



# Site Readiness

Leveraging Technical Development Expertise  
to Gain an Advantage In Schedule and Funding

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# Presenters



**Kristin Mixon**  
**Vice President,**  
**Plante Moran Realpoint**

Development Management Consulting

Helps clients build teams to accomplish mission-driven objectives, while managing projects throughout the entire development process



**Art Eckert**  
**Principal,**  
**Plante Moran Realpoint**

Economic Development Service Line Leader

30 years of development and program management experience and a robust background in both the public and private sectors



**Kurt Brauer**  
**Partner,**  
**Warner Norcross + Judd LLP**

Assists clients with environmental and economic development matters across many industries

Guides clients in public projects to generate jobs and enhance the local tax base

# YOUR MISSION

To create thriving communities



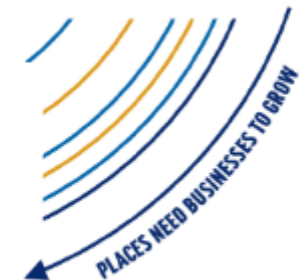
## INVESTING IN OUR PEOPLE

MEDC is working to keep our talented workers in the state and help more people see a future here by offering a range of resources designed to empower and grow a diverse, evolving workforce.



## REVITALIZING OUR PLACES

MEDC works to create and support attractive spaces where talent wants to live and work, businesses want to locate, and travelers want to visit and explore.



## COMPETING FOR & WINNING PROJECTS

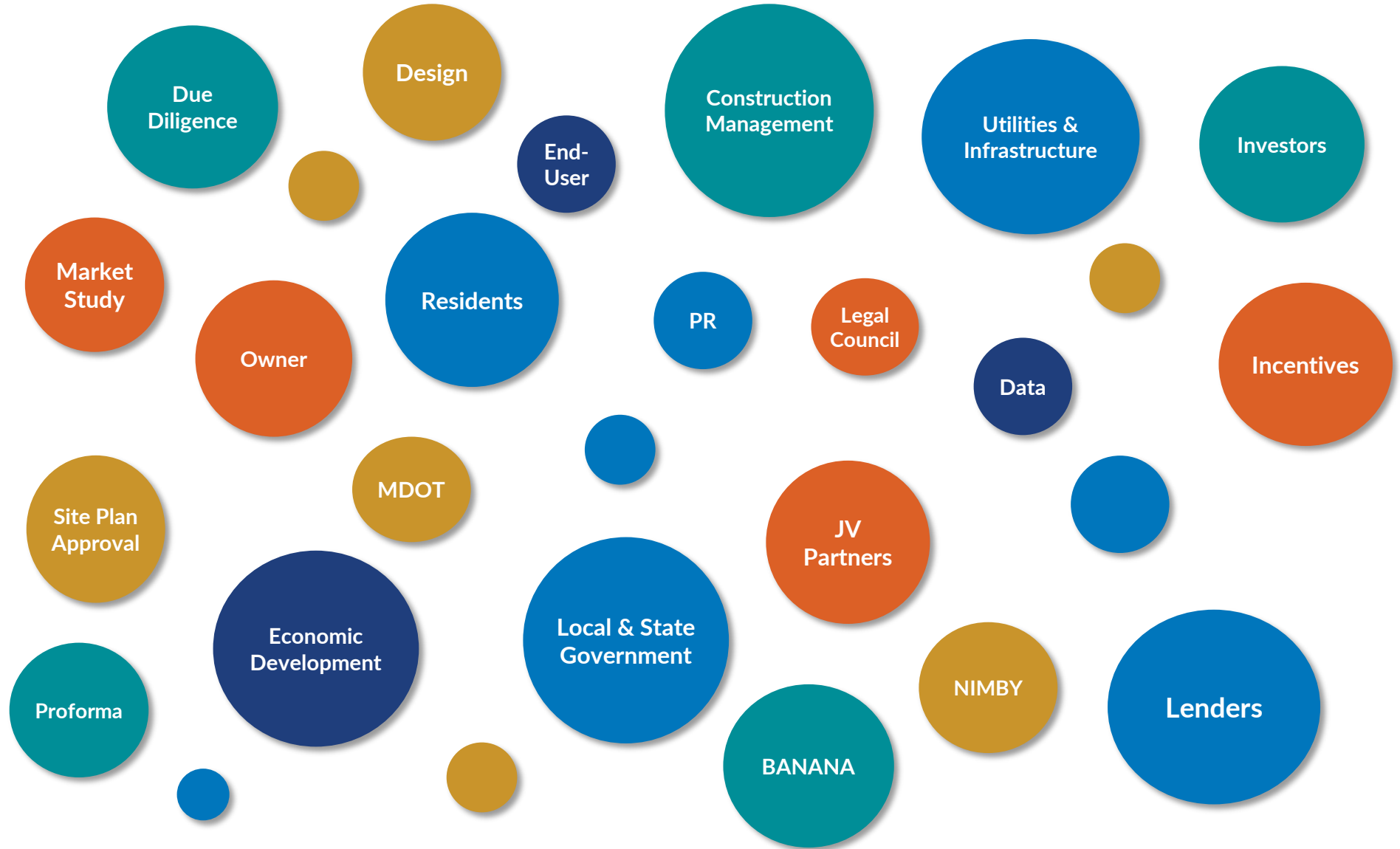
MEDC connects businesses with resources to secure investments that help them launch and grow, while also nurturing the communities around them.

