

Use appropriate community brand; hyperlink to property marketing page on municipal website.

Site Name/Nickname Redevelopment

[Address, MyCommunity, Michigan \(hyperlink to GoogleMaps\)](#)

Community + Site Overview

Goal: Quickly pitch the opportunity to invest in your community and the selected site.

Tip: Highlight the economic drivers in your community. Do you have thousands of visitors each year? Is a major employer expanding? Is the site near other recent development? Adjacent to amenities or key businesses? Tell potential developers why they should invest in your community and on this site.

Sources: This will likely be the last element you add to your PIP and should simply highlight the most important information from other sections of the document.

Basic Stats

Goal: Share key information about the selected site in an easy to scan format.

Tip: Include a brief statement about the current use or any relevant past uses on the site. Then use tables charts or bullet points to quickly highlight basic details, including:

- Site name and address
- Asking price (if available)
- Current Zoning
- Parcel/lot size
- Building size (stories, square feet)
- Tax assessment information

Tip: If the property is listed with a broker, include their contact information. If the property is not being marketed, be sure to talk with the owner before packaging the site or listing owner contact information.

Sources: Property tax or assessment data should provide most basic information.

Primary Site Image

Goal: Show development opportunity or community assets specific to the selected site.

Tip: Include existing concept sketches or other visuals that exist for the site and align with desired development outcomes. Or, highlight community assets specific to that site (i.e. if your site is adjacent to a vibrant downtown or body of water, be sure the image highlights the proximity to those assets).

Tip: Every image of the site that you include in your PIP should clearly show the site boundary.

Sources: Utilize master plan, downtown plans, feasibility studies, community visioning reports or other similar community documents.

Desired Development Outcomes

Goal: Communicate uses, amenities, development characteristics and other priorities for development of the site.

Tip: Be specific about the uses (i.e. mixed-use with apartments and small scale retail) or goals (i.e. preserve a historic structure, use green building practices) that have been identified as minimum development criteria for the site.

Sources: Review master or downtown plan, market studies, economic development documents or other materials that highlight community vision, goals, needs or priorities.

Municipal Contact Information

Who should potential developers contact for more information about this and other priority redevelopment sites? The contact should be knowledgeable about the sites and about the local development/entitlement process.

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Additional Site Images

Goal: Provide context and demonstrate how the site relates to adjacent property.

Tip: Include additional images that show where the site is located within the larger community. This could be an aerial map with the site highlighted or a birds-eye view; use the images that make it easy for the viewer to understand the context around the site (i.e. is the site in a residential area, downtown, adjacent to a major roadway, etc.).

Tip: If possible, include a map that shows the location and footprint of any buildings on the site, as well as the location of utilities and public infrastructure.

Sources: Google maps is a good source for aerial maps; your planning or GIS resources in the community also may be able to generate custom maps with building footprints, utility locations, public infrastructure and other important elements.

Development Considerations

Goal: Help developers scope out potential projects by highlighting development benefits or restrictions for the site.

Tip: Use tables, charts or bullet points to quickly highlight key information, including:

- Utilities (i.e. water/sewer, electric, internet)
- Storm water requirements
- Deed restricts or easements
- Environmental issues (land or building)
- Soil conditions or natural features
- Nearby parking or transit information
- Planned public improvements

Sources: Consult the owner or listing agent for available information. Your capital improvements plan may also have helpful information.

Market Conditions

Goal: Pitch the opportunity!

Tip: Highlight demand drivers and unique assets that could support new development. Examples include: projected population growth, new jobs or nearby businesses, natural assets, [WalkScore](#) or traffic counts, local attractions and other amenities that bring people to your community and areas near the site.

Sources: Review recent market or feasibility studies. Engage stakeholders (economic development, DDA/Main Street, realtors or brokers, local developers, businesses) to learn about market opportunities, gaps or trends. Talk with local employers and institutions about any plans for growth that could drive demand for new development.

Incentives

Goal: Highlight tools and resources available to encourage development that aligns with desired development outcomes for the site.

Tip: Include resources from local, state or federal sources. Don't forget to include benefits like expedited review timelines or reduced parking requirements, if available.

Sources: Your [CATeam Specialist](#) can connect you with examples and information.

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