



**LATHRUP
VILLAGE**

Downtown
Development
Authority

**REDEVELOPMENT
READY
COMMUNITY
(RRC)**

WHAT IS REDEVELOPMENT READY COMMUNITY (RRC)?

Michigan Economic Development Corporation (MEDC) program that assists communities in development!

The Goal:

- Attract new investors, businesses and residents!
- Grow the community in a strategic approach

Offers technical assistance/guidance through the MEDC.

WHY BECOME REDEVELOPMENT READY?

- Per MEDC Webpage:
 - “To be vibrant and competitive, Michigan communities must be ready for development. This involves planning for new investment and reinvestment, identifying assets and opportunities, and focusing limited resources. Certified Redevelopment Ready Communities® attract and retain businesses, offer superior customer service and have a streamlined development approval process making pertinent information available around-the-clock for anyone to view.”

EVEN MORE REASONS!

MEDC offers grant opportunities to RRC Certified Communities!



They also offer:

Training material/events for staff and boards/commissions

Promotions of business vacancies to business owners looking to move/expand

Provides assistance, training and promotion of local businesses in Redevelopment Ready Communities

And much more!

- RRC Best Practices 1.4 and 5.3!
 - BP 1.4: Public Participation:
 - Public participation plans help communities establish clear expectations for public engagement, ensuring all groups are represented in decision making processes.
 - BP 5.3: Marketing Plan:
 - Marketing and branding are an essential tool for promoting a community's assets and unique attributes. A marketing plan establishes goals and strategies for how a community should partner locally to build a consistent brand, tell their unique story, and attract new residents, visitors, businesses, and development.

**WHY ARE WE
PRESENTING
THIS?**



Once upon a time, the City of Lathrup Village was deemed Redevelopment Ready! We have lost that certification.



In 2021, MEDC provided Lathrup Downtown Development Authority (DDA) with a checklist of goals to reclaim certification.



In November of 2024, Lathrup DDA received an updated checklist.

Note: Some goals had been met, but others still need work.

QUICK FACTS ABOUT LATHRUP'S RRC HISTORY!

WHAT HAS TO BE DONE?

- To name a few:
 - Finalizing Capital Improvement Plan (CIP) (Governing Body must Adopt Plan);
 - Housing Diversity Plan for Zoning Ordinance;
 - Green Infrastructure for Zoning Ordinance;
 - Multiple Review Processes for internal and external use;
 - Multiple community-level outreach and education events;
 - Training sessions for DDA Board, Planning Commission and City Council.

HOW IS THE CITY WORKING TO MANAGE AND ACHIEVE THESE GOALS?

THE CITY WANTS TO BE AS CLEAR AND TRANSPARENT WITH OUR RESIDENTS!

WORK IS ALREADY UNDERWAY TO COMPLETE THESE GOALS, INCLUDING UPDATES TO THE WEBSITE AND PLANNING FOR TRAINING SESSIONS WITH OUR BOARDS!

PLAN TO ADD A PAGE ON THE CITY WEBSITE WHERE RESIDENTS CAN TRACK OUR PROGRESS.

RESIDENTS CAN VIEW ANY MEETINGS, THEIR DATES, AND ANY PRESENTATIONS.

WE WILL ALSO HAVE THE INFORMATION POSTED ON THE BOARD DOWNSTAIRS OUTSIDE OF THE MUNICIPAL OFFICES!

CONCLUSION

Work has already begun but will persist until the program is complete. If you would like to discuss the program with us further, or have questions to ask, please reach out!

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