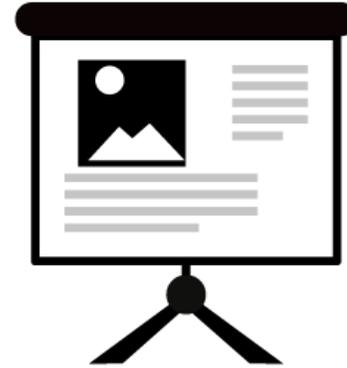


# Housekeeping



## QUESTIONS

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



## POST-EVENT ACCESS

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



## 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.



## 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.

# Agenda

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.

# Best Practice Three: Criteria

Best Practice	Criteria	Suggestions on how to meet it
3.1.1	The zoning ordinance articulates a thorough site plan review process.	Ensure your zoning ordinance includes a clear site plan review process section with key steps and responsibilities.
3.1.2	The community has a qualified intake professional.	Ensure your community has a <b>clearly identified point person</b> for development review questions and that the community isn't hearing any major customer service issues.
3.1.3	The community defines and offers conceptual site plan review meetings for applicants.	Ensure that the community offers such meetings, that they're <b>advertised somewhere</b> (usually the website & guide), and that you <b>have a checklist</b> for consistency.
3.1.4	The appropriate departments engage in joint site plan reviews.	At least a few people should look at every site plan (not just the zoning administrator); different mix for each community.
3.1.5	The community has a clearly documented internal staff review process.	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.

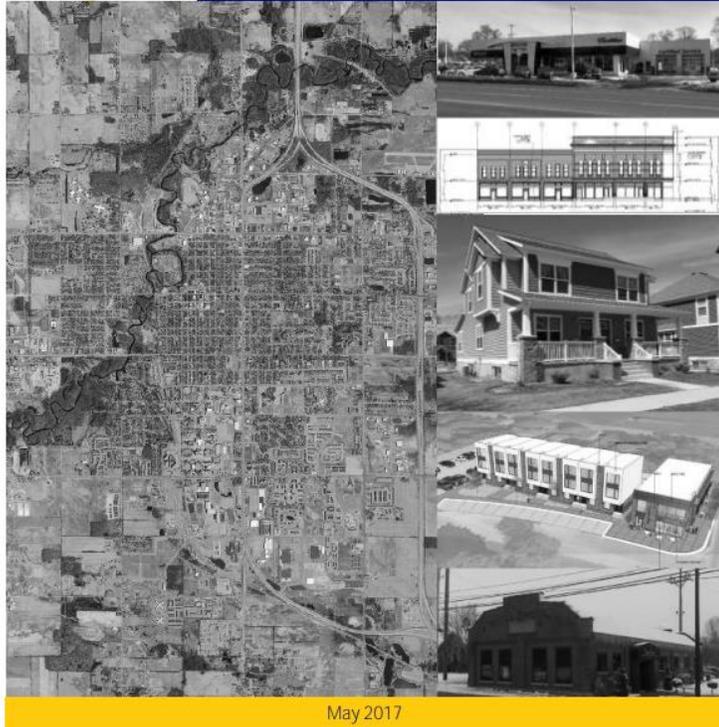
# Best Practice Three: Criteria

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

# Why Create a Guide to Development?



## City of Mt. Pleasant Development Guide



May 2017

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?

## General Information

- Contact Information
- Approval Authorities
- Meeting Schedules
- Pre-app Meeting Information
- Zoning/Zoning Map
- Use Table
- Notification Procedures

## Financial Resources

- Local financial incentive tools
- State or federal tools (or where to find them)
- Economic development partners

## Other Information / Unique information to your community

- 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

## Land Use Application & Materials

- Fee Schedule
- Site Plan Requirements
- Applications for site plans, zoning permits, rezoning, variances, special land uses, etc.
- Flowcharts
- Permitting & inspections information

# Webpage or Document?

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:

Website	Document
<b>Pros</b>	<b>Pros</b>
<ul style="list-style-type: none"><li>• Easier to update on a regular basis</li><li>• Less paper to maintain</li></ul>	<ul style="list-style-type: none"><li>• More powerful formatting and layout capacities</li><li>• Can print and take to meetings/events – no need for internet access</li></ul>
<b>Cons</b>	<b>Cons</b>
<ul style="list-style-type: none"><li>• Requires knowledge of website update procedures</li><li>• Can be limited in terms of formatting and layout</li><li>• Websites fail from time-to-time</li></ul>	<ul style="list-style-type: none"><li>• Not as easy to update</li><li>• Can be more time consuming to create initially</li></ul>

# Examples - Webpages

## EASTPOINTE FYI

Eastpointe FYI About Us Our Team Opportunities Resources Redevelopment Success New Businesses Contact Us

Eastpointe FYI



### 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-94 and just a mile away from 696, Eastpointe is close to many local destinations 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 family, cutting edge and comfortable 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](#)

[Eastpointe Zoning Map](#)

[Strategic Fiscal Management Charts](#)

[Public Participation Plan](#)

[Stormwater Standards](#)

[Home](#) > [Government](#) > [Departments](#) > [Planning & Zoning](#)

## 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 Historical Places) or on U.S. 31 we 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.



