



WHAT DOES IT  
MEAN TO BE

# DEVELOPMENT READY?

Joe Borgstrom, Principal

**PLACE + MAIN**

# WHY?

- Create Vibrant Communities
- Create Local Wealth
- Increase Tax Base

# WHY PROJECTS DIE (OR DON'T HAPPEN)

- Not Feasible
- Community Opposition
  - NIMBYs, CAVE People
- Unclear Process
- Unknown Market
- Lack of Financing



# 6 Ps



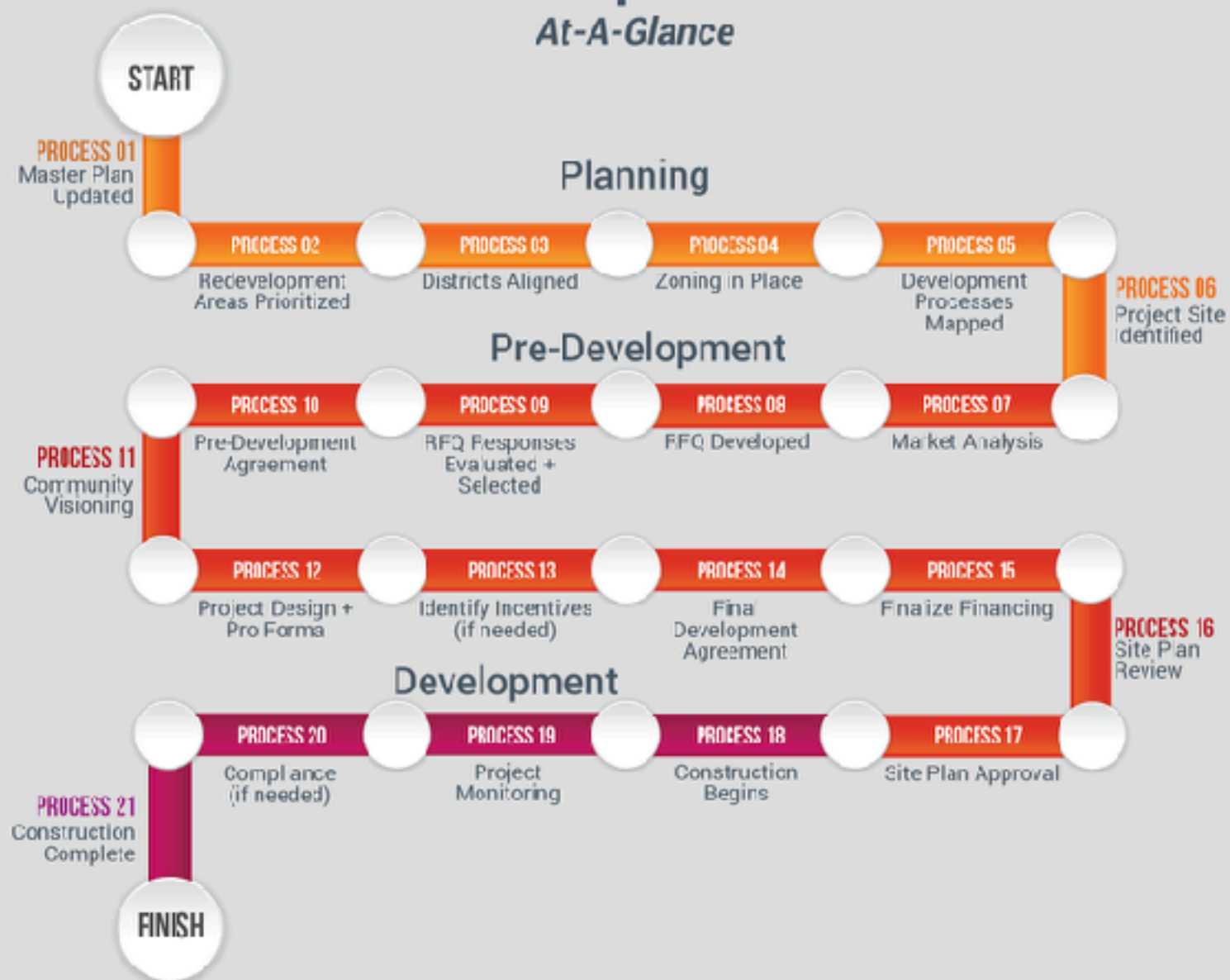
**PROPER PLANNING  
PREVENTS  
PISS-POOR PERFORMANCE**

# DEVELOPMENT READY

- Planning
- Pre-Development
- Development

# The Redevelopment Process

*At-A-Glance*



# PLANNING

- Planning
  - Master Plan Updated
    - Economic Development Plan
    - Downtown Redevelopment Plan
  - Redevelopment Areas Identified
  - Districts Aligned
  - Zoning in Place
  - Development Processes Mapped
  - Specific Sites Identified





# MASTER PLAN

- Updated Every 5 Years
- Highly Public Process
- What Do We Want to Be When We Grow Up?
- Identification of “Problem Sites”



# MASTER PLAN

- Infrastructure Needs
- Land Use
- Parks/Trails
- Policy Document
- Zoning Should Align

# ECONOMIC DEVELOPMENT/ DOWNTOWN PLANS

- Market Conditions
- Demographics
- Socioeconomics
- Rent Rates
- Community Engagement
- Realistic Expectations
- Highlighted Potential  
Redevelopment Sites