Source: MEDC

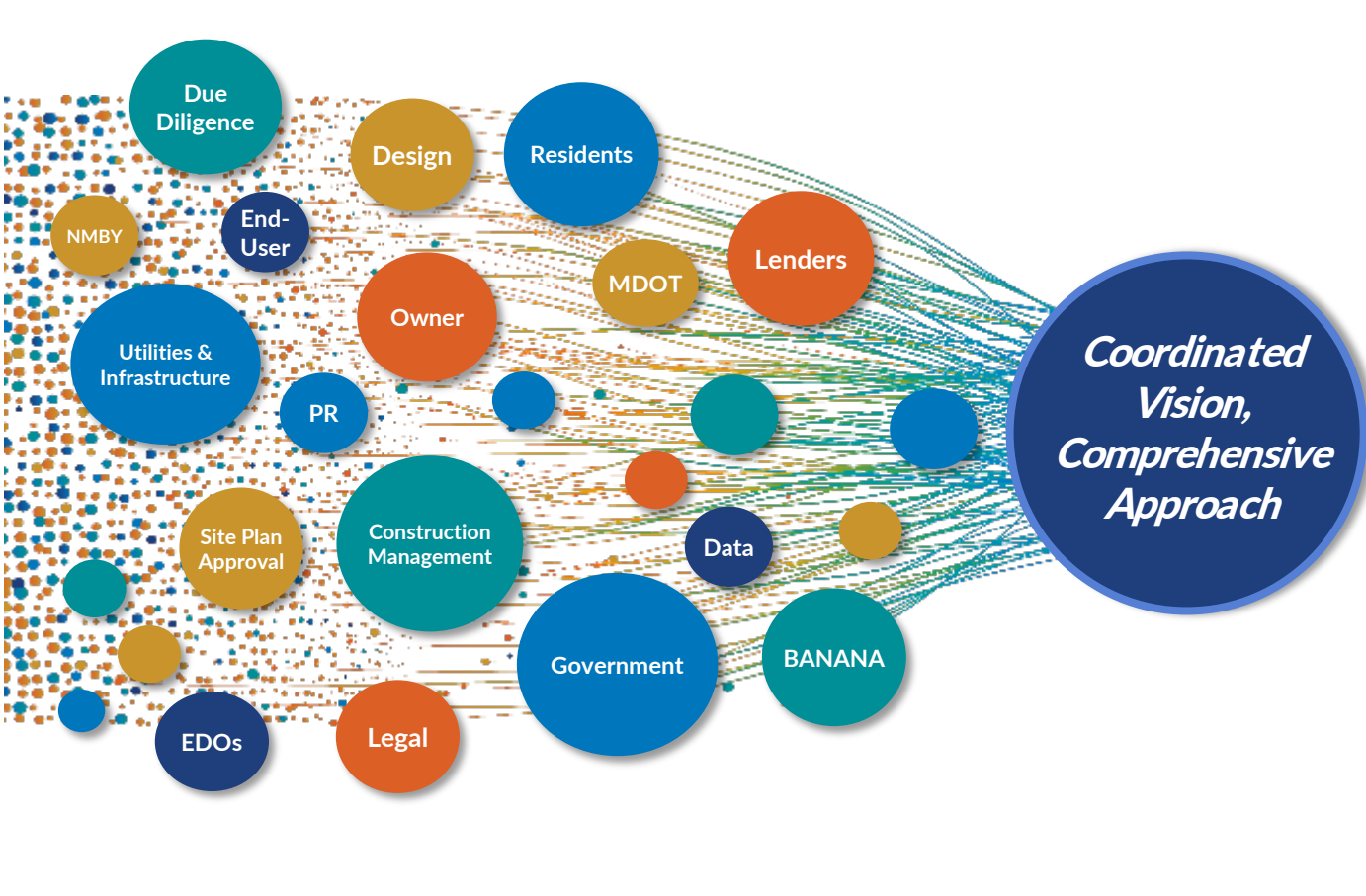


# What makes managing a development project difficult?

**Many activities,  
many people,  
many details**

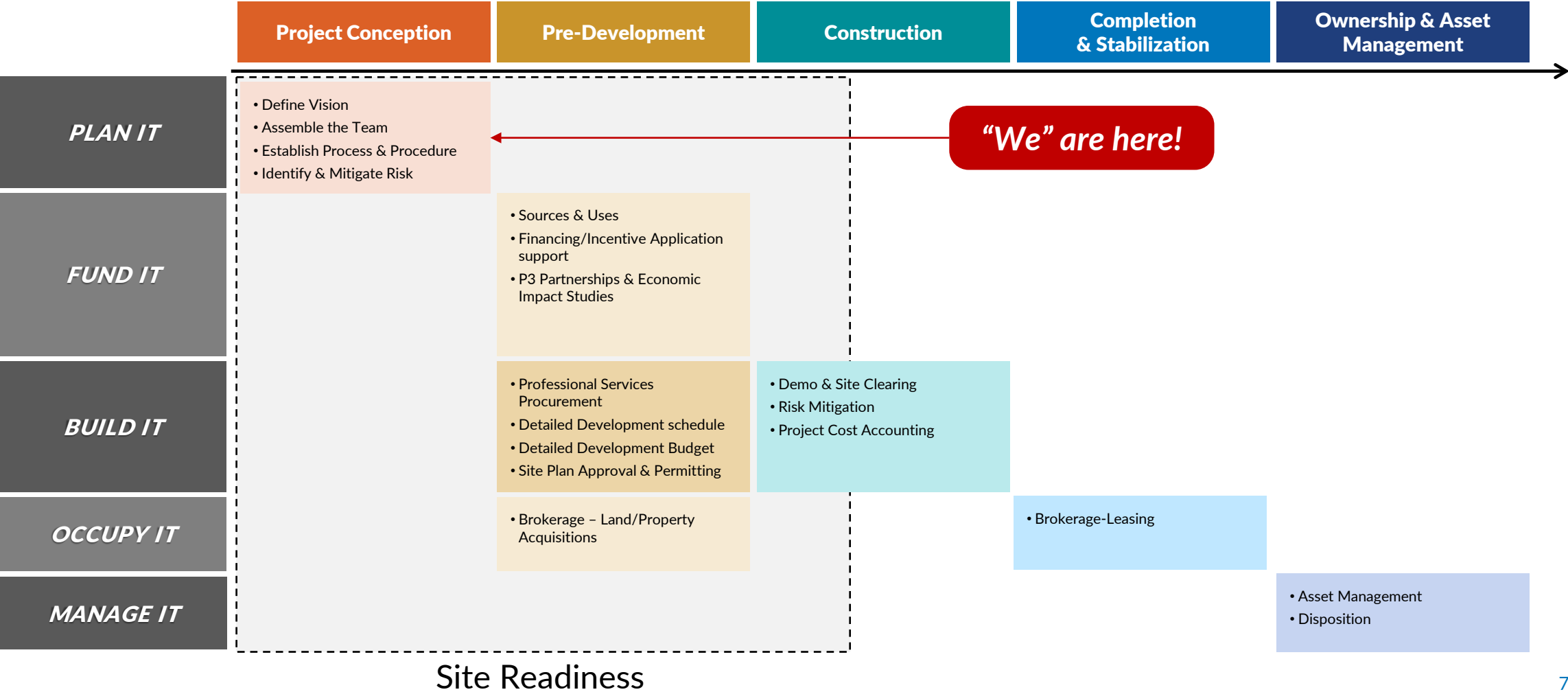


# How you, as a community leader, make it easier?



	Project Conception	Pre-Development	Construction	Completion & Stabilization	Ownership & Asset Management
PLAN IT	<ul style="list-style-type: none"> <li>• Define Needs</li> <li>• Assemble the Team</li> <li>• Canals in Process &amp; Proceeding</li> <li>• Identify &amp; Mitigate Risk</li> </ul>				
FUND IT		<ul style="list-style-type: none"> <li>• Prepare &amp; Submit</li> <li>• Prepare &amp; Submit the F&amp;D Report</li> <li>• F&amp;D Report Review &amp; Economic Impact Study</li> </ul>			
BUILD IT		<ul style="list-style-type: none"> <li>• Prepare &amp; Submit the F&amp;D Report</li> <li>• Design of Developmental Objectives</li> <li>• State Approval &amp; Construction</li> </ul>	