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

Research

Observation

Interviews

Review development materials

🟩	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🟥	Red indicates the best practice component is not present or outdated.

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
(yellow)	The governing body has adopted a master plan in the past five years.	☐ Adopt an updated master plan in compliance with MPEA and Best Practice 1.1	9 months
(yellow)	The master plan identifies a strategy for redevelopment or the governing body has adopted a redevelopment plan.	☐ Include goals, implementation steps and benchmarks for redevelopment strategies in the forthcoming master plan	9 months
(green)	The governing body has adopted a capital improvements plan.	✔	
(yellow)	The governing body has adopted a downtown plan, if applicable.	☐ 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

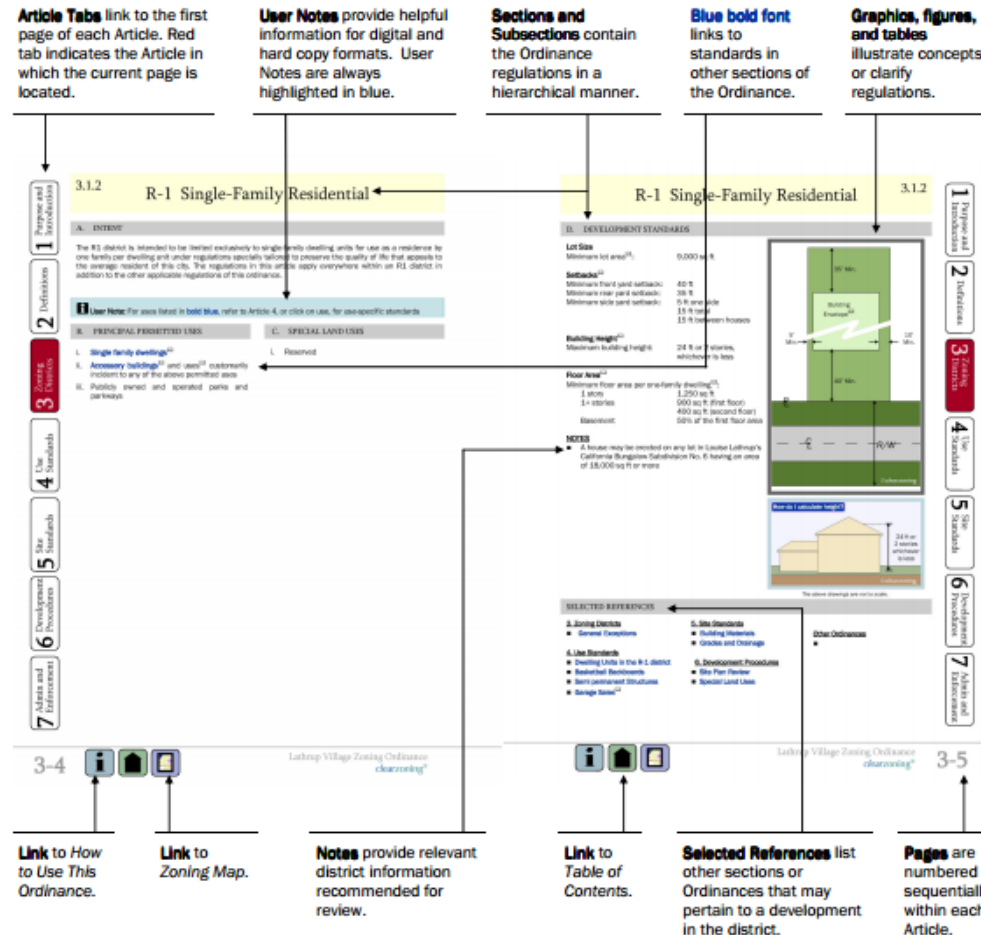| Status	Evaluation criteria	Recommended actions for certification	Estimated timeline
	The community has a public participation plan for engaging a diverse set of community stakeholders.	☐ Finalize draft public participation plan with input from economic development team	3 months
	The community demonstrates 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.

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.	☐ 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.	✓	

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.	☐ Advertise availability of and expectations for conceptual site plan review meetings online	3 months
🟨	The community has a clearly documented internal staff review policy.	☐ 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.	☐ 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.	☐ Reorganize city website to group development information in a user-friendly manner	6 months
🟨	The community annually reviews the fee schedule.	☐ 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.	☐ 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.	✓	

Best Practice Five:

Redevelopment Ready Sites

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.	☐ Create an updated prioritized list of redevelopment sites	6 months
🟨	The community gathers preliminary background information for prioritized redevelopment sites.	☐ Gather preliminary background information for priority sites	6 months
🟥	The community has development a vision for the priority redevelopment sites.	☐ Create a vision for identified priority sites	6 months
🟥	The community identifies available resources and incentives for prioritized redevelopment sites.	☐ Identify resources available for priority sites	6 months
🟥	A "Property Information Package" for the prioritized redevelopment site(s) is assembled.	☐ Develop a property information package for one priority site	12 months
🟥	Prioritized redevelopment sites are actively marketed.	☐ 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

The City of Roseville has a PIP for a targeted redevelopment site.
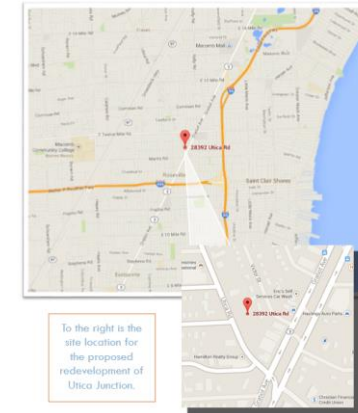
Property information package document for Utica Junction, City of Roseville.

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.	☐ Create an economic development strategy in accordance with Best Practice 6.1	12 months
	The community annually reviews the economic development strategy.	☐ 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.	☐ Develop a unified marketing strategy as outlined in Best Practice 6.2	12 months
■	The community has an updated, user-friendly municipal website.	☐ 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!