

# SITE FEASIBILITY ANALYSIS / MASTER PLAN UPDATE

## VILLAGE OF EMPIRE

### PLANNING COMMISSION UPDATE



JUNE 2024



- Founded by Elise Crafts, AICP in 2018
- 10+ years experience in zoning administration, real estate development, land use planning, project management, and community engagement
- Primary Services:
  - Community listening
  - Communications
  - Action planning
  - Project/process coordination



RENOVARE



## Relevant Work

- Housing North (Regional Housing Plan)
- Beckett & Raeder, Inc. (Comprehensive Land Use Planning in Traverse City, Marquette, Dearborn)
- Sleeping Bear Gateways Council (Seasonal Workforce Housing Project in Benzie/Leelanau)
- Leelanau Early Childhood Development Council (Infant-Toddler Childcare Startup Initiative)
- Leelanau Peninsula Economic Foundation



RENOVARE

## ORIGINAL GOAL



Perform a feasibility analysis for new municipal offices and related community space. The Renovare Team's work will include data gathering and analysis, community engagement, conceptual design, site planning, a working pro forma, and attending public meetings to present deliverables.

## REVISED GOAL



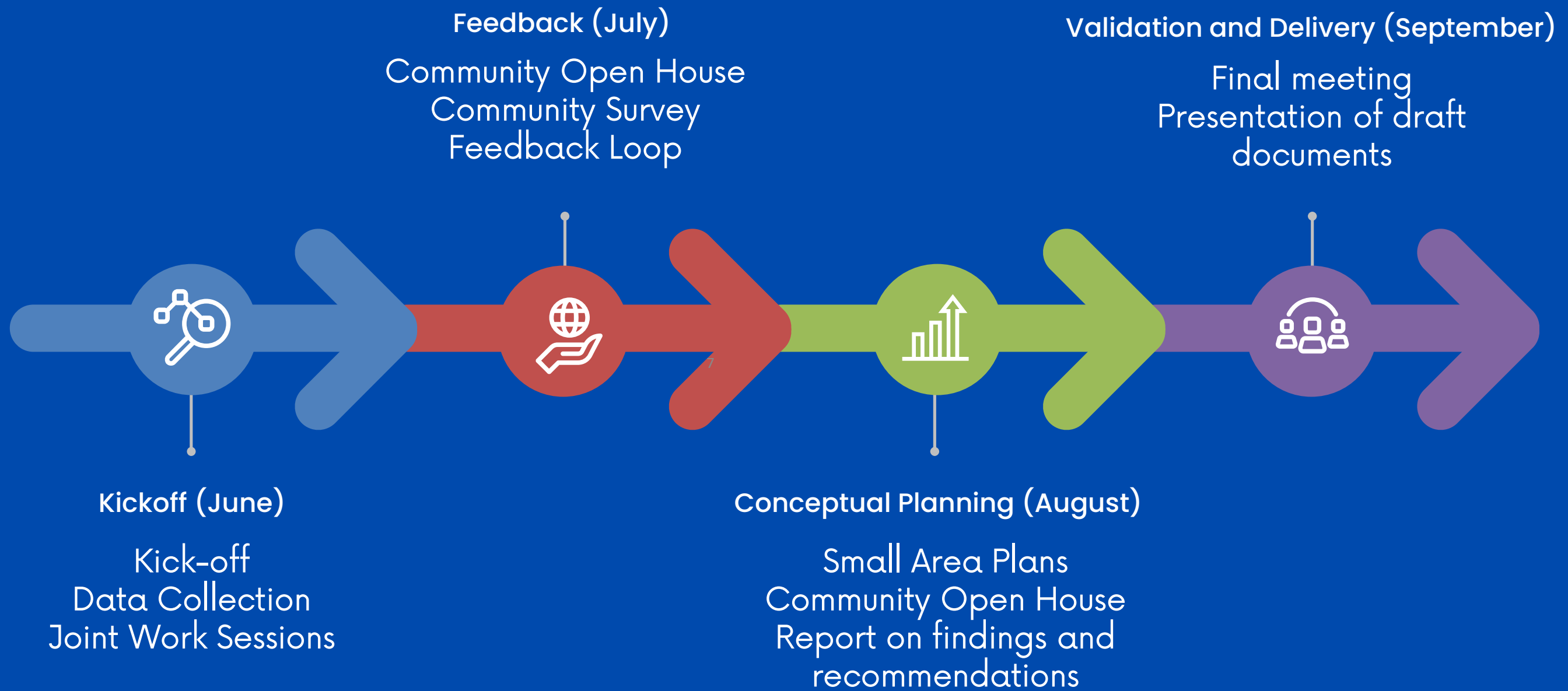
Perform a master plan update that validates the current plan's goals and values, expands on community needs for economic development, and develops three small area plans to educate and support private investment in the community.

