



Report of Findings

CITY OF MARSHALL

MARCH 2, 2015




Recap of the RRC Process

- ✓ Marshall applied in the 2nd open round in 2014
- ✓ Kick off presentation
- ✓ Staff attended Best Practice trainings
- ✓ Evaluation conducted
- ✓ Report of Findings completed



Methodology



	Green indicates the best practice component is currently being met by the community.
	Yellow indicates some of the best practice component may be in place, but additional action is required.
	Red indicates the best practice component is not present or outdated.

Best Practice One: Community Plans & Public Outreach

1.1-The Plans

Evaluates community planning and how a community's redevelopment vision is embedded in the master plan, capital improvements plan, downtown development plan and corridor plan.

1.1: The Plans

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The governing body has adopted a master plan in the past five years.	<input type="checkbox"/> Adopt an updated master plan in compliance with MPEA and Best Practice 1.1	9 months
	The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.	<input type="checkbox"/> Include goals, implementation steps and benchmarks for redevelopment strategies in the forthcoming master plan	9 months
	The governing body has adopted a capital improvements plan.	✓	
	The governing body has adopted a downtown plan, if applicable.	<input type="checkbox"/> Add an implementation timeline to effectively measure progress	9 months
N/A	The governing body has adopted a corridor plan, if applicable.	N/A	

1.2-Public Participation

Assesses how well the community identifies its stakeholders and engages them, not only during the master planning process, but on a continual basis.

1.2: Public Participation

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has a public participation plan for engaging a diverse set of community stakeholders.	<input type="checkbox"/> Finalize draft public participation plan with input from economic development team	3 months
	The community demonstrates that public participation efforts go beyond the basic methods.	✓	
	The community shares outcomes of public participation processes.	✓	

Best Practice Two-Zoning Regulations

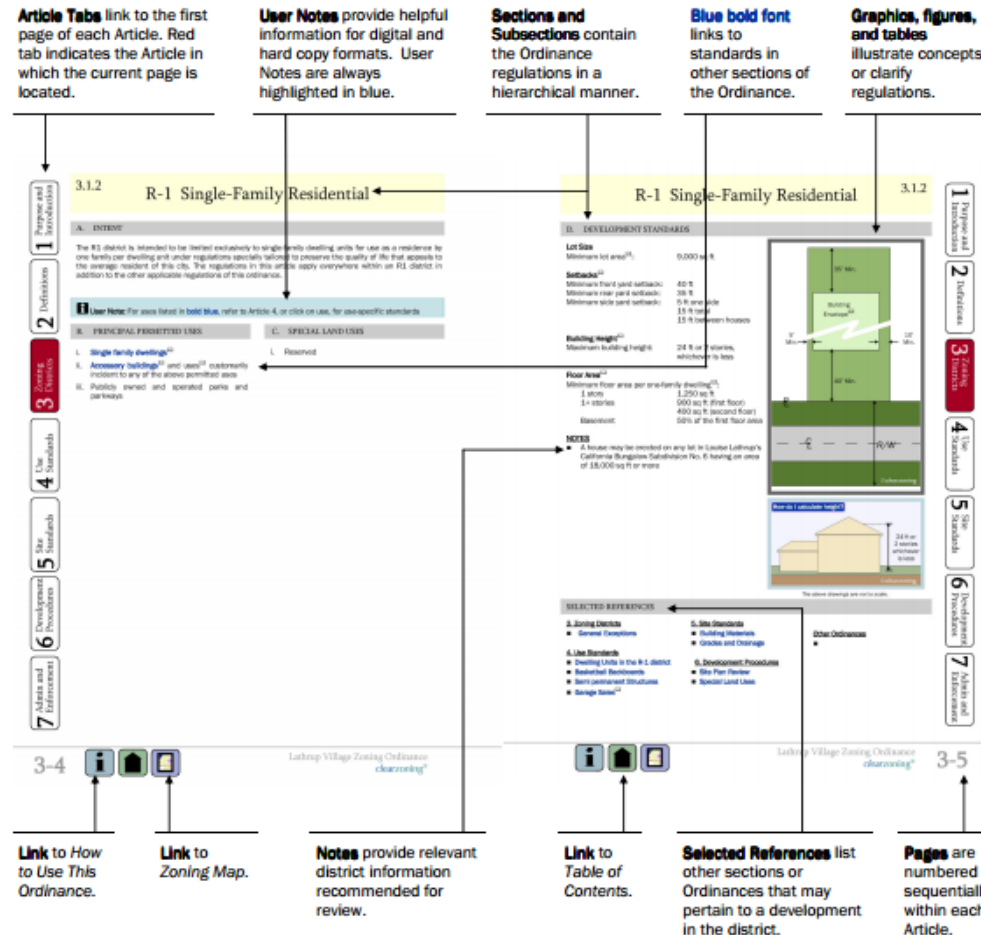
Evaluates a community's zoning ordinance and how well the ordinance regulates for the goals of the master plan.

