

Redevelopment Ready Communities®

Rochester Hills – Baseline Report



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

Community Development

Supporting the growth of vibrant, diverse
and resilient communities across Michigan



redevelopment ready communities®

Technical assistance

Review of plans, processes,
policies and practices

Planning and economic
development

Business, talent, place

Certification





RRC Guiding Principles

Self-help

Partnerships

Community Vision

Implementation

Proactivity

Transparency

Predictability

Efficiency



CERTIFICATION PROCESS

STEP ONE ENGAGEMENT

- Community reviews RRC Best Practices and program information online and contacts regional CATeam specialist
- ▼
- Community completes RRC Best Practice training series
- ▼
- Community thoroughly completes RRC self-evaluation
- ▼
- Community's governing body adopts resolution of intent to participate in program
- ▼
- Community submits completed RRC self-evaluation and resolution to regional CATeam specialist
- ▼
- Community information reviewed
- ▼
- Community placed into RRC pipeline
- ▼
- Community receives formal welcome and information
- ▼
- MOU signed between community and MEDC



STEP TWO EVALUATION

- Community submits additional documentation as necessary
- ▼
- Stakeholder interviews and meeting observations
- ▼
- Data and information analyzed
- ▼
- RRC advisory council provides technical expertise for report of findings
- ▼
- Report of findings presented to the community
- ▼
- Community's governing body adopts resolution to proceed within 30 days of report of findings presentation



STEP THREE CERTIFICATION

- Community completes missing RRC best practice criteria
- ▼
- Community submits quarterly progress reports
- ▼
- Community accomplishes all RRC best practice criteria
- ▼
- Certification awarded
- 
- ▼
- Community submits biannual progress reports

PROCESS TIMELINE



Timeline is dependent on the number of communities in the RRC pipeline and the completeness of the information submitted by the community.

★ RRC Certified Community®
16 communities

◆ RRC evaluation completed
80 communities

● RRC evaluation in progress
92 communities

1 Upper Peninsula region
★ Escanaba (Delta County)

2 Northwest region
★ Boyne City (Charlevoix County)
★ Manistee (Manistee County)

3 Northeast region

4 West Michigan region
★ Allegan (Allegan County)
★ Middleville (Barry County)
★ Muskegon (Muskegon County)

5 East Central Michigan region

6 East Michigan region

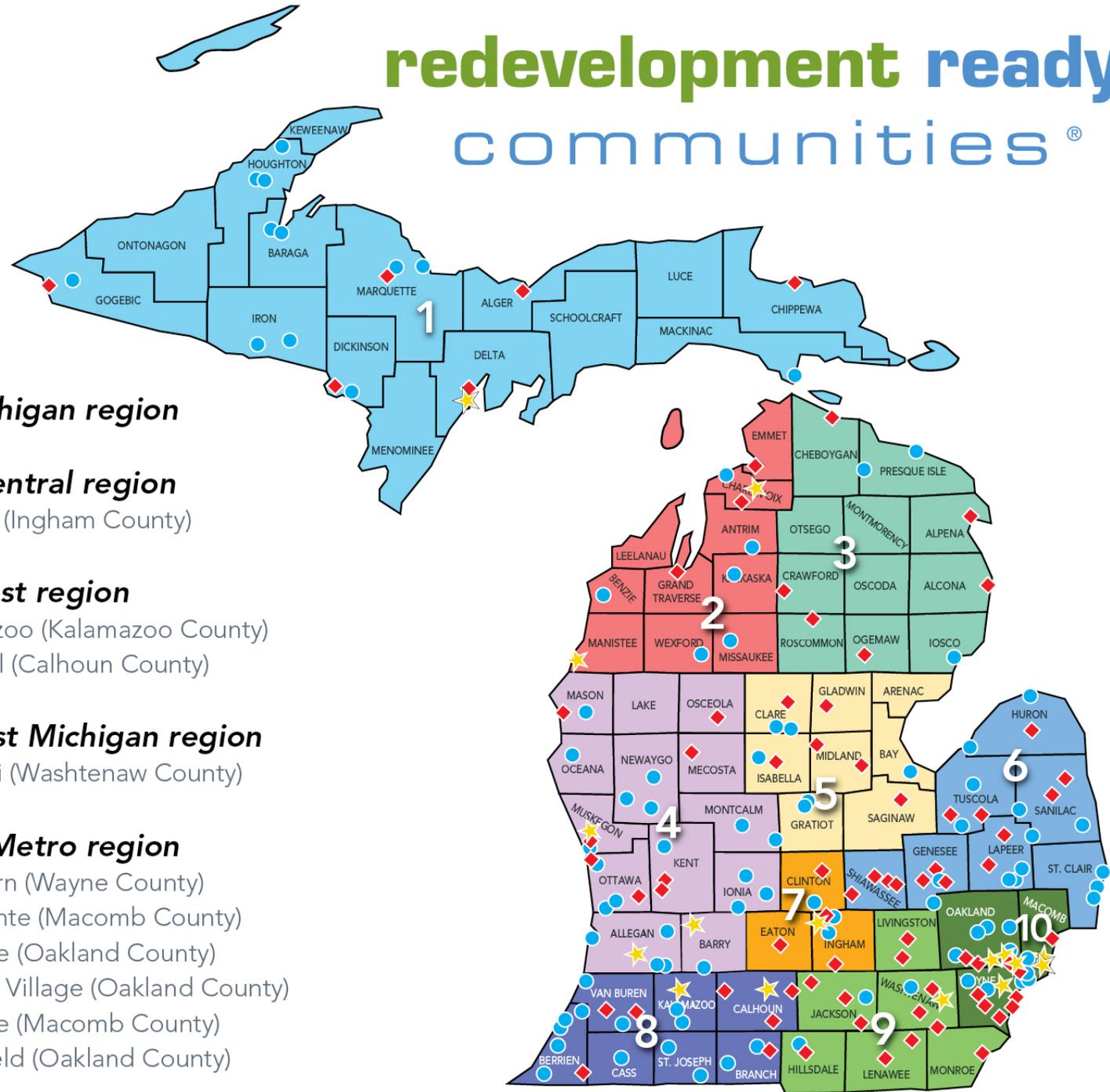
7 South Central region
★ Lansing (Ingham County)

