

planningmichigan 2021

October 27–29, 2021

\$210 Member Early Registration Rate | \$30 Student Member Rate | \$270 Non Member Registration Rate

Registration Rates increase by \$40 on October 13

The Planning Michigan Conference Committee

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Planning Michigan Conference Virtual + Meet Ups

This year's conference includes topics on resiliency and recovery strategies for Michigan communities, comprehensive planning, housing innovations, and so much more!

Bonus! In the lead up to the conference Regional In-Person Meet Ups throughout the state to network and connect are planned. Most meet ups include a walking tour followed by networking opportunities and camaraderie at a local watering hole

Breaks will be offered throughout the day, so you can catch up on your emails and have lunch or connect to fellow planners and officials.

Registration Policy

All sessions will be recorded and available to the registrant for viewing until January 31, 2021. There is a \$50 processing fee to cancel a conference registration on or before October 13, 2021. The cancellation request must be made in writing (info@planningmi.org) and sent to the MAP office. NO refunds will be granted on or after October 14, 2021.

AICP Certification Maintenance (CM)

All sessions except for the MSU Extension Citizen Planner sessions have been submitted to the American Planning Association (APA) for AICP Certification Maintenance credits. Refer to the session descriptions for AICP CM information.

The Michigan State University Extension Master Citizen Planner Program

All below sessions (except the Citizen Planner Program sessions) are designated for Master Citizen Planner Continuing Education Credits.

Register at: www.planningmi.org



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

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Wednesday, October 27, 2021

9:00 - 10:30 a.m.

Welcome/ Opening Session: The Time is Now for Zoning Reform 1.5 AICP CM

Sara Bronin is a Mexican-American architect, attorney, professor, and policymaker whose interdisciplinary work focuses on how law can foster more equitable, sustainable, well-designed, and connected places. She is a professor at the Cornell College of Architecture, Art, and Planning, an Associated Faculty Member of the Cornell Law School, and a Fellow of the Atkinson Center for Sustainability. She is also the lead organizer and founder of DesegregateCT, a coalition of neighbors and more than 75 non-profits who have been working to change the landscape of zoning in Connecticut. In 2021, the Connecticut legislature enacted Public Act 21-29, an important step toward a more affordable, sustainable, and economically dynamic state, marking the first significant update to the State's zoning enabling act in decades. Learn about the statewide zoning atlas, the coalition, and the transformative changes to the Zoning Enabling Act. Can the Connecticut experience become a model for change in Michigan?

10:30 - 11:00 a.m.

Break

11:00 a.m. - 12:00 p.m.

Building Community Resilience is Both Necessary and Possible 1 AICP CM

Quality of life hinges on stability for people as well as systems. Stability is not a fixed state; it is an active process of collaboration, adaptation, and investment. Building resilience is about working toward social, economic, and environmental stability. As part of the MEDC's pandemic recovery strategy, the RRC program and SmithGroup created a resource for Michigan communities to assess their resiliency approach holistically across people, place, infrastructure, and economy. Learn about the RRC Resiliency Toolkit and how to strengthen your next plan, policy, or assessment.

Alicia Adams, LA, SmithGroup; Katrina Kelly-Pitou, PhD, SmithGroup; Pablo Majano, Michigan Economic Development Corporation

Effective and Efficient Master Planning | 1 AICP CM

Master planning is an essential tool to guide your community's future, but the master planning process can be time consuming and expensive. This session focuses on how to define your community's planning needs upfront, and provides techniques and approaches to efficiently address them.

Ben Levanger, AICP, Downtown Redevelopment Services; Rob Bacigalupi, AICP, Mission North

12:00 p.m. - 1:00 p.m.

Lunch Break

1:00 - 1:30 p.m.

Keynote: The New Framework for Connection | .5 AICP CM

Zoom meetings, colleagues you haven't seen face to face in ... more than a year, yearning for connections with others, and with ourselves. The challenge is real, and as public servants planners are often on the front lines navigating codes, helping residents, easing developers through the review process. Work and family demands were challenging before the COVID-19 shutdowns, and now more than ever we crave connections that make our work meaningful, our contributions valued, and our place in the world balanced. The Oh-Lay framework provides practical tools to uncover the foundation of any strong organization - its culture and its people. Learn how building strong connections enhances personal power and increases professional performance while tapping into community strength. This session tees up the interactive breakouts scheduled later during the conference (Thursday at 1:00 p.m.) that will help us create meaningful connections and build greater engagement in the workplace.

Nikolay Borisov, Ohlay; Alex Oh, Ohlay

1:30 - 1:45 p.m.

Break

1:45 - 2:45 p.m.