How to Use This Ordinance

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1. CONTENT ORGANIZATION AND PAGE LAYOUT

The Zoning Ordinance is organized into seven Articles, which are further divided using standard outline hierarchy. The content and page layout are designed to promote a clear understanding of requirements, as well as quick retrieval of relevant standards, procedures and other information. The following key assists with navigating through this document.



2.1: Zoning Regulations

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The governing body has adopted a zoning ordinance that aligns with the goals of the current master plan.	✓	
	The zoning ordinance is user-friendly and accessible online.	<input type="checkbox"/> Add elements to improve user-friendliness, including a use matrix and graphics	12 months
	The zoning ordinance provides for areas of concentrated development in appropriate locations and encourages the type and form of development desired.	✓	
	The zoning ordinance includes flexible zoning tools to encourage development and redevelopment.	✓	
	The zoning ordinance allows for a variety of housing options.	✓	
	The zoning ordinance includes standards to improve non-motorized transportation.	✓	
	The zoning ordinance includes flexible parking requirements.	✓	
	The zoning ordinance includes standards for green infrastructure.	✓	

Best Practice Three: Development Review Process

3.1: Development Review Policies and Procedures

Evaluation of the community's site plan review policies, project tracking and internal/external communication.

3.1: Development Review Policy & Procedures

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The zoning ordinance articulates a thorough site plan review process.	✓	
	The community has a qualified intake professional.	✓	
	The community defines and offers conceptual site plan review meetings for applicants.	<input type="checkbox"/> Advertise availability of and expectations for conceptual site plan review meetings online	3 months
	The community has a clearly documented internal staff review policy.	<input type="checkbox"/> Formally document the internal site plan review process	6 months
	The appropriate departments engage in joint site plan reviews.	✓	
	The community has a method to track development projects.	✓	
	The community promptly acts on development requests.	✓	
	The community encourages a developer to seek input from neighboring residents and businesses at the onset of the application process.	✓	
	The community annually reviews the successes and challenges with the site plan review and approval procedures.	<input type="checkbox"/> Develop a customer feedback mechanism	6 months

3.2: Guide to Development

Evaluation of the accessibility of the community's planning and development information.

3.2: Guide to Development

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community maintains an online guide to development that explains policies, procedures and steps to obtain approvals.	<input type="checkbox"/> Reorganize city website to group development information in a user-friendly manner	6 months
	The community annually reviews the fee schedule.	<input type="checkbox"/> Annually review fee schedule	6 months

4.1: Recruitment and Orientation

Evaluation of how the community conducts recruitment and orientation for newly appointed or elected officials and board members.

4.1: Recruitment and Orientation

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community sets expectations for board and commission positions.	<input type="checkbox"/> Add a description of each board and commission and desired skill sets for open seats to the boards and commissions application	6 months
	The community provides orientation packets to all appointed and elected members of development related boards and commissions.	✓	

4.2: Education and Training

Assessment of how the community encourages ongoing education and training, and tracks training needs for appointed officials, elected board members and staff.

4.2: Education and Training

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has a dedicated source of funding for training.	✓	
	The community identifies training needs and tracks attendance of the governing body, boards, commissions and staff.	✓	
	The community encourages the governing body, boards, commissions and staff to attend trainings.	✓	
	The community shares information between the governing body, boards, commissions and staff.	✓	

Redevelopment Ready Sites



Assesses how the community identifies, visions and markets their priority redevelopment sites.

5.1: Redevelopment Ready Sites

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community identifies and prioritizes redevelopment sites.	<input type="checkbox"/> Create an updated prioritized list of redevelopment sites	6 months
	The community gathers preliminary background information for prioritized redevelopment sites.	<input type="checkbox"/> Gather preliminary background information for priority sites	6 months
	The community has developed a vision for the priority redevelopment sites.	<input type="checkbox"/> Create a vision for identified priority sites	6 months
	The community identifies available resources and incentives for prioritized redevelopment sites.	<input type="checkbox"/> Identify resources available for priority sites	6 months
	A "Property Information Package" for the prioritized redevelopment site(s) is assembled.	<input type="checkbox"/> Develop a property information package for one priority site	12 months
	Prioritized redevelopment sites are actively marketed.	<input type="checkbox"/> Upload property information package to the city's website	12 months

Property Information Package

- ✓ Site location street map
- ✓ Vision or goals for the redevelopment
- ✓ Current status of site
- ✓ Current and future zoning
- ✓ Traffic study
- ✓ Infrastructure
- ✓ Legal description
- ✓ Available financial incentives
- ✓ Property tax assessment
- ✓ Previous uses
- ✓ Existing conditions of structure/site

Utica Junction PROPERTY INFORMATION

Address: 28392 Utica Rd Roseville, MI 48066
Potential Footprint: .44 Acres
Potential Use: Four unit retail center
Owner: City of Roseville

Vision

As the anchor to downtown Roseville, the development of a 19,000 square foot lot to a retail establishment is top priority. It is important that this new construction development demonstrates 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.