The Renovare Team's work<sup>5</sup> will include data gathering and analysis, community survey and engagement, conceptual design, site planning, proposed redevelopment tools and hosting public meetings to present deliverables.



- Data Gathering + Regional Partner Interviews
- Community Survey/Questionnaire (physical and digital)
- Small Area Plans (DPW/Field Trip + 2 additional sites)
- Work Session(s) for Economic Development Priorities
- Community Engagement via two public open houses
- Present Proposed Concepts with Development Tools
- Connect and coordinate

# TIMELINE



# ROLES AND RESPONSIBILITIES



## Planning Basics

The part that individual groups play will be vitally important throughout the process. The vision and planning that will be created from this project is only as good as the amount of participation.



### Working Committee

Primary advisory board to the process, advocates for the plan, ambassadors to the public, and recommending body to Planning Commission + Council.



### Boards + Commissions

Ensures the local context, administrators of the plan, and must provide an implementation perspective based on past experiences.



### Consultant

Must bring an innovative process, facilitation of great ideas and methods, and provide a series of planning experiences based on public and private scenarios.



### Residents

The general public including residents, businesses, and organizations should plan to attend events, participate in feedback exercises, and generally be involved.

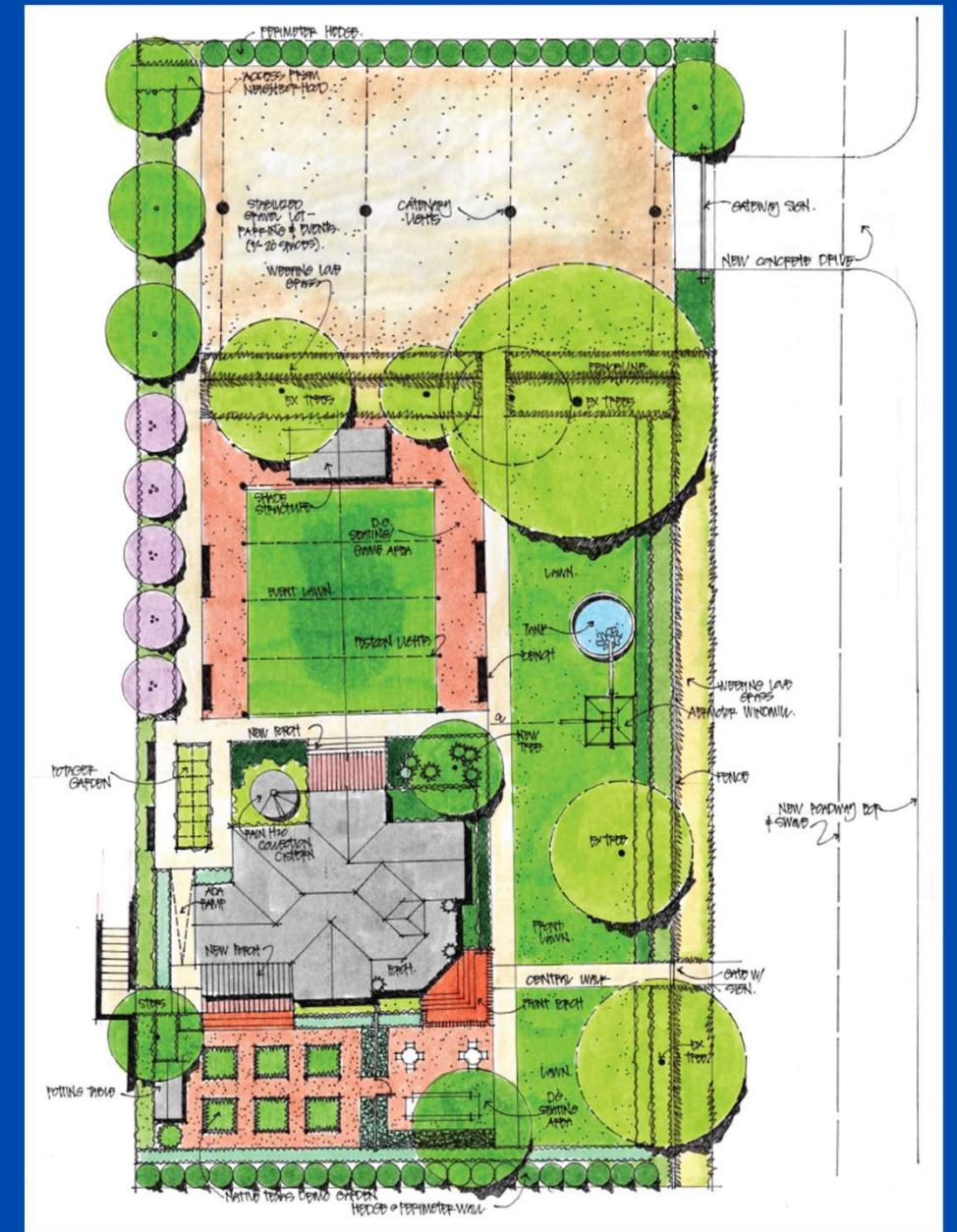


# SITE PLAN EXAMPLES



Building Scale  
Site Plan

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Landscape &  
Streetscape  
Site Plan