Bringing it all Together: Tackling the Big Issues of the 2020s in a Comprehensive Plan | 1 AICP CM

If it exists in Michigan, it can be found in Holland Charter Township. The community features redeveloping urban neighborhoods, growing suburban greenfields, prime farmland, waterfront, industry, and even a re-imagined mall. Join us as we explore how the Township's Unified Vision Plan process combined these disparate elements to form a coherent comprehensive plan in order to create a resilient, dynamic community.

Christopher Khorey, AICP, McKenna; John D. Said, AICP, Ada Township; Corey Broersma, PLA, Holland Charter Township

It's All About the Process! The Tricks to Becoming a More Effective Project Manager Hosted by the Emerging Professional Planners Section | 1 AICP CM

What are the elements and best practices for managing a project from start to finish? A veteran project manager will walk through the basics, from requests for proposals (RFPs) to contracting and project implementation, scheduling and communication, and financial management.

Thomas Covert, AICP, Midwestern Consulting

A Conversation with the 2021 Award Recipients | 1 AICP CM

You can watch the MAP award program videos to learn about the communities and projects, but come to this session to hear what happened behind the scenes. Did the panelists always think these plans would be award worthy? From start to finish, what were the opportunities and challenges? How can their "lessons learned" help you with your community and its projects?

2:45 - 3:00 p.m.

Break

3:00 - 4:00 p.m.**Placemaking-When Life gives you Wide Lanes and Big Setbacks, You Make Bike Paths | 1 AICP CM**

Southfield, a first-ring suburb of Detroit, was developed in the 1960's with auto-centric wide roads, large setbacks for parking, few sidewalks, and limited public transit. The City is addressing a legacy of inequity by recapturing and developing the public realm for pedestrians, persons with disabilities, and cyclists, while supporting public transit and greater access to education and employment. The Southfield City Centre Trail is the backbone of this network. Hear about a new urban greenway that brings community-desired walkability to a suburb once hostile to any form of transportation other than the personally owned vehicle.

Terry Croad, AICP, ASLA Director of Planning, City of Southfield

3:00 - 4:30 p.m.**How Can Planners Shape Michigan's Future? | 1 AICP CM**

Planners are uniquely positioned to lead innovative policy and practice change at the local, regional, and state level. Though we each serve in our individual capacities, we think about issues on a large scale and beyond jurisdictional boundaries. Michigan faces new challenges in our changing world, but existing structures and institutions were designed to respond to different issues. As big thinkers, what is our responsibility to forge a different future? How can we embrace the influence of our profession to develop integrated, innovative, and impactful solutions for the 21st Century? How can we apply and lead with our collective wisdom to transform Michigan's ability to be a successful and vibrant state? This brainstorming session will challenge ourselves to think about how our profession can shape the future of Michigan.

John Sych, AICP, Charter Township of Garfield;

Steve Hannon, AICP, Charter Township of Garfield; Additional panelists TBA

Ethics Cases of the Year: 2021 | 1.50 AICP CM ETHICS

This session will provide an overview of the AICP Code of Ethics with a summary of developments from the past year, and go on to explore several recent ethical scenarios based on real-life situations. Panelists will explore the applicable areas of the Code and APA Ethical Principles relating to each scenario and reveal how each of these situations was actually resolved.

Erin Perdu, AICP Commission;

Wayne Beyea, JD, AICP, MAP Board of Directors and MAP Professional Development Officer (PDO)

5:00 - 6:00 p.m.**Emerging Planning Professional's Trivia Challenge**

Hosted again this year by MAP's Emerging Planning Professional section, these remarkable leaders are developing questions sure to stymie even the most experienced planners. Test your knowledge of planning and have some fun!

Thursday, October 28, 2021**9:00 - 10:30 a.m.****Keynote Session | Planners' Friends in DC | 1.5 AICP CM**

With every new administration comes new policy, new directions, and new faces. COVID-19 brought a moment of reckoning to global health systems, and it also served as a reminder that federal policy has huge implications on the work of government and of planners. This trifecta of federal power players will highlight the potentially transformational actions coming out of Washington DC. Not since FDR and the New Deal have we seen the kind of investment - from the historic Infrastructure deal, to the American Rescue Plan and the USDOT Transportation funding bill - that can alter our built environment and improve lives. This session features four standalone presentations. Jason Jordan, APA's Policy Director, will connect the presentations to APA policy.

9:00 a.m. Welcome and Introductions by **Andrea Brown, AICP** and **Carmine Avantini, AICP**, MAP Board of Directors

9:12 a.m. **Dan Kildee**, Congressman, Michigan's 5th District

9:30 a.m. **Arthur Jemison**, Principal Deputy Assistant Secretary for Community Planning and Development, HUD

9:48 a.m. **Christopher Coes**, Principal Deputy Assistant Secretary for Transportation Policy, US DOT

10:06 a.m. **Jason Jordan**, Policy Director, American Planning Association

10:30 - 11:00 a.m.**Break****11:00 a.m. - 12:00 p.m.****Recovery and Resilience Planning for Rural Communities | 1 AICP CM**

Rural communities in Michigan were hard hit by the COVID-19 crisis and continue to struggle with recovery efforts. Small businesses and local non-profit organizations led the way during the crisis and continue to do so during the long recovery. This session will explore lessons learned, as well as tools and programs that communities can use to build resilience into the local economy.