<ul style="list-style-type: none"> <li>• Construction &amp; Building</li> <li>• Build &amp; Build</li> <li>• Rep. &amp; Construction</li> </ul>		
OCCUPY IT				<ul style="list-style-type: none"> <li>• Endorsement</li> </ul>	
MANAGE IT					<ul style="list-style-type: none"> <li>• Own &amp; Manage the Canal</li> </ul>

# Development process



# Be ready!

What is site readiness?



**Know Your Market**  
Market analysis



**Understand Your Requirements**  
Environmental & regulatory compliance



**Gain & Maintain Control**  
Land acquisition & risk mitigation



**Secure Funding**  
Identification & application



**Understand Your Site**  
Early due diligence &  
infrastructure preparedness



**Engage Your Community**  
Community acceptance & P3



# Know your market

Matchmaking via market analysis

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**RESIDENTIAL**  
Single-Family | Multifamily  
(FOR SALE / RENT)

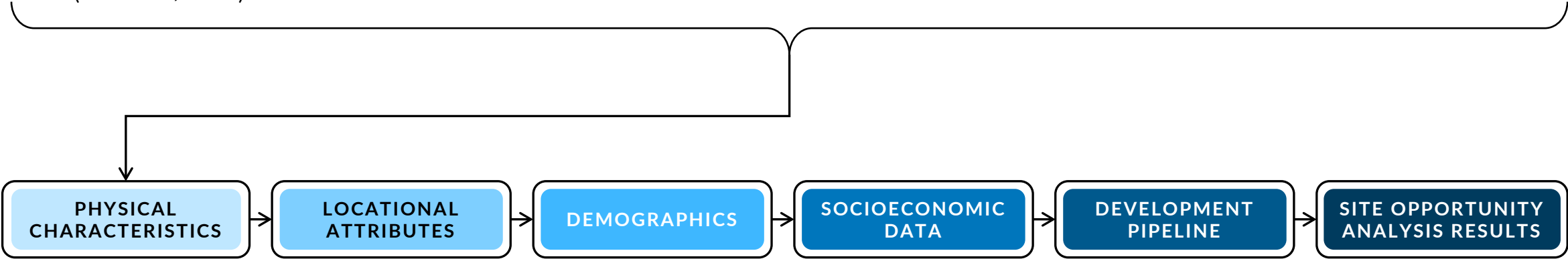
**RETAIL**

**OFFICE**

**COMMERCIAL**

**INDUSTRIAL**

**SPECIAL  
USE**



# Gain & maintain control

Certain site readiness activities require control before they can be completed

## METHODS TO GAIN CONTROL

- Right of first refusal
- Option
- Purchase agreement
- Short-term lease

## BEST PRACTICES

- Local market knowledge of landowners
- Development agreement
- Access agreement
- 501(c)(6)

Readiness Meter



# Risk mitigation for land acquisition

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Due Diligence Items	Right of Refusal	Option Agreement	Purchase Agreement	Post-Closing
Land Survey	✓	✓	✓	
Phase 1	✓	✓	✓	
Phase 2/BEA	If needed ✓	If needed ✓	If needed ✓	
Wetlands	✓	✓	✓	
Threatened & Endangered	✓	✓	✓	
Historical/ Archeological Studies	✓	✓	✓	
Geotechnical			✓	✓
Site Work				✓



# Understand your site

What kind of development can this site's physical characteristics support?