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 Rainero, MEDC Regional Director; Denise Blakeslee, Manistee Planning and Zoning Administrator; Mayor James Smith; City Manager Thad Taylor; and Michelle Parkkonen, MEDC's Redevelopment Ready Communities 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) 723-6041

### Nancy Baker

Planning Assistant

[Email](#)

Phone: 231 723-6041

### Kyle Storey

Planner I/Zoning Administrator

[Email](#)

Phone: (231) 398-3576

### Mike Szokola

Planner I/GIS Tech

[Email](#)

Phone: (231) 398-3527

## Planning & Zoning Department

Physical Address

395 Third St.

Manistee, MI 49660

## Calendar

**Thu, Aug 1**

[Planning Commission Meeting](#)

**Wed, Aug 7**

[Historic District Commission](#)

Eastpointe is a certified Redevelopment Ready Community. Check out our certification report and see photos from our certification ceremony [here](#).

# Examples - Documents

Zoning District Quick Reference Chart

District/Regulation	RO	RL	RL-1	RM	RH	MH	C-1	C-2	I	IN
Min. Lot Size (In Square Feet)	43,560	15,000	12,000	8,000	5,000	871.				
Min. Lot Width	200'	100'	90'	80'	50'	N/				
Max. Lot Coverage	25%	25%	25%	25%	35%	N/				
Min. Front Yard Setback	50'	25'	25'	25'	25'	N/				
Min. Side Yard Setback	20'	10'	10'	7'	7'	N/				
Min. Rear Yard Setback	35'	35'	35'	35'	35'	N/				
Max. Height	35'	35'	None	40'	40'	N/				

\*Side yard setbacks are applicable if a C-1 property is adjacent to the City Zoning Administrator's office.

P.O. Box 178 | 114 Woodhull St. Laingsburg, MI 48848 | Ph. (517) 651-5374 | Page 9

**Laingsburg**

P.O. Box 178 | 114 Woodhull St. Laingsburg, MI 48848 | Ph. (517) 651-5374 | Fax. (517) 651-5512

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## The Rezoning Process

A citizen or landowner can petition for the City to amend the text of 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.laingsburg.us/building-department.php>

### Rezoning Request Notes:

- Fees are \$250.
- An application must meet requirements of Article 9 and Section 306 of the Zoning Ordinance.
- Staff will accept requests to rezone up to 15 days prior to a Planning Commission meeting provided agenda space is available, the application is complete, and public noticing requirements are still able to be met.
- To appeal a decision by City Council, an applicant may file suit with Shiawassee County Circuit Court.

\*The timeline noted on the flow chart of page fourteen (14) is approximate and depends on the response time of the applicant.

Conduct a Conceptual Meeting to determine rezoning is necessary.

Applicant submits a formal request for rezoning with ten (10) copies of the application and pays the appropriate fees. (Day 1)

The Staff determines the application is complete, then develops a staff report, sets a public hearing for the Planning Commission and notifies the public and affected parties. (Day 5\*)

The Planning Commission holds a public hearing, votes for or against the request, and forwards their decision to City Council. (Day 20\*)

City Council then acts on the request, to either approve, deny, or table the rezoning for a later meeting date. (Day 45\*)

## 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.

[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.

Application Type	Makes Recommendation	Approves		
	Planning Commission	City Council	Public Works	Public Safety
Site Plan				
Special Use Permit				
Rezoning / Conditional Rezoning	X			
Text Change / Ordinance	X			
Zoning Compliance				
Variance				
Appeal				

Site Plan Review Timeline			
Step	Description	Timing	
Pre-Application Meeting	See " <a href="#">Pre-Application Meeting</a> " earlier in this document.	Prior to application submittal.	
Application Submittal	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 submittal.	Generally the second Monday of the month. <a href="#">Click here</a> to view the current schedule.	
Review	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.		
Approval	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 denial. All conditions imposed on approval must be resolved in order to receive final site plan approval and prior to making application for building permits.	Planning Commission Review: Generally the first Monday of the month (3-4 weeks after submittal). Administrative Review: Generally 1-2 weeks after submittal.	
Permit	Application may be made for all necessary building permits with the Building Safety Department and Division of Public Works.	Within one year of site plan approval.	

\*Projects with less than 5,000 square feet of net buildable area provided no waivers or use determinations are required to take projects eligible for administrative review.

**Mt. Pleasant**

# Basic process for creating the guide

## Gather

- Take an initial assessment of what information you have available.
- Using the Guide to the Guide, take note of what's missing & gather it.
- 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.

The screenshot shows the homepage of the Redevelopment Ready Communities (RRC) Online Resource Library. The header features a navigation menu with "PROGRAMS" and "REDEVELOPMENT READY SITES". Below the navigation is a hero image of an industrial building at dusk with the text "Redevelopment Ready Communities (RRC)" and "RRC Online Resource Library". The main content area contains a paragraph about the program's commitment to providing support and technical assistance, followed by a list of resources: Guides, Templates, and Handbook & Self Evaluation Form, each with a plus sign icon to its right.

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 reviews 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 acroyms that most people wouldn't know.

# Tips for creating a great guide

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)

# Coming Up

**AUG 19  
2:00 PM**

## **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](#)



Presented in  
conjunction with our  
Michigan Main Street  
Partners

**SEPT 12  
9:00 AM**

## **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**

## **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.*

# Questions

## **Christopher Germain, AICP**

Michigan Economic Development Corporation

Senior RRC Planner, Regions 1/6/Detroit

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