8 Southwest region
★ Kalamazoo (Kalamazoo County)
★ Marshall (Calhoun County)

9 Southeast Michigan region
★ Ypsilanti (Washtenaw County)

10 Detroit Metro region
★ Dearborn (Wayne County)
★ Eastpointe (Macomb County)
★ Ferndale (Oakland County)
★ Lathrup Village (Oakland County)
★ Roseville (Macomb County)
★ Southfield (Oakland County)

redevelopment ready communities®





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BEST PRACTICES



1. Community plans and public outreach
2. Zoning regulations
3. Development review process
4. Recruitment and education
5. Redevelopment Ready Sites®
6. Community prosperity



EVALUATION SNAPSHOT

Rochester Hills has completed 68% of the RRC criteria and is in the process of completing another 29%.

1.1.1	1.1.2 N/A	1.1.3	1.1.4	1.2.1	1.2.2	1.2.3
2.1.1	2.1.2	2.1.3	2.1.4	2.1.5	2.1.6	2.1.7
2.1.8	3.1.1	3.1.2	3.1.3	3.1.4	3.1.5	3.1.6
3.1.7	3.1.8	3.1.9	3.2.1	3.2.2	4.1.1	4.1.2
4.2.1	4.2.2	4.2.3	4.2.4	5.1.1	5.1.2	5.1.3
5.1.4	5.1.5	5.1.6	6.1.1	6.1.2	6.2.1	6.2.2

ALREADY MEETING OR EXCEEDING

Planning: The city is a strong example of how to successfully plan for both the community as a whole and also for subareas. The city is currently in the early stages of a 5-year review and update for the master plan.

Zoning: The city's ordinance is forward thinking and embraces the type of mixed-use development that is a driving force behind the state's economic recovery.

Priority Redevelopment Sites: The city actively identifies priority sites and works with owners to prepare and market them while being sensitive to unique characteristics of each situation.

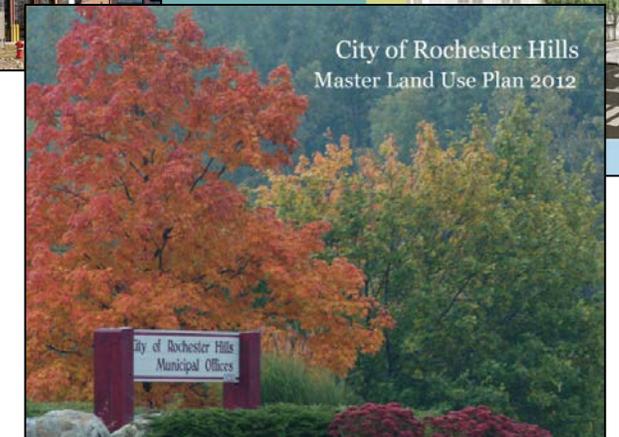
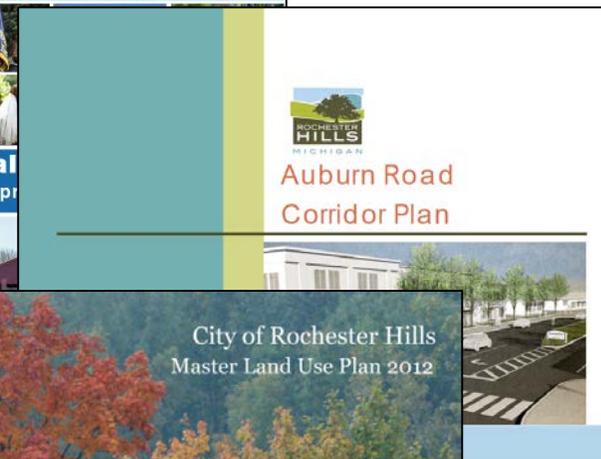
Economic Development: The city has a strong understanding of its strengths for economic development and a plan in place to utilize those strengths for additional growth.