Dr. Mary Ann Heidemann, FAICP, Regional Planner, EUP Regional Planning;

Jeff Hagan, CEO, EUP Regional Planning;

Mariah Goos, Associate Planner, EUP Regional Planning

Detroit's Corktown - Past, Present, Future | 1 AICP CM

Greater Corktown is one of the fastest growing areas within the City of Detroit. When Ford announced it would be redeveloping Michigan Central Station to host a campus focused on the Future of Urban Mobility, it presented many changes that centered around equitable development: land disposition, housing, parking. Building on a Community Benefits Agreement established between Corktown residents and Ford Motor Company, the City of Detroit's Planning Department, along with Perkins + Will, launched the Greater Corktown Neighborhood Framework Plan. Hear about the planning opportunities in this historic neighborhood and how they align with other planning efforts around the city.

Andrew Broderick, AICP, Perkins + Will;

Trey Scott, Planner II, City of Detroit Planning and Development Department;

Kevin Schronce, Central Region Design Director, City of Detroit Planning and Development Department

11:00 - 11:30 a.m.

Shoreline Planning | .5 AICP CM

Hazard mapping utilizes Geographic Information Systems (GIS) to predict what areas are at risk during various storm and climate scenarios by leveraging historic water data, elevation, and FEMA flood zones. Risk assessment combines the hazard mapping with property and community information to provide an overview of which properties and key community facilities are at risk of inundation. Understanding the relationship between hazard areas and land use allows planners to implement mitigation and resiliency strategies in the most effective places along the shore.

12:00 p.m. - 1:00 p.m.

Lunch Break

1:00 - 2:00 p.m.

Boundaries for Greater Personal Development and Care | 1 AICP CM

"Empathy without boundaries is self-destruction" (Silvy Khoucasian) and a direct, accelerated road to burnout. If we don't set boundaries for ourselves, our work, our responsibilities, then others will set those boundaries for us. In this workshop, we will reflect on where we're feeling depleted and burnt out, and build practices that prioritize our well-being, allow us to recharge, and communicate more effectively.

Nikolay Borisov, Ohlay; Alex Oh, Ohlay

Tribal Sovereignty, Planning, and Land Use | 1 AICP CM

Michigan is home to 12 federally-recognized Indian tribes that are sovereign governments exercising their own direct jurisdiction over their members and their territory. Sovereignty for tribes includes the right to establish its own form of government, determine membership requirements, enact legislation, and establish law enforcement and court systems. This session will cover relationship-building with non-Tribal governments, challenges Tribal Governments face including sovereignty, Trust v. fee land, contracting and sharing resources with non-Tribal governments, and infrastructure development in rural Reservation communities.

Chris Rogers, NHBP Tribal Member and Planning and Land Use Committee Member;

Nat Spurr, NHBP Tribal Member and Planning and Land Use Committee Member;

Dan Green, NHBP Chief Planning Officer

Moderator: Harmony Fierke-Gmazel, AICP, MSU Extension Educator

2:00 - 2:30 p.m.

Break

2:30 - 3:30 p.m.

The Project for Code Reform: Small Updates for Big Impacts | 1 AICP CM

Is an outdated zoning ordinance holding your community back because you don't have the staff time, budget, or political support to tackle a rewrite? The Project for Code Reform, working with MEDC's Redevelopment Ready Communities program, has produced Michigan-specific guidebooks that show how to fix your codes incrementally. You will walk away from this session with fixes you can implement to overcome the biggest obstacles to better development.

Richard Murphy, AICP, Michigan Municipal League, CNU Project for Code Reform;

Christina Anderson, City Planner, City of Kalamazoo, CNU Project for Code Reform

Housing Our Neighbors and Ourselves: A Regional Approach | 1 AICP CM

In 2020, CUPPAD's Housing Needs Assessments for Dickinson and Marquette Counties was the start of a conversation that would bring together local and regional partners, businesses, financial institutions, realtors, landlords, and many others to tackle the area's housing market. This session describes how partners from across the region will coordinate actions and bring to the table resources to undertake the fundamental housing supply issue that is impacting much of Michigan.

Ryan Soucy, AICP, CUPPAD; Callie New, Design Workshop, Inc;

Evan Bonsall, Marquette City Commission

3:30 p.m. - 3:45 p.m.

Break

3:45 p.m. - 