# PROCESS



- Working from the Site Constraints
- Meet with property owners to discuss their vision
- Identify conceptual building and site improvements
- Apply these in a cohesive concept plan
- Present concepts to the public
- Revise based on comments from owners and public
- Use in Property Information Package

# City of Portage

## EXAMPLES



### Property Information Packet

Industrial Development  
9801 Shaver Road



9801 Shaver Road  
Development Ready Site

- One Stop Shop Development Review Process.
- Expedited Site Plan Review and Permitting.
- Award Winning Development Review Team (DRT) Process.
- Coordinated Development Plan Review & Speed to Permitting.

#### Potential Incentives

- Brownfield Redevelopment
- Tax Abatement for an eligible facility
- WEDC Assistance

#### About the City of Portage

Portage has shown itself to be the municipal equal to a renewable resource. The city offers its citizens a dynamic living environment, energized and sustained by quality of life characteristics that are unmatched in the region, punctuated with great retail, and enriched by a unique pledge to share the natural environment with its citizens.

Portage residents enjoy a variety of housing options with low taxes, safe and well-maintained neighborhoods, world-class healthcare, enriching activities and entertainment, and an extensive park and trail system that connects citizens to each other and the natural world. Finally, residents can take advantage of investments/upgrades to Portage Public School facilities.

The city continuously engages its citizens to address current challenges and develop a future vision for our community - and ultimately ensure the city remains *A Natural Place to Move*.

#### Contact

City of Portage  
Department of Community Development  
7900 South Westnedge Avenue  
Portage, MI 49002  
(269) 329-4477  
portage.mi.gov/173/Community-Development



# West Branch

# EXAMPLES



INVEST IN WEST BRANCH Issue #



*Invest in*  
**West Branch**



*The City with a Smile*

LET US HELP YOU FIND A SITE TO DEVELOP OR RE-DEVELOP ASSISTANCE & INCENTIVES AVAILABLE

## Developers, Builders, & Entrepreneurs WELCOME!



This Newsletter has been created by the City of West Branch in order to advertise some of the many development and re-development opportunities that exist in our City, as well as let interested parties know about the various technical assistance and incentive programs that may be available for their projects. Not only is the City of West Branch a great place to live, work, and play—but it is also a great place to invest in a development or start a new business.

Stop by City Hall or give us a call anytime to start your new venture today!

West Branch City Hall is located at 121 N. Fourth St., West Branch, MI 48661. We are open Mondays thru Fridays, from 8:00 a.m. to 4:30 p.m. City Manager/Zoning Administrator Frank E. Goodroe is available via phone at (989) 345-0500, or email at [citymanager@westbranch.com](mailto:citymanager@westbranch.com).

For more information please visit our website at [www.westbranch.com](http://www.westbranch.com)

**Free Conceptual Review Meetings**  
Prior to drawing up plans or submitting permits, or at any stage during the development process, the City of West Branch offers free Conceptual Review Meetings with appropriate staff to help you trouble-shoot any concerns you may have, and also streamline the development process.


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INVEST IN WEST BRANCH | Issue # 1 2

## Redevelopment Priority Site # 1

201 N. 8<sup>th</sup> Street, West Branch, MI

This location has a lot of opportunity for those looking for an exciting, large-scale redevelopment opportunity!



LOTS OF POTENTIAL

This large industrial building is ideally located in downtown West Branch, just a few blocks off our main street (Houghton Avenue/M-55).

Building size – 86,500 sf  
Year built -1945  
Clear Ceiling Height – 20ft.  
Zoning – Mixed Use  
SEV - \$49,400

Lots of **FINANCIAL INCENTIVES** potentially available for this site, including MEDC, Brownfield, and Obsolete Properties monies! Contact us now to learn more. ☺

THE CITY IS LOOKING FOR A DEVELOPER TO BUILD A MIXED USE BUILDING THAT WOULD ALLOW FOR COMMERCIAL BUSINESS ON THE FIRST FLOOR WITH RESIDENTIAL UNITS ABOVE. THE BUILDING HAS WATER, SEPTIC, NATURAL GAS, AND FIBER INFRASTRUCTURE ALREADY ON SITE.

# Questions

