



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2017-0304 V2

TO: Mayor and City Council Members

FROM: Sara Roediger, Director of Planning and Economic Development, ext. 2573

DATE: February 14, 2018

SUBJECT: Request for Adoption of a Resolution to Proceed with the Redevelopment Ready Community (RRC) Program

REQUEST:

Approval of a Resolution to Proceed with the Redevelopment Ready Community (RRC) Program.

BACKGROUND:

The Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities® (RRC) program works with Michigan communities seeking to streamline the development approval process by integrating transparency, predictability and efficiency into their daily development practices. RRC is a statewide program that certifies communities who actively engage stakeholders and plan for the future. RRC empowers communities to shape their future by assisting in the creation of a solid planning, zoning and development foundation to retain and attract businesses, investment and talent.

As authorized by the City Council last July, the MEDC has completed their evaluation of the City's processes and operations as it relates to the following six components:

1. Community Plan and Public Outreach
2. Zoning Regulations
3. Development Review Process
4. Guide to Development
5. Recruitment and Orientation
6. Redevelopment Ready Sites

The evaluation was conducted by the RRC team through interviews, observation and data analysis. The MEDC will present their Baseline Report for Rochester Hills at the City Council meeting that highlights successes and outlines recommended actions for implementation of missing best practice criteria. As indicated in the Baseline Report, the City has met 68% of the best practices, and is already in progress for achieving another 29%, with only one component that was not met. The recommended actions for certification as outlined in the report as follows:

1. Complete the Master Plan update and conduct an annual review on progress on meeting goals and objectives.
2. Complete the Public Participation Plan.
3. Develop a checklist of items to be covered at the conceptual plan review meeting.
4. Create a flowchart outlining the internal review process, including timelines.
5. Create flowchart outlining the site plan, conditional use, PUD, and rezoning processes, including timelines.
6. Develop a customer feedback mechanism and review the feedback with the development review team annually.
7. Publish a Guide to Development.
8. Establish desired skillsets for development-related boards and commissions.
9. Develop an annual training plan for development-related boards and commissions and track attendance at training events.

10. Provide an opportunity on agendas to report out from recent training events.
11. Publish a Planning Commission annual report.
12. Review the Madison Park information sheet to include information on available incentives and indicate if the previously environmental studies are available for review.
13. Update the 2012 business attraction strategy.
14. Upload missing items to the City's website as identified in the RRC best practices.

To be awarded certification, Rochester Hills must meet all RRC best practice criteria. The entire process is outlined in the attached Certification Process. Staff is already actively working on many of the recommended actions and looks to have all of the items completed within 2018. RRC certification signals that a community has clear development policies and procedures, a community-supported vision, a predictable review process and compelling sites for developers to locate their latest projects. Once certified, Rochester Hills will be eligible for funding through the MEDC and the MEDC will assist in the promotion and marketing of up to three Redevelopment Ready Sites®.

RECOMMENDATION:

Adoption of the attached resolution to Proceed with the Redevelopment Ready Community (RRC) Program.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
City Council Liaison		