



## CITY of NOVI CITY COUNCIL

**Agenda Item 1**  
**June 17, 2013**

**SUBJECT:** Consideration of a Resolution of support for and a Memorandum of Understanding between the City of Novi and the Michigan Economic Development Corporation (MEDC) for participation in the Redevelopment Ready Communities Program (RRC)

**SUBMITTING DEPARTMENT:** Community Development Department *UM*

**CITY MANAGER APPROVAL:** *[Signature]*

**BACKGROUND INFORMATION:**

The Redevelopment Ready Communities (RRC) is a state-wide program of the Michigan Economic Development Corporation (MEDC) that certifies communities who actively engage stakeholders to vision and plan for the future. An RRC certification signals to residents, business owners, developers and investors that the community has embraced the goal of building deliberate, fair and consistent processes to attract investment and create thriving places where people want to live, work and play.

The RRC Best Practices were developed experts in the public and private sector and are the standard for evaluation. Each practice addresses key elements of community and economic development, growing the potential of a community to meet the unique needs of business and residents. Ultimately the benefits to the City of Novi include the following:

- Development of recommended strategies to improve redevelopment support
- Marketing of our communities top three identified redevelopment sites through the RRC
- Opportunity to continue to identify and implement innovative strategies and learn from follow up evaluations

The City of Novi made application earlier this spring and was one of only two communities in Oakland County and just eight communities statewide selected to take part in the formal certification process.

The next steps would be evaluation and assessment of our current practices and available resources to develop recommended strategies to implement Best Practices. These recommendations will be presented to the City Council for approval. Following satisfactory implementation of the approved strategies the City will be eligible for certification as a Redevelopment Ready Community and the benefits of RRC marketing assistance for selected redevelopment sites.

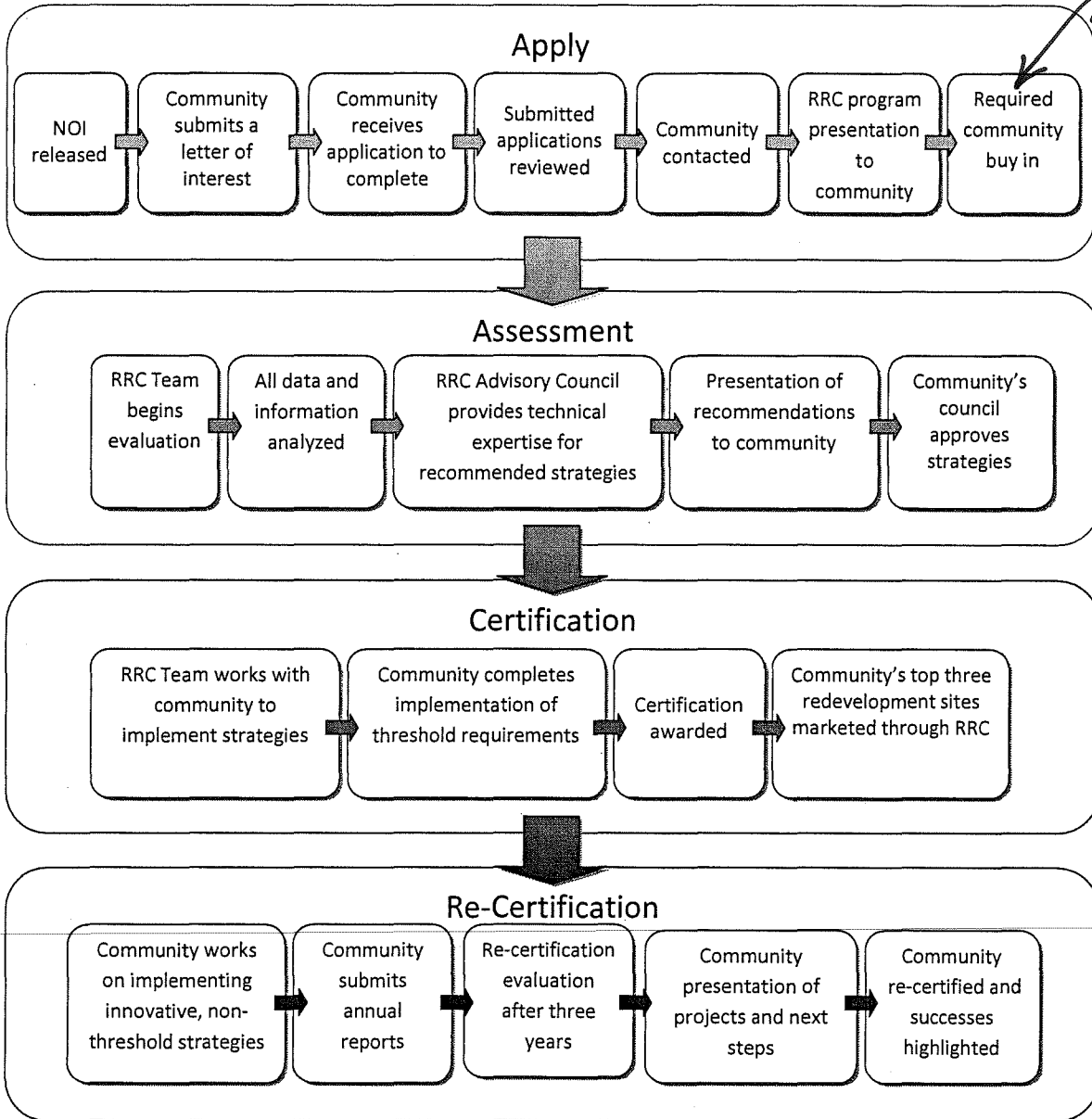
In the years following certification, annual reporting and further implementation of Best Practices are supported as part of the three year recertification cycle.