City of Rochester Hills, Michigan



2018 - 2023 Capital
Adopted Apr



MAKING GOOD PROGRESS

Public Participation: The city has a strong framework in place for public engagement and is working to document those activities for continuity and transparency.

Development Review Process: The city's existing processes are strong and received high marks from developers. The RRC report recommends a handful of small updates to bring it into full alignment with best practices such as flowcharts, checklists and a customer feedback system.

Training, Education, and Communication: The city supports training and education for boards/commissions and staff but could have some stronger direction. The city is in the process of publishing its first planning commission annual report.

Marketing Strategy: The city's 2012 economic development and marketing strategy is in need of an update to reflect actual activities occurring today.

MOVING FORWARD

City reviews report and, if desiring to continue with RRC, adopts resolution of intent to continue with RRC process.



City completes missing RRC criteria at its own pace based on capacity and resources. RRC Planner maintains communication and provides assistance as requested.



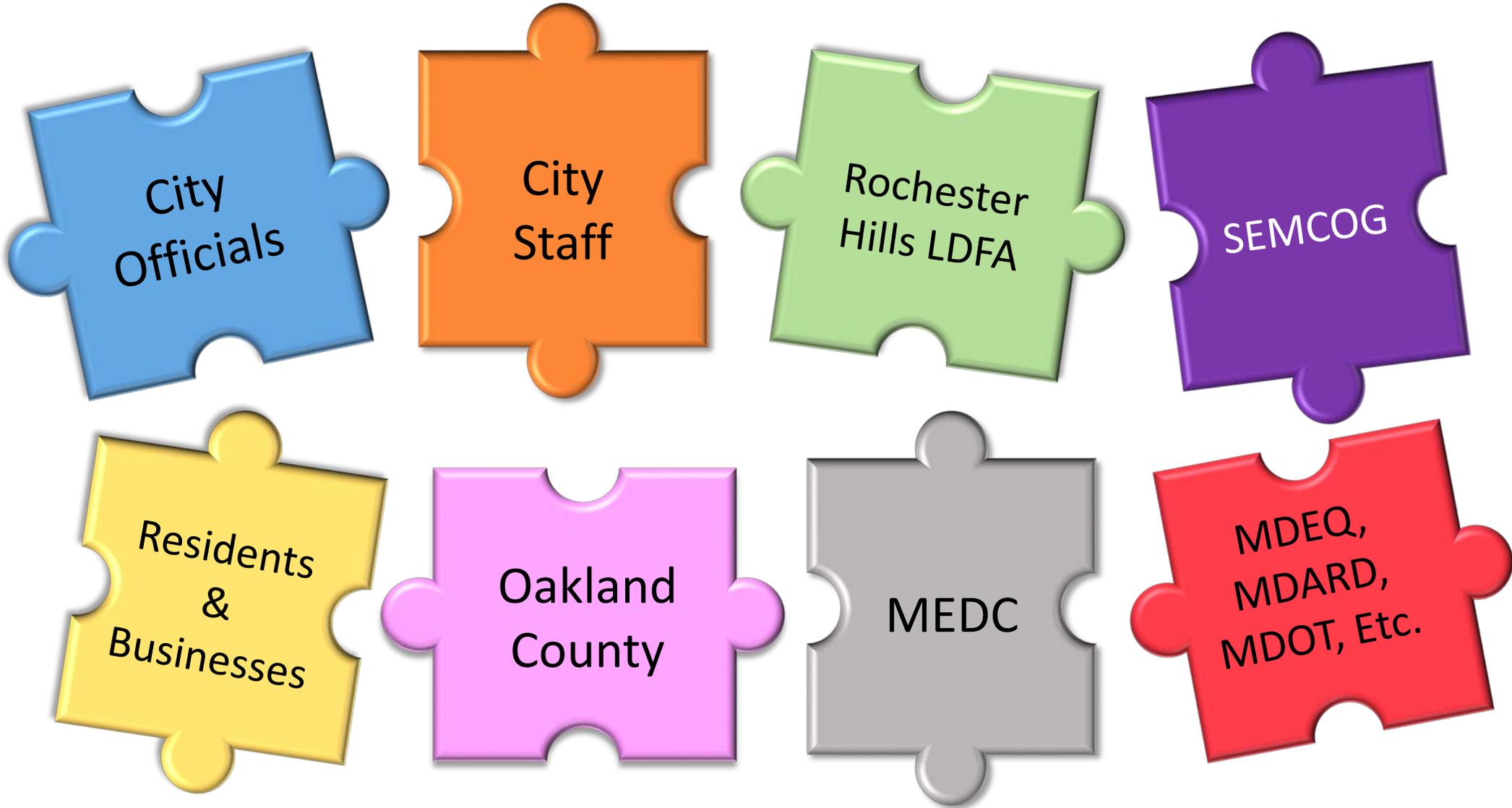
City provides quarterly updates to RRC program.