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## Geotechnical Surveys

Assess soil conditions and identify any potential issues for construction



## Site Surveys

Map out the land and identify any physical constraints



## Environmental Due Diligence

Identify and address any environmental concerns



# Understand your site

What kind of development can this site's existing infrastructure support?

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## Municipal Utilities

Water, sewer, and storm



## Transportation

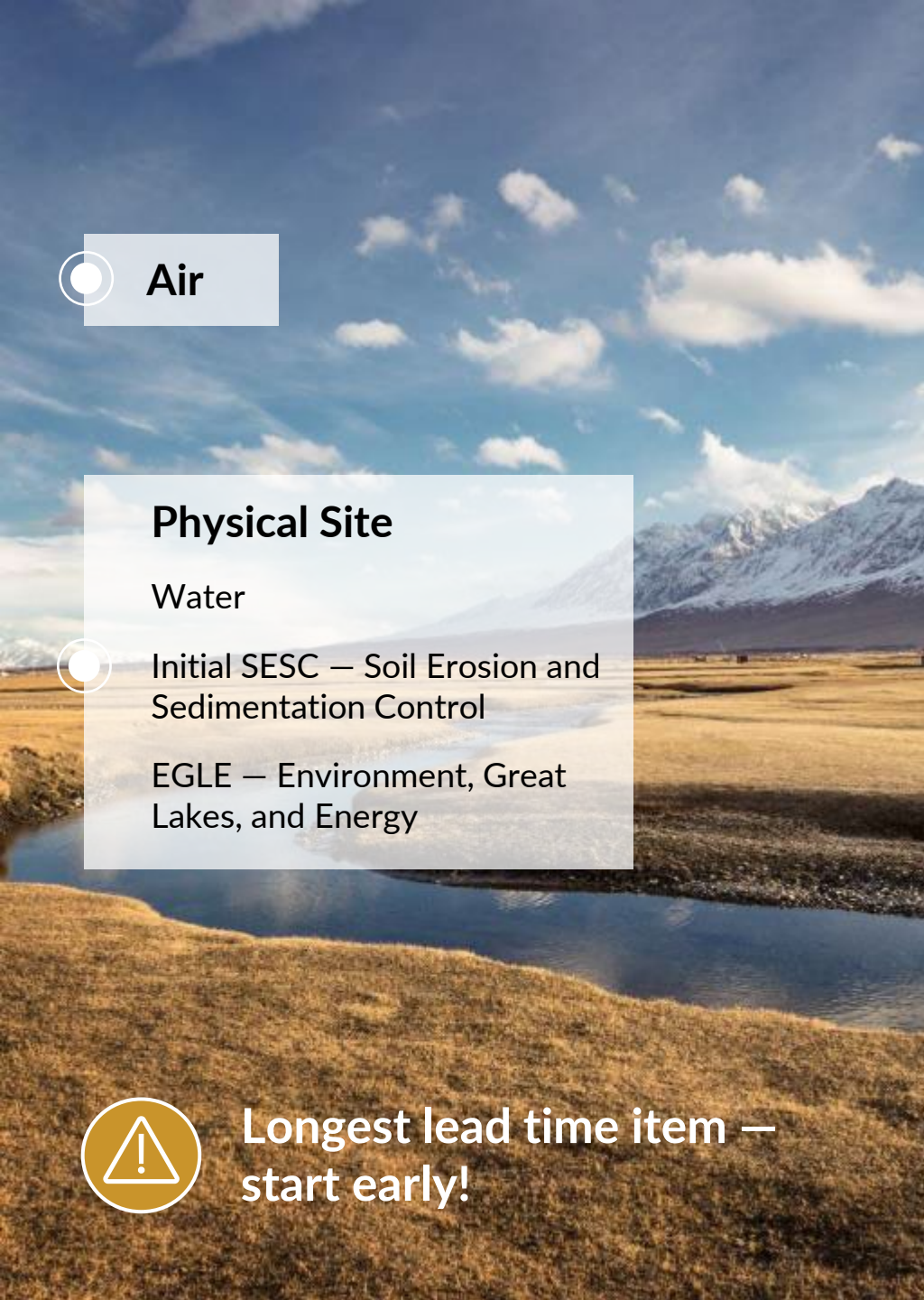
Proximity to major highways, railroads, airports, and ports