**RECOMMENDED ACTION:** Approval of a Resolution of support for and a Memorandum of Understanding between the City of Novi and the Michigan Economic Development Corporation (MEDC) for participation in the Redevelopment Ready Communities Program (RRC)

	1	2	Y	N
Mayor Gatt				
Council Member Casey				
Council Member Fischer				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Staudt				
Council Member Wrobel				

Action for C.C.  
6/17/13



**CITY OF NOVI**

**OAKLAND COUNTY, MICHIGAN**

**RESOLUTION REGARDING THE REDEVELOPMENT READY COMMUNITIES (RRC) PROGRAM OF THE MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)**

Minutes of a Meeting of the City Council of the City of Novi, County of Oakland, Michigan, held in the City Hall of said City on \_\_\_\_\_, 2013, at \_\_\_\_ o'clock P.M. Prevailling Eastern Time.

PRESENT: Councilmembers \_\_\_\_\_

ABSENT: Councilmembers \_\_\_\_\_

The following preamble and Resolution were offered by Councilmember \_\_\_\_\_ and supported by Councilmember \_\_\_\_\_.

WHEREAS, The City of Novi strives to actively engage stakeholders to envision and plan for the future; and

WHEREAS, The City of Novi includes within its boundaries properties that present opportunities for redevelopment; and

WHEREAS, Development and refinement of Best Practices and strategies for redevelopment are of benefit to the economic vitality of the community; and

WHEREAS, The City of Novi has been selected for participation in the Redevelopment Ready Communities certification program of the Michigan Economic Development Corporation; and

WHEREAS, The Redevelopment Ready Communities certification program includes entry into a Memorandum of Understanding between a Community and the Michigan Economic Development Corporation (MEDC) toward an evaluation and assessment of current redevelopment processes and recommends strategies for implementation of Best Practices

NOW, THEREFORE, BE IT RESOLVED, that the City of Novi is interested in securing certification from the MEDC under the Redevelopment Ready Communities Program ("Program") as a Redevelopment Ready Community ("RRC") and to receive assistance from the Program in promoting sites within the Community.

BE IT FURTHER RESOLVED that, in furtherance of its participation in the certification program, the City Council of the City of Novi hereby approves the Redevelopment Ready Communities Joint Memorandum of Understanding between the City and the MEDC, in the form attached hereto.

**CERTIFICATION**

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Novi, County of Oakland, and State of Michigan, at a regular meeting held this \_\_\_\_\_ day of \_\_\_\_\_, 2013, and that public notice of said meeting was given pursuant to and in full compliance with Act No. 267, Public Acts of Michigan, 1976, and that the minutes of said meeting have been kept and made available to the public as required by said Act.

