



## CITY COUNCIL ACTION REPORT

March 28, 2007

TO: Mayor and City Council

FROM: Phillip L. Nelson, City Manager

SUBJECT: Continuation of March 22, 2007 Discussion on Strategic Planning Initiatives: Goal III, "Retain and Attract Investment While Encouraging Redevelopment"

City Council held a special meeting on Thursday, March 22, 2007 for the purpose of discussing strategic planning initiatives. The meeting ended around 10:00 PM, during the discussion of City Council's goal of retaining and attracting investment and redevelopment.

I have extracted the pages from the PowerPoint presentation that pertain to Goal III, and am requesting that we finish discussion on the topic of development and redevelopment as a study item at Monday night's meeting.

If you have any questions, please feel free to contact me.

# **Strategic Planning Initiatives**

**Keys for Implementation  
of City Council Goals  
and the  
Troy Futures Report**

# Keys to Goal Achievement



**Retain and attract investment  
while encouraging redevelopment**

**Sustainability: To keep up or keep going, as an  
action or process.**



# Keys to Goal Achievement

1. Commitment to infrastructure enhancements and investment through viable capital improvements planning and timely project implementation
2. Commitment to existing business community by implementing sound policies that do not inhibit business, and through recruitment of businesses that can enhance existing business community



# Keys to Goal Achievement

3. Commitment to diversifying the local economy that will maintain Troy as the driving economic engine of southeast Michigan
4. Commitment to partnerships that provide education and training opportunities to the Troy business community
5. Commitment to Troy maintaining its place as a regional destination point

# Critical Policy Points

- What role can the City of Troy play in retraining or reeducating workers to be ready for the next work emphasis?
- What role does City Council want to play in establishing housing policies for the short- and long-term?
- How can the City be prepared for the changing housing and economic climate?

# Critical Policy Points

- The Big Beaver corridor study indicates the possibility of creating 28,000 new jobs and increasing Troy's population by as many as 10,000 people. Does City Council want to move the process ahead as quickly as possible?

# Critical Policy Points

- Does City Council want to make a financial commitment to the future by channeling City funds, grant funds and partnership funds (along with other governmental entities) into technology, educational programs and advanced infrastructure development?

# Critical Policy Points

- Should Troy find partners interested in revitalizing Brownfield Redevelopment Districts as similar uses of today, or should investments be made in infrastructure that will promote changes in land use to other types of uses, such as service, medical or mixed uses?
- What role can Troy play in maintaining a viable job base?

# Critical Policy Points

- What role can Troy play in preventing “brain drain” and maintaining a viable work force with entry jobs that lead to higher paying positions in the future?
- Does City Council want to acknowledge the new generation of senior citizens by creating a “saging center” concept to take advantage of the wisdom and talents of this generation?

# Critical Policy Points

- How will the changing style or spirit of the times (Zeitgeist) change the way the City does business?
- How does Troy use the changing styles of the times to be better prepared for the future?

# Key Board & Commission Roles

## Planning Commission

Design of planning principles to allow more diversity in land use, transportation planning and business opportunities

# Primary Staff Focus

- ◆ Develop training and retraining programs
- ◆ Form business retention and recruitment programs
- ◆ Create marketing and branding programs
- ◆ Cultivate partnerships with other governmental and private agencies that will help to maintain Troy's economic and community wellbeing

# Key Partnerships

- Troy School District
- Oakland County
- State of Michigan
- Road Commission for Oakland County
- Troy Chamber of Commerce
- Troy Represented Colleges and Universities

# Key Partnerships

- Troy School District
- Troy Chamber of Commerce
- State of Michigan
- Marketing/Advertising Agencies

# Primary Staff Focus

- ◆ Establish criteria determining “who pays for what” in terms of new development or redevelopment of mixed land uses
- ◆ Formulate new standards for development in certain development districts including but not limited to Big Beaver, Maple and Rochester Roads
- ◆ Develop plans that will reduce natural resource demands even with the possibilities of higher land use densities

# Primary Staff Focus

- ◆ Develop plans that increase the green environment
- ◆ Create short-range capital improvements plans to better coordinate available resources with highest priority capital needs
- ◆ Develop short- to medium- range financial forecasts based on potential development models and on economic trends in Troy and the upper Midwest

# Primary Staff Focus

- ◆ Produce a fact sheet that truly and accurately shows the resident and commercial investors of Troy what they get for their tax dollars
- ◆ Develop plans to reshape some of the uninhabited Brownfield areas in Troy; such plans might include development of plans to change land uses or utilize some of the vacant buildings as an incubator for new or developing businesses

# Key Partnerships

- Financial Community
- Oakland County
- Road Commission for Oakland County
- State of Michigan
- Troy Chamber of Commerce
- Real Estate Community
- Commercial/Industrial Property Owners