## Third-Party Utilities

Electricity, gas, and high-speed internet





**Air**

**Physical Site**

Water

Initial SESC – Soil Erosion and Sedimentation Control

EGLE – Environment, Great Lakes, and Energy

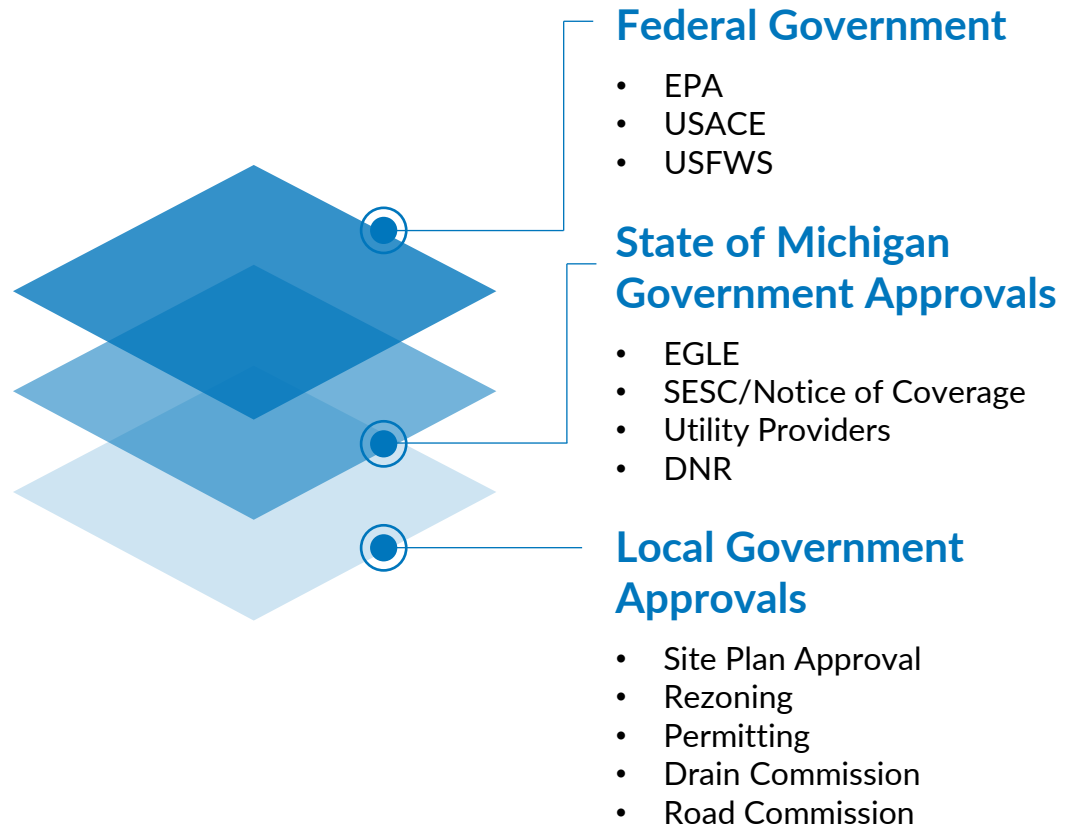


**Longest lead time item — start early!**

# Understand your requirements

Plan for levels of site plan approval

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# How can you navigate this?