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Maryanne Cornelius, City Clerk  
City of Novi



## **Redevelopment Ready Communities® Joint Memorandum of Understanding**

This Memorandum of Understanding (“MOU”) by and between the Michigan Economic Development Corporation (“MEDC”), 300 North Washington Square, Lansing, Michigan and City of Novi (“Community”), 45175 Ten Mile Road, Novi, Michigan, jointly referred to as the “Parties” and individually as the “Party” is effective as of August 5, 2013 (“Effective Date”).

The Community is interested in applying to the MEDC under the Redevelopment Ready Communities® Program (“Program”) to become certified as a Redevelopment Ready Community (“RRC”) and receive assistance from the Program in promoting sites within the Community.

The MEDC is interested in evaluating the Community and making recommendations for the Community to become certified as a RRC under the Program and help market the Community to the public for redevelopment purposes.

Therefore, the above entities have come together in a strategic collaboration to achieve the above stated goals. This collaboration is based on the following understandings:

### **Community Responsibilities**

1. Identifying a primary Program contact who will serve as the lead contact and provide overall technical support for all aspects of this project on behalf of the Community.
2. Provide adequate staff personnel to attend trainings, perform research collection and assessment of current practices of the Community and to implement the recommendations of the MEDC after the evaluation.
3. Within fifteen (15) days of this MOU, complete the Pre-Evaluation document and provide supporting information as required by the MEDC.
4. Within sixty (60) days of the Certification Assessment Report of Findings presentation, provide a resolution adopted by the Community's elected governing body that supports the Community's intent to implement the MEDC identified recommendations if necessary to meet the Program best practices.
5. Within one hundred eighty (180) days, complete implementation of MEDC identified recommendations, if necessary, to meet the Program best practices.
6. Provide documentation that the Community meets the Program best practices as determined by the MEDC prior to being awarded certification.

### **MEDC Responsibilities**

1. Provide general training on the Program.
2. Provide general technical support to the primary Program contact of the Community in collecting the information necessary to complete the Pre-Evaluation document and implementation of the best practices.
3. Evaluate the information from the Pre-Evaluation documents.
4. If necessary, make recommendations of steps to meet the best practices as identified by the MEDC.
5. Once the Program best practices are met, the MEDC will coordinate with the RRC Advisory Council to receive input in certifying the Community as a RRC.
6. If certified as a RRC, assist the Community in marketing to the public up to three sites as redevelopment ready.
7. Prepare a license agreement between the Community and the MEDC for Community's use of the RRC logo.

This MOU sets forth the intent of the Parties only and does not, and is not intended to, impose any binding obligations on the Parties nor shall it be the basis for any legal claims or liabilities by or among the Parties. Any liability of the Parties, whether in contract, tort or under any other legal or equitable theory, arising out of or in connection with this MOU shall be explicitly excluded. Neither Party shall be entitled to claim compensation for any expenses or losses incurred in bad faith if the intention of this MOU cannot be reached entirely or in part.

This MOU constitutes the entire agreement between the Parties hereto. This MOU may be modified, altered, revised, extended or renewed by mutual written consent of all Parties, by the issuance of a written amendment, signed and dated by all the Parties.

This MOU may be signed in multiple copies and in counterparts which, when taken together, shall constitute the executed MOU. Faxed or scanned copies shall be considered an original.

This MOU is effective until the three year anniversary of the date the Community is certified as a RRC, unless terminated earlier. However, either Party may terminate the MOU by providing notice in writing to the other Party thirty (30) days in advance of the termination.

IN WITNESS WHEREOF, the Parties hereto have caused this MOU to be executed by their respective authorized representatives.