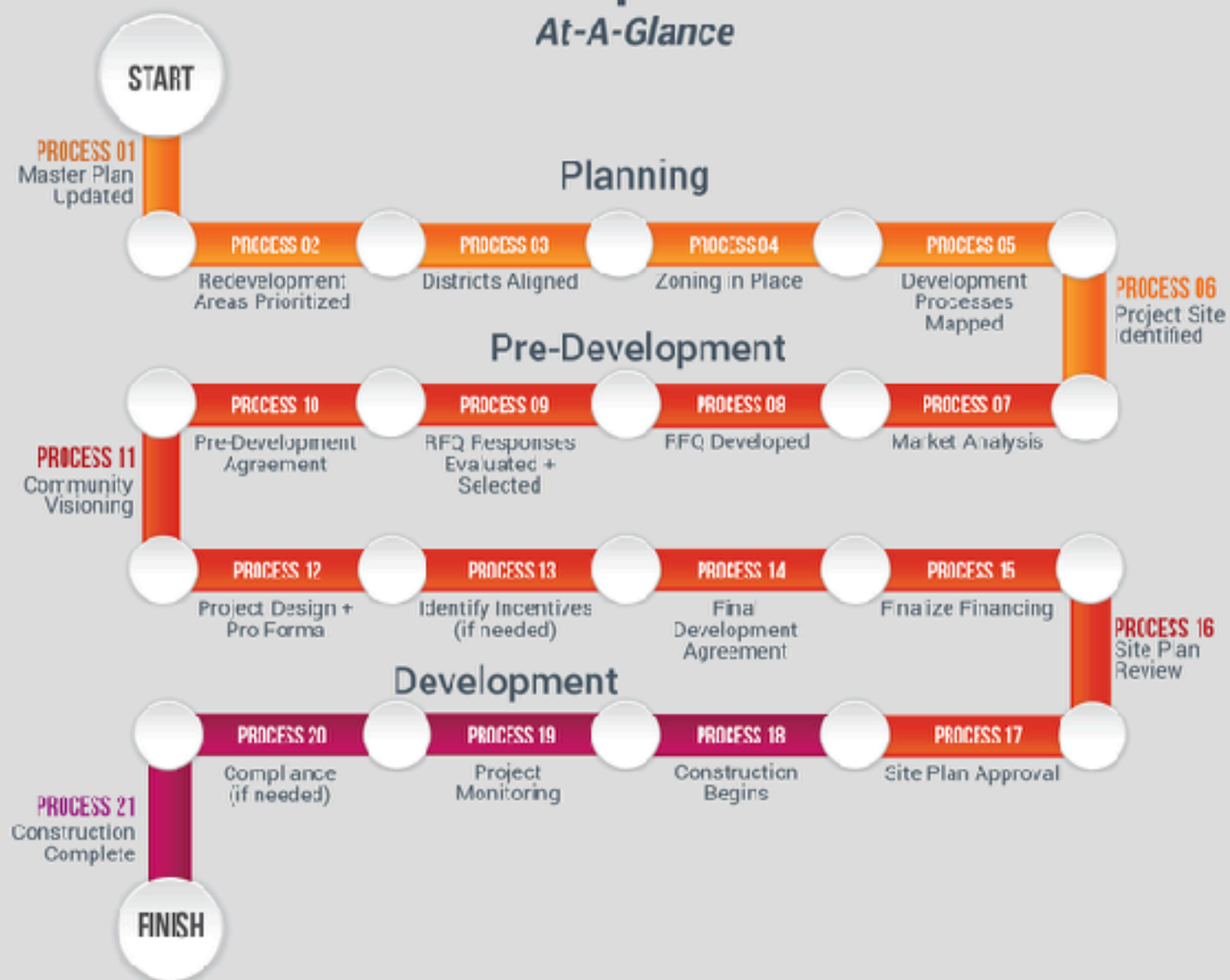


# ECONOMIC DEVELOPMENT/ DOWNTOWN PLANS

- Specific Projects
- Implementation Plans
- Connectivity to Other Plans/  
Efforts
  - CEDS
  - Master Plan
  - Capital Improvements Plan

# The Redevelopment Process


*At-A-Glance*





# AREAS FOR REDEVELOPMENT PRIORITIZED

- Downtown
- Brownfield Sites
- Other Key Areas



# DISTRICTS ALIGNED WITH PRIORITY AREAS

- Redevelopment Areas
- Tax Increment Financing Districts
- Business Improvement Districts
- Tourism Improvement Districts



# APPROPRIATE ZONING IN PLACE

- Upper Floor Residential
- Mixed-Use
- Transit Oriented
- Form-Based Code





# DEVELOPMENT PROCESSES IDENTIFIED

- Consistent
- Timely
- Streamlined
  - “By Right”
  - Administrative Review

# PERMITTED USE PROCESS

CITY OF GRAND HAVEN

## Step 1

- Business owner/real estate agent or other representative submits in writing the proposed use for evaluation by City Planner.
- Timeline: Day 1

## Step 2

- City Planner responds to inquiry with decision on whether use is permitted in the zoning district where property is located. If use is permitted, written approval is granted. Applicant is told to speak with building inspector if proposing changes to the building.
- Timeline: Day 2

### NOTES:

- If City Planner determines use is a special land use (SLU), then applicant will be advised of the SLU process.
- If there is a “change of use” between the previous building/unit use and proposed building /unit use, the building/unit may not meet all applicable State Building Codes as determined by the Building Inspector. In that case, the building must be modified to bring it into compliance with the Codes.
- To appeal City Planner decision, a person must file an appeal with the Zoning Board of Appeals through the City Planner.

### FEES:

None.

11 N Sixth Street  
Grand Haven, MI 49417  
P 616.847.3490  
f 616.844.2051

For questions on the Permitted Use process or any other questions, please contact:

Jennifer Howland, City Planner  
jhowland@grandhaven.org

Phil Brummel, Building & Mechanical inspector  
pbrummel@grandhaven.org

MaryAnn Poel, Administrative Assistant  
mapoel@grandhaven.org

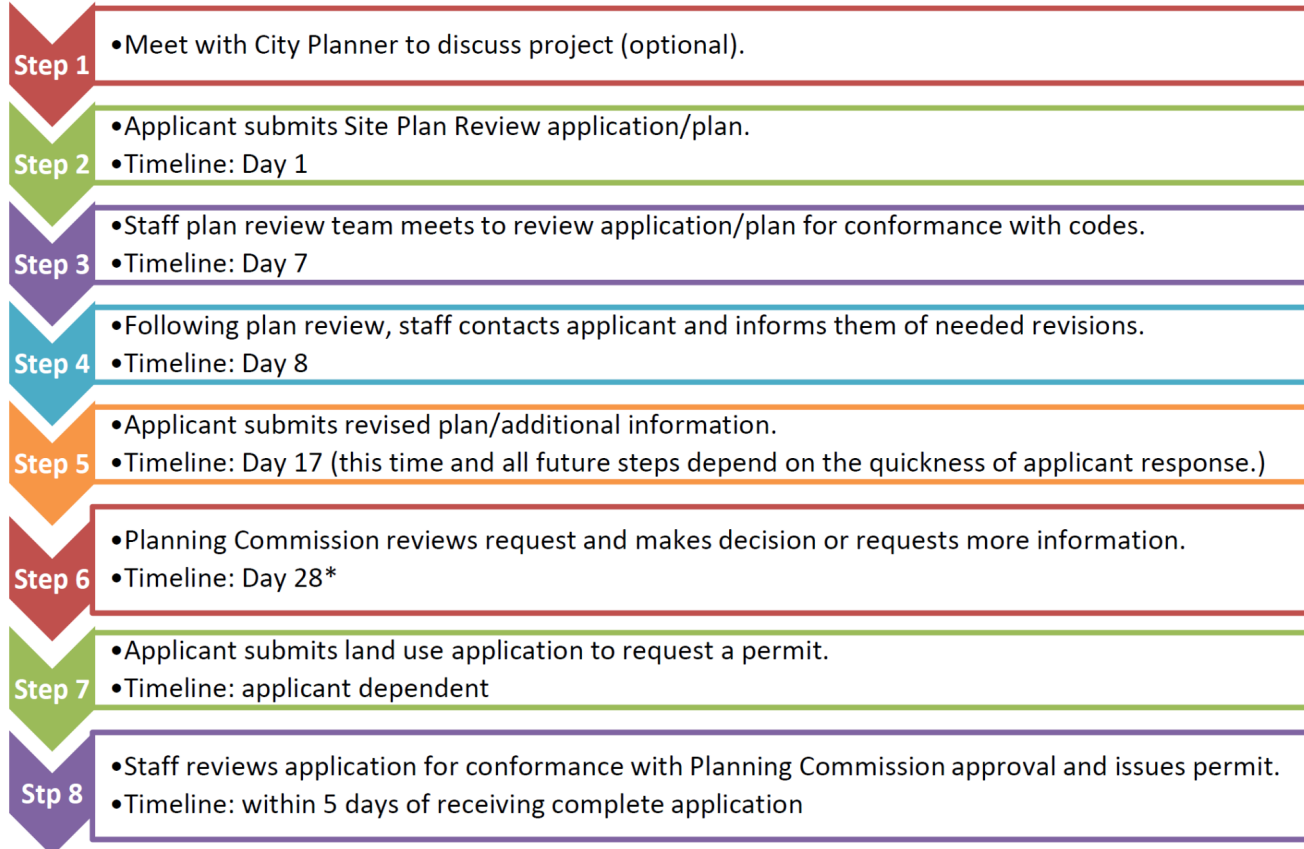
*Application is available online at [www.grandhaven.org](http://www.grandhaven.org)*



Updated July 2016

# SITE PLAN REVIEW PROCESS

CITY OF GRAND HAVEN



## NOTES:

- Planning Commission meets 2nd Tuesday of every month.
- To appeal Planning Commission decision, a person may file suit with Ottawa County Circuit Court.

\* Timelines noted above are approximate and depend upon response time of the applicant and application submission date.

## FEES:

\$150.00 and up (depending on overall project cost)

11 N Sixth Street  
Grand Haven, MI 49417  
P 616.847.3490  
f 616.844.2051

For questions on the Special Land Use process or any other questions, please contact:

Jennifer Howland, City Planner  
jhowland@grandhaven.org

Phil Brummel, Building & Mechanical inspector  
pbrummel@grandhaven.org

MaryAnn Poel, Administrative Assistant  
mapoel@grandhaven.org

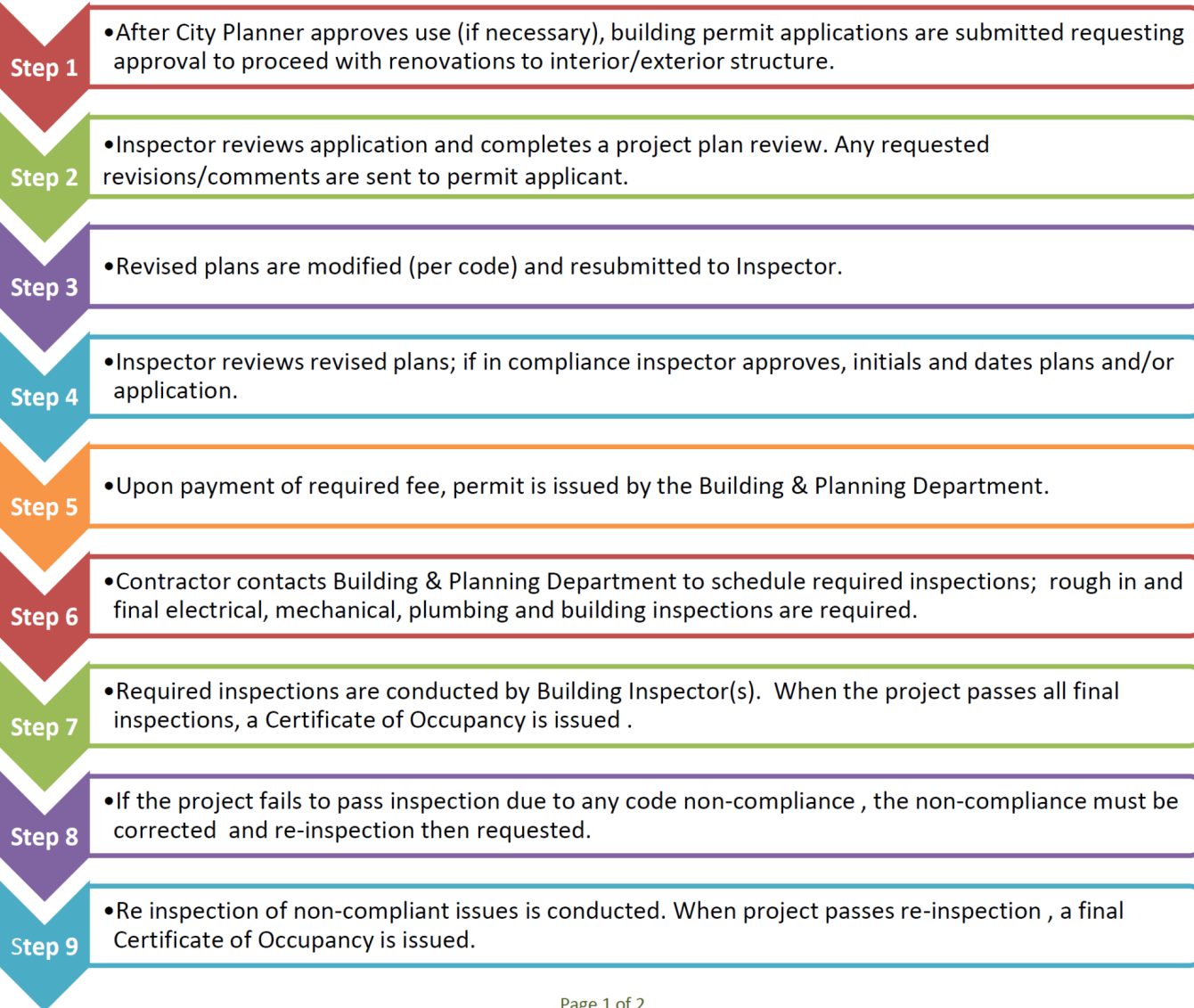
Application is available online at [www.grandhaven.org](http://www.grandhaven.org)



Created January 2017

# BUILDING PERMIT PROCESS (building , mechanical, electrical and plumbing)

CITY OF GRAND HAVEN



11 N Sixth Street  
Grand Haven, MI 49417  
P 616.847.3490  
f 616.844.2051

For questions on the Building permit process or any other questions, please contact:

Phil Brummel, Building & Mechanical inspector  
pbrummel@grandhaven.org

Jennifer Howland, City Planner  
jhowland@grandhaven.org

MaryAnn Poel,  
Administrative Assistant  
mapoel@grandhaven.org

*Applications are available online at [www.grandhaven.org](http://www.grandhaven.org)*




Updated July 2016

# PROJECT SITE IDENTIFIED

- Key Site
- Site Control
  - Municipal Owned
  - Assignable Option
  - Friendly Owner (w Agreement)
- High Potential for Redevelopment

# PRE-DEVELOPMENT

- Market Analysis/Feasibility Study
- Request for Qualifications (RFQ)
- RFQ Response, Evaluation, + Selection
- Pre-Development Agreement
- Community Visioning
- Project Design + Pro Forma Development
- Identify Incentives (If Needed)
- Final Development Agreement
- Finalize Financing
- Site Plan Review + Approval



# MARKET ANALYSIS/ FEASIBILITY STUDY

- Retail
  - Market Analysis
  - Current Lease Rates
  - Demographic Trends
- Housing
  - Target Market Analysis
  - Current Lease Rates
  - Anchor Institution Support

# REQUEST FOR QUALIFICATIONS (RFQ)

- RFQ vs RFP
- RFPs
  - Procurement Based
  - Defined Variables
  - Defined Project
- RFQs
  - Unknown Variables
  - Not 100% Defined



# REQUEST FOR QUALIFICATIONS (RFQ)

- RFP
  - Makes Developer an Unpaid Consultant
  - More Labor Intensive
    - Renderings
    - Pro Forma
  - No Guarantee of Project

# REQUEST FOR QUALIFICATIONS (RFQ)

- RFQ
  - Focuses on Relevant Experience
    - Past Projects
    - References
  - Lower Bar for Response

# REQUEST FOR QUALIFICATIONS (RFQ)

- Property Package
  - Info on Site
  - Market Information
  - Desired Outcome

# RFQ RESPONSE, EVALUATION, + SELECTION

- Time Sensitive
- Host “Developer Day”
  - Site Tour
  - Q & A w Officials/Owner



# RFQ RESPONSE, EVALUATION, + SELECTION

- Time Sensitive
- Host “Developer Day”
  - Site Tour
  - Q & A w Officials/Owner



# RFQ RESPONSE, EVALUATION, + SELECTION

- Develop Scoring in Advance
  - Desired Qualities of Development Team
- Relevant Experience
- Quality References



# PRE- DEVELOPMENT AGREEMENT

- Commitment to Proceed Together
- Does Not Bind Either Party to Execute Development
- Guarantees Site Control Will Not Change During Due Diligence



# PRE- DEVELOPMENT AGREEMENT

- Outlines
  - Due Diligence Responsibilities
  - Design & Review Procedure
  - Expectations on Financing
  - Timeline for Decisions to Move Forward





# COMMUNITY VISIONING

- Engage the Community
- Determine What Elements Should Be Included on the Site:
  - Placemaking
  - Businesses
  - Housing



# PROJECT DESIGN + PRO FORMA DEVELOPMENT

- Earnest Design of Site/Building
- Construction Estimates
- Construction and Operating Pro Formas Created

# FINAL DEVELOPMENT AGREEMENT

- Binding
- Defines Requirements for Both Parties
- Property Development:
  - Amount
  - Specific Contingencies
  - Milestones/Completion Date
  - Presentation of Final Financing



# FINAL DEVELOPMENT AGREEMENT

- Public Commitments
  - Investment
  - Infrastructure Support
  - Transference of Property
- Clawbacks, Penalties, Etc.