## Regulatory approvals

- Navigating the environmental alphabet soup: CERCLA, RCRA, TSCA, FLPMA, NEPA, CAA, and CWA.
- Some help, some challenges: PA 425, PA 116, conservation easements, and deed restrictions.
- Be where the puck is going to be. Communicate with governmental officials early and often. Use NDAs, if necessary, in early stages.
- Timing and sequencing of governmental approvals.
- Ensure prompt compliance with local, state, and federal regulations to avoid delays and additional costs.
- Streamline zoning processes and pre-approved permits.
- By right vs. rezoning.
- Advice for how to go faster: Initial meetings about site to confirm requirement, designation of wetlands and waterways, and how to move forward. Communicate early to help refine your plan.



**Proactive management of regulatory requirements is key to maintaining project timelines.**

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# Secure funding

Identify & apply for funding based on your needs

## PAIN POINTS

### Pre-development

Available Site – but not “shovel ready”

### Development

Site Development – but resource constrained

### Post-development

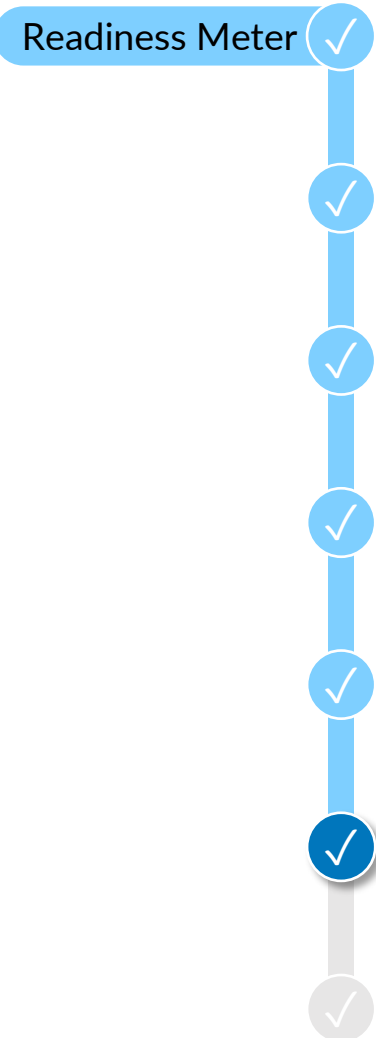
Site Complete – but operationally challenged