\_\_\_\_\_  
Robert J. Gatt, Mayor  
City of ~~East Lansing~~  
Novi

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jennifer Nelson, Chief of Staff & General Counsel  
Michigan Economic Development Corporation

\_\_\_\_\_  
Date

# PURE MICHIGAN®

March 15, 2013

Mr. Ara Topouzian  
City of Novi  
45175 West 10 Mile Road  
Novi, MI 48375-3024

Dear Ara:

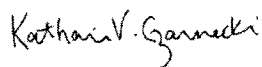
Thank you for your recent application to the Redevelopment Ready Communities® (RRC) program. On behalf of the Michigan Economic Development Corporation (MEDC), we are pleased to welcome the City of Novi into the first class of communities to participate in the formal RRC evaluation under the redesigned statewide program. Congratulations!

Next steps include scheduling an RRC kick-off presentation for your governing body. The presentation will provide an overview of the program and evaluation process with time for question and answer. It is important for other board/commission members and staff to attend the presentation in order to begin stakeholder engagement. We ask that your Planning Commission, Zoning Board of Appeals, and other groups (DDA, CIA, Main Street, etc.) be invited too. Your presentation has been scheduled for: **Monday, June 3, 2013 at 7:00 pm.**

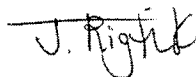
After the presentation takes place, we require your governing body adopt a resolution of support to proceed with the RRC evaluation process within 30 days. There is also a joint memorandum of understanding (MOU) to be signed. The MOU document details both the community and MEDC responsibilities pertaining to the RRC certification process. The MOU will be provided to you prior to the community presentation.

Thank you for your application to the RRC program. We are excited to get to work! If your community presentation has not been scheduled or you have any questions, please contact Jennifer Rigterink at 517-241-3995 or [rigterinkj@michigan.org](mailto:rigterinkj@michigan.org).

Sincerely,



Katharine Czarnecki  
Director, Community Development



Jennifer Rigterink  
RRC Program Specialist



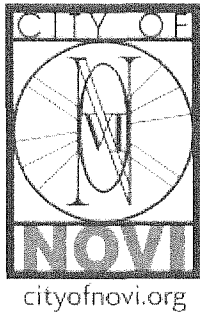
Marilyn Crowley  
RRC Program Analyst



Michigan Economic Development Corporation



# MEMORANDUM



**TO:** CLAY PEARSON, CITY MANAGER  
**FROM:** ARA TOPOUZIAN, ECONOMIC DEVELOPMENT DIRECTOR  
**SUBJECT:** REDEVELOPMENT READY PROGRAM - MEDC  
**DATE:** JANUARY 23, 2013

1/24/13  
To: Mayor and City Council members Pursuing a redevelopment ready certification through State of Michigan.  
Clay

On behalf of our Novi economic development program, I continue to investigate new ways to strengthen efforts to maintain Novi as a business friendly community. Thus, with the involvement of the Community Development department, we are applying for consideration to be part of the Redevelopment Ready Communities (RRC) program, led by the Michigan Economic Development Corporation (MEDC).

The RRC program supports Michigan communities to become development ready and competitive in today's economy by promoting the use of effective redevelopment strategies. RRC envisions communities statewide that creatively reuse space, embrace economic innovation and best practices, and proactively plan their future, making them more attractive to redevelopment investments that create thriving places where people want to live, work and play. A consistent Michigan program like this aids developers and builders navigating through the various individual community requirements and processes.

Currently the RRC program is taking applications (deadline is February 8, 2013) to be evaluated for consideration into this program. Certification is awarded once a community demonstrates all best practice components have been met. Once a community is certified, RRC will assist in the promotion and marketing of up to three redevelopment ready sites through the MEDC.

The application has been completed and sent to the RRC advisory council and we hope to hear from the council in March. I will continue to keep you updated on this potential certification.

c: Victor Cardenas, Assistant City Manager  
Charles Boulard, Community Development Director



## Redevelopment Ready Communities® (RRC) Application

The RRC program measures, and then certifies communities that integrate transparency, predictability and efficiency into their daily development practices. The RRC certification is a formal recognition that the community has a vision for the future and the fundamental practices in place to get there. RRC certified communities better position themselves to attract private investment and create jobs.

An evaluation through the RRC program measures a community against the six best practices. Through this evaluation, a community will receive specific recommendations on how their procedures and processes can be made more redevelopment friendly. Once threshold requirements have been met, a community will be awarded RRC certification.