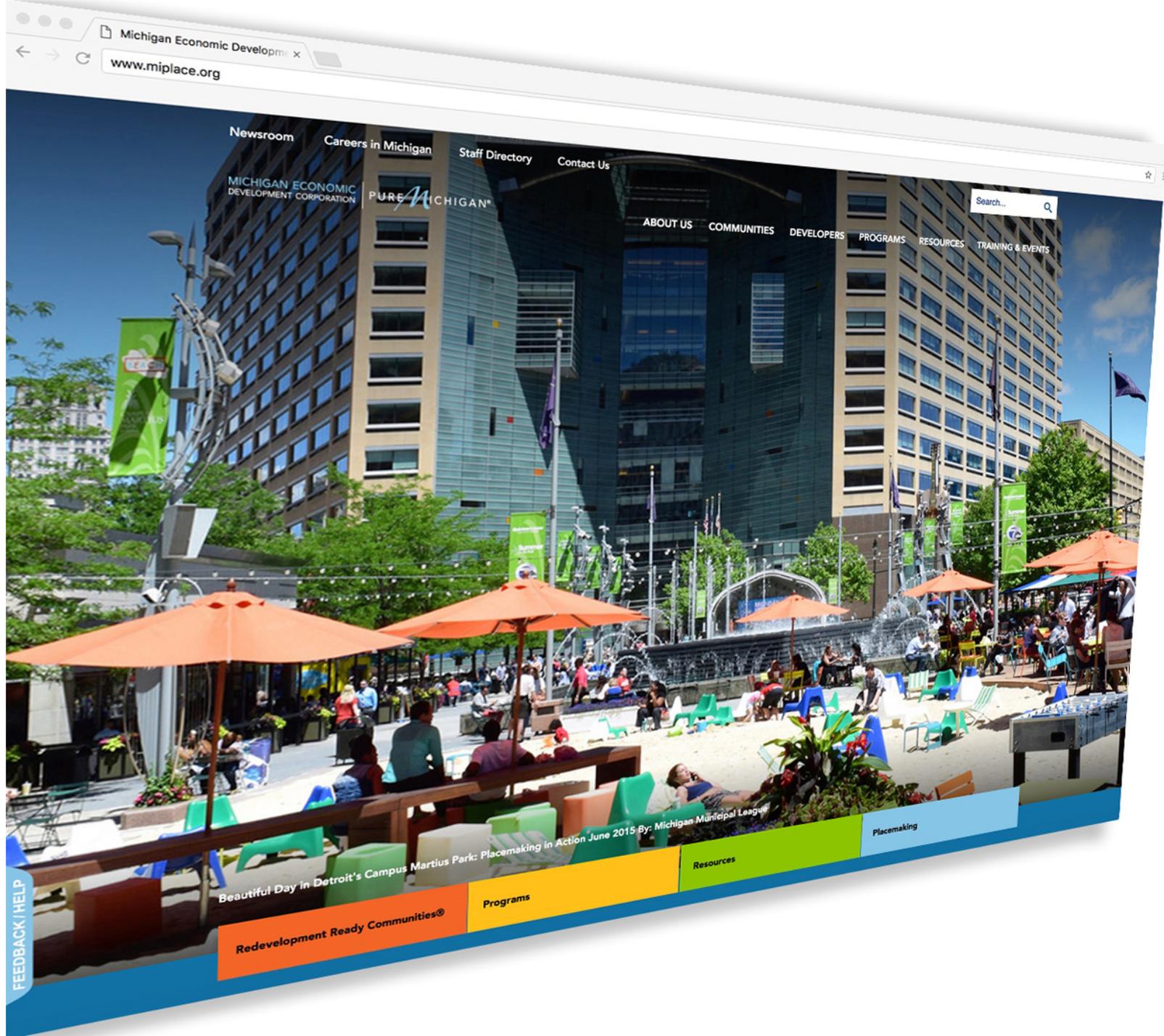


Upon completion of all criteria, city is certified as a Redevelopment Ready Community®.



RRC Working Group / Partnerships





RESOURCES

www.miplace.org



Value

Worth

fair and suitable eq
desirability, utility
being useful or des

redevelopment ready
communities



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Phone



Music



Safari



Camera