



WORK SCOPE
River Rouge

Task	Responsible Party	Description of Work Task	Timing
Master Plan	B&R	<p>Preparation of a master plan consistent with PA 33 of 2008. The City will be defined into neighborhoods, districts and corridors based on New Urbanism best practices. Each neighborhood will be evaluated for the following elements:</p> <ul style="list-style-type: none"> • Form and basic land development standards • Housing typology • Indications of housing quality • Indications of blight <p>Districts will be evaluated based on land development patterns, uses, and orientation to transportation modes (i.e. vehicular, pedestrian, combinations, etc.) RRC Best Practices will be woven through the master plan.</p>	November 2016 through May 2017
Redevelopment Site	B&R; ARS	Review and map available vacant and underutilized sites that would be candidates for redevelopment.	November 2016 through January 2017
Branding & Marketing	Arnett Muldrow	Perform branding and marketing services.	October 2016 through December 2016

Downtown Revitalization Strategy	Place & Main Advisors	Consult with the DDA on the preparation of a downtown revitalization strategy that will be eventually integrated into the DDA Development Plan and Community Master Plan.	November 2016 through February 2017
Communications Plan	Place & Main Advisors	Develop Communications Plan for Community including: <ul style="list-style-type: none"> • Press Release Template • Media Alert • Customized Media List 	September 2016 through January 2017

Information Requested from the City:

1. Copy of Master Plan. Karen will provide digital copies to B&R
2. Copy of Zoning Ordinance. Karl to provide print copy to B&R. B&R will scan and post on MIRISINGTIDE.ORG web site.
3. City will coordinate with Wayne County to get GIS files needed for redevelopment site inventory.

Meetings:

Planning Commission: 4th Monday at 4PM at City Hall
DDA: 4th Tuesday at 5PM at City Hall
EDC: 2nd Tuesday at 6PM at Museum
City Council: 1st and 3rd Tuesday at 6:30PM at City Hall