To apply to receive a formal RRC evaluation, complete and submit this form including all required materials by **5:00pm, February 8, 2013**. Please thoroughly answer all questions. Incomplete applications will not be considered. Completed applications including required materials should be submitted to [RRC@michigan.org](mailto:RRC@michigan.org) by the stated deadline. Any questions regarding this application or the RRC program should also be directed to [RRC@michigan.org](mailto:RRC@michigan.org).

Applicants will be notified by March 1<sup>st</sup>, 2013 if their application has been identified for an RRC evaluation. Selected communities are expected to sign a Memorandum of Understanding and submit all pre-evaluation materials by the deadline outlined in the MOU.

Please complete the following:

<b>Community Name:</b> City of Novi	
<b>Primary Contact's Name:</b> Ara Topouzian	
<b>Primary Contact's Role:</b> Economic Development Director	<b>Primary Contact's Phone:</b> (248) 347-0583
<b>Primary Contact's E-mail:</b> <a href="mailto:atopouzian@cityofnovi.org">atopouzian@cityofnovi.org</a>	

### 1. In 150 words or less describe why your community wants to participate in the RRC program.

The City of Novi consistently ranks among the top Oakland County communities for research, technology and service companies. To manage growth and to continue to attract commerce with its accessible location, Novi continues to learn ways to be more business friendly, and find avenues that will streamline our processes while adhering to our long range sustainability goals. Over the last several years, we have introduced some measures which have assisted us in this process, but want to continue to improve and are open to new concepts and measures such as those in the Redevelopment Ready program. We are excited about the potential opportunity to participate in this program. As a community in a growth mode, Novi has been able to attract several smaller, but innovative international firms that have been able to incubate and expand into a larger facility. The prize continues to be the finished project, not the process.

### 2. Master plan:

- Was last updated/amended on: 8/25/2010
- Is in the process of being updated/ amended and will be complete on: [Click here to enter a date.](#)

### 3. Does your master plan identify a strategy for redevelopment?



Yes (If yes, please include as an attachment or upload a link to the strategy here: The Master Plan does not identify an overall strategy for redevelopment for the entire City. Instead the Plan identifies specific areas and outlines strategies to be used for redevelopment in those areas. See these are articulated in the Goals, Objectives and Implementation section of the Master Plan for Land Use beginning with page 119.

<http://cityofnovi.org/Services/CommDev/MasterPlan/MP2010Part8.pdf> )

No

#### 4. Capital improvement plan:

Was last updated/amended on: 1/1/2012

Is in the process of being updated/ amended and will be complete on: Last yearly update Jan. 2012. Current update underway.

The community does not have a Capital improvement plan.

#### 5. Does your community have a public participation plan?

Yes (If yes, please include as an attachment or upload a link to the plan here: No: A great deal of effort is goes into engaging the public above and beyond the legal requirements including, but not limited to email newsletters, web blasts, workshops and open houses, but we do not have a specific plan covering the variety of options.)

No

#### 6. Does your community have an up to date list of prioritized redevelopment sites?

Yes (If yes, please include as an attachment or upload a link to the list here: No specific list. That said, sites such as The former Expo Center and Meadowbrook and Ten Mile have been identified for application of abatement/small study area tools. Mainstreet has been identified for assistance with unwinding of Condominium agreements to facilitate development.)

No

If yes, was the public involved in the selection and visioning process for the priority sites?

Yes

No

#### 7. Does your community have an economic development strategy?

Yes (If yes, please include as an attachment or upload a link to the strategy here:

<http://www.investnovi.org/OurVision/EDGoalsAndObjectives.asp> )

No

#### 8. Does your community have a website with a dedicated section for community development information?

Yes (If yes, upload the link to the website information here:

<http://cityofnovi.org/Services/CommDev/CommDevOverview.asp> )

No

#### 9. Please select the following designations that apply to your community:

Core Community



- Main Street
- SHPO Certified Local Government

**10. Involvement in this program will require staff and/or governing body time and support for the following activities:**

- Meetings with the RRC team
- Signing an MOU to participate
- Providing data, documents and information required for evaluation purposes
- Reviewing program recommendations
- Adoption of a resolution of support to proceed with recommendations
- Implementation of recommendations for certification

**Does your community have the capacity and willingness to participate in the RRC program?**

- Yes
- No

# Redevelopment Ready Communities® Program



Michigan Economic Development Corporation

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## RRC Purpose

Assist communities in maximizing their economic potential by embracing effective redevelopment tools & best practices, making the development process more efficient, transparent and simple.

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## RRC Evolution

Michigan Land Use Leadership Council

### Chapter 4, Recommendation 2b:

Define, in consultation with the private sector and local communities, a set of redevelopment readiness standards by which local governments may measure and promote their ability to compete for private redevelopment investment and state technical and financial assistance.



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### STEP ONE APPLICATION

- Application period opened
- Complete application submitted by deadline
- Complete application reviewed by RRC team
- Applicant contacted
- RRC program presentation to community
- Memorandum of understanding (MOU) signed

### STEP TWO EVALUATION

- Community submits evaluation document and supporting information by deadline stated in MOU
- Stakeholder interviews
- Data and information analyzed
- RRC Advisory Council provides technical expertise for report of findings
- Report of findings presented to the community
- Community leadership adopts resolution to implement strategies by deadline stated in MOU

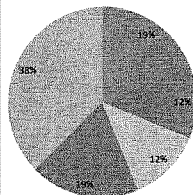
### STEP THREE CERTIFICATION

- RRC team works with community to implement strategies
- Community submits quarterly progress reports
- Community completes implementation of threshold requirements
- Certification awarded
- Certification benefits:
  - Signals a proactive, business-friendly community
  - Top three redevelopment areas marketed through MEDC
  - Priority for MEDC and MSHDA funding

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## RRC Advisory Council

■ Public Sector - Local ■ Public Sector - County ■ Public Sector - State  
■ Non-Profit Sector ■ Private Sector



- City of Grand Rapids
- City of Plainwell
- City of Southfield
- City of St. Ignace

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- Ingham County
- Grand Traverse County
- MSHDA
- MML
- MAP
- Carlisle Wortman Associates, Inc.
- Gillespie Group
- Hinman Company
- Huntington Bank
- Lormax Stern
- MI Assoc. of Homebuilders
- RDS Management

## Current Communities

- Roseville
- Ypsilanti
- Southfield
- Eastpointe
- Lincoln Park
- Ferndale
- River Rouge
- Allegan
- Ann Arbor
- Boyne City
- East Lansing
- Lansing
- Lathrup Village
- Muskegon
- Novi

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## Redevelopment Challenges

- Lack of community vision
- Outdated master plan
- Archaic zoning regulations
- Number of reviews
- Lack of predictable review process
- Perception of developers

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## RRC Best Practices

1. Community Plans & Public Outreach
2. Zoning Policy & Regulations
3. Development Review Process
4. Education & Training
5. Redevelopment Ready Sites®
6. Community Prosperity

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## Community Plans & Public Outreach

- Master plan
- Redevelopment strategy
- Capital improvements plan
- Community engagement



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## Zoning Policy & Regulations

- Zoning reflects current master plan
- Prioritized redevelopment districts
- Flexible standards
- Non-motorized safety



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## Development Review Process

- Review process articulated in Zoning Ordinance
- Site plan review process chart
- Customer service role
- Internal review process defined



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## Training and Education

- Dedicated fund
- Encourage attendance
- Collaborative study sessions
- Setting expectations
- Orientation of newly elected/ appointed officials and staff



## Redevelopment Ready Sites®



Traditional Way	RRC Approach
Community waits for developer to propose a project.	Community solicits input to identify sites where it wants redevelopment to occur.
Community input occurs after the City receives a proposal from a developer.	Community markets opportunities to developers.

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## Redevelopment Ready Sites®



- Identify individual sites
- Prioritize
- Steering committee
- Preliminary development research
- Visioning session
- Funding sources
- Package
- Market

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## Community Prosperity

- Economic development strategy
- Community pride and promotion
- Marketing strategy
- User-friendly website



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## Technical Assistance

- Best practice training series
- Resource guides



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## RRC Certification



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Questions?

**Jennifer Rigterink**

rigterinkj@michigan.org

[www.redevelopmentready.org](http://www.redevelopmentready.org)

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