Phasing:

²Peter Allen and a group of University of Michigan graduate students conducted a study and created a site proposal for the Utica Junction area. In the proposal, there were four phases of development, beginning with phase one, a two-story mixed use development (shown below) which is the property currently owned by the city. In phases 2-4 they proposed 3 additional similar structures around the site. The end goal being the creation of a vibrant walkable downtown.

Pictured to right:

The future proposed development in the first phase.



Site Status

Owned by the City of Roseville, this vacant site has previously been used for parking. In addition, the property contains a paved road, storm sewer, sidewalk, water, sewer, electric, gas, curbs, street lights and high speed internet.



Pictured above:

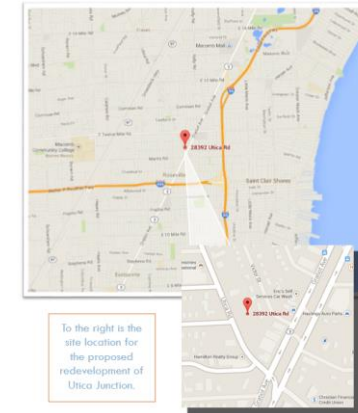
The existing conditions of the proposed site (outlined in green) for development, with surrounding property owners identified.

¹Roseville Demographics:

Population: 47,299
 Households: 19,533
 Med. Household Inc.: \$39,288
 Median Age: 39.1

The City of Roseville has a PIP for a targeted redevelopment site.

Site Location



To the right is the site location for the proposed redevelopment of Utica Junction.

City of Roseville

Utica Junction PROPERTY INFORMATION

Zoning:

Currently zoned as B-3 with a town center overlay district. The purpose of the overlay district is to allow for the development of a fully integrated, mixed use, pedestrian-oriented town center area, as designated on the zoning map and in the master plan. The intent of this district is to minimize traffic congestion, infrastructure costs, and environmental smart growth principles.

Traffic:

The surrounding roads and highways have high traffic volume. As Utica Rd. passes by the site the speed limit is decreased, which offers a more inviting environment for pedestrians and bikers. On an average day, Utica Road has around 15,500 vehicles passing the site, and around 16,800 traveling on the adjacent Gratiot Ave.²

Infrastructure:

Paved road, storm sewer, sidewalk, water, sewer, electric, gas, curb, street lights, and high speed internet.

Legal Description:

T1N, R13E, SEC 17 ASSESSOR'S REPLAT OF ASSESSOR'S PLAT NO. 9 PART OF LOT 5 DESC AS FOLL: BEG AT NW COR LOT 5; TH S20°28'E 50.0 FT ALG NELY SIDELINE UTICA JUNCTION RD; TH N69°32'E 44.42 FT TO A PT ON NELY LINE LOT 5; TH N62°05'W 66.88 FT TO PT OF BEG; ALSO PART OF LOT 9 DESC AS FOLL: BEG AT SW COR LOT 9; TH N20°28'W 67.63 FT; TH S62°11'W 131.87 FT TO PT OF BEG; ALSO LOT 10 EXC SELY 48.90 FT; ALSO LOT 24 OF SUBURBAN HOMES SUBN ANNEX.

Financial Incentives:

Local Incentives: Roseville Entrepreneurial Development Initiative (REDI)
 Located in a Business Improvement District (BID)

Commercial Rehab Aid
 State Incentives: The city will work with the developer to secure any available state incentives.

Property Tax Assessment:

Tax ID: 14-17-208-044
 Assessed Value: \$55,983

Previous Uses:

Tip Top Tavern, vacant commercial land, parking lot

Existing Conditions:

Vacant with paved and leveled surface

6.1: Economic Development Strategy

Assesses what goals and actions a community has identified to assist in strengthening its overall economic health.

6.1: Economic Development Strategy

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has an approved economic development strategy.	<input type="checkbox"/> Create an economic development strategy in accordance with Best Practice 6.1	12 months
	The community annually reviews the economic development strategy.	<input type="checkbox"/> Annually report on benchmarks and amend strategy as needed	12 months

6.2: Marketing and Promotion

Assesses how the community promotes and markets itself to create community pride and increase investor confidence, as well as an evaluation of the ease of access to documents on the community's website.

6.2: Marketing and Promotion

Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has developed a marketing strategy.	<input type="checkbox"/> Develop a unified marketing strategy as outlined in Best Practice 6.2	12 months
	The community has an updated, user-friendly municipal website.	<input type="checkbox"/> Reorganize the city of Marshall website to improve user experience	12 months

Next Steps

- ✓ Governing body adopts resolution of support to proceed with the RRC Program
- ✓ Continue to implement actions toward certification
- ✓ Staff to submit quarterly progress reports
- ✓ CERTIFICATION!