## PUBLIC RESOURCES

### Tax Incentives

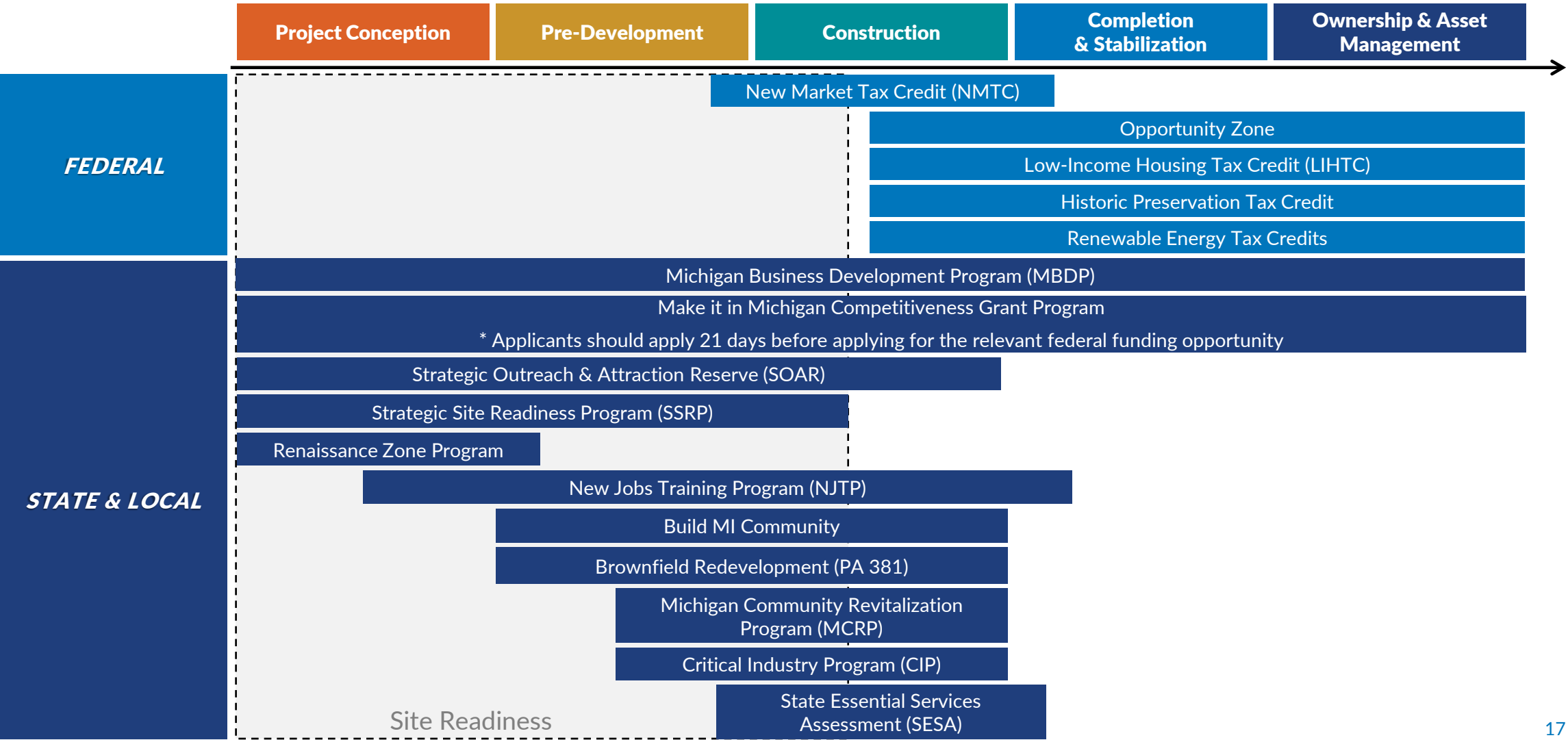
### Grants and Loans

### Infrastructure Assistance





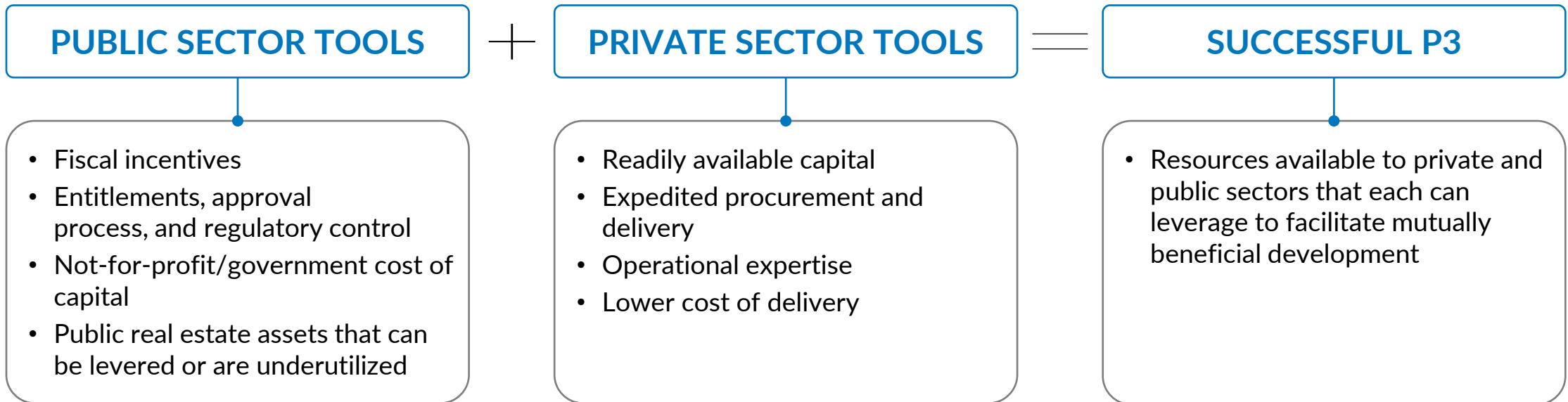
# Funding throughout the development process



# Engage your community

Foster collaborations between public and private sectors as soon as possible to leverage resources and expertise

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Early partnerships can accelerate development timelines

# Time is of the essence



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# Q&A

# Thank you



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kristin.mixon@plantemoran.com



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kbrauer@wnj.com