# FINANCING FINALIZED

- Final Finance Package
  - Private
  - Public
- Construction and Permanent Loans Approved



# SITE PLAN REVIEW + APPROVAL

- Project Receives All Required Approvals from Municipality
  - “By Right”
  - Administrative Review

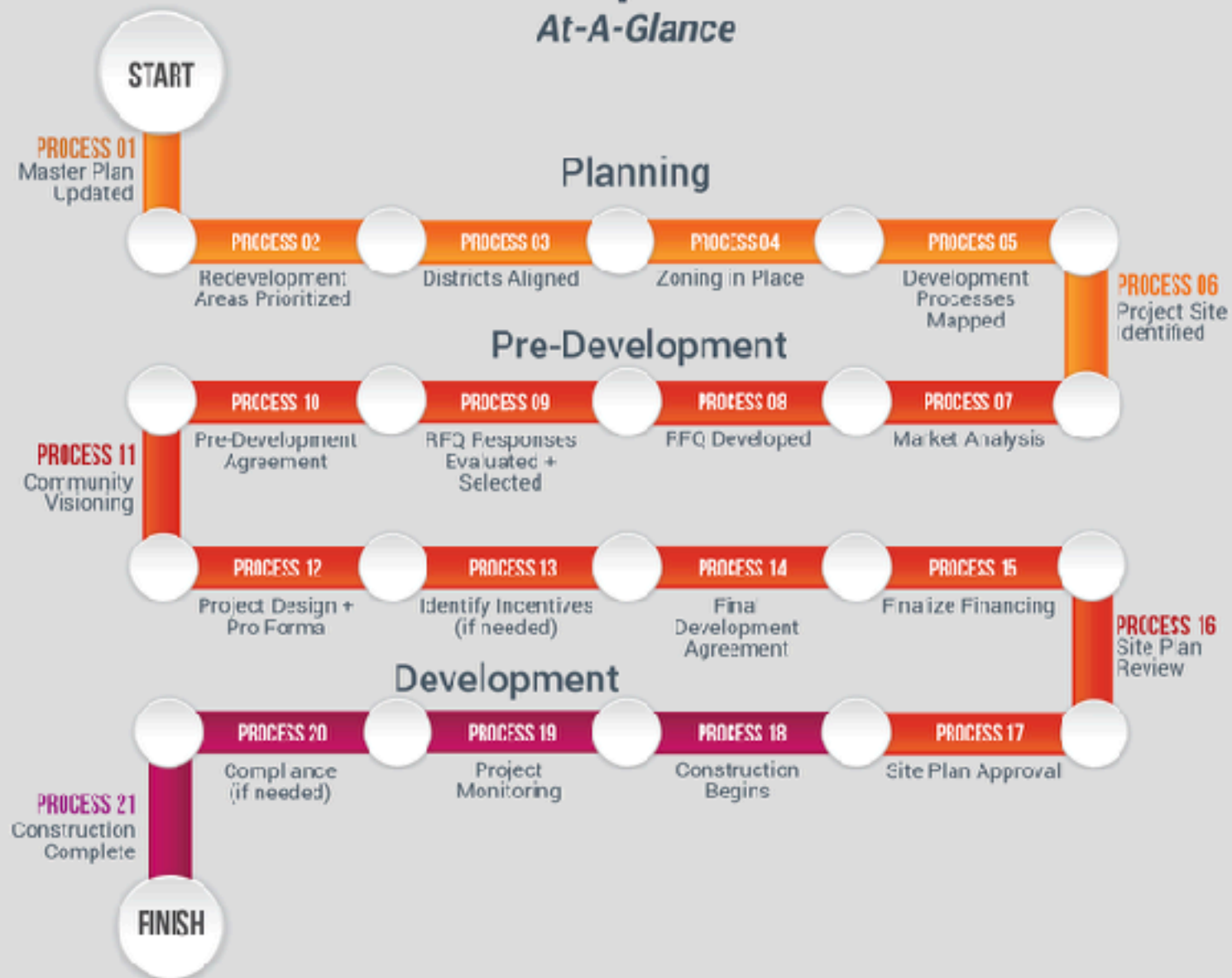
# DEVELOPMENT



- Construction Begins
- Monitoring
- Compliance Review
- Completion

# The Redevelopment Process

*At-A-Glance*





# Cities Deserve Better

A Brief Guide to City-Led Real Estate Redevelopment

By Joe Borgstrom, Principal

**PLACE**  
**+MAIN**  
ADVISORS



[www.placeandmain.com](http://www.placeandmain.com)

# QUESTIONS

Marketing  
Vacancies

Filling  
Vacancies

Marketing  
Redevelopment  
Opportunities

Real Estate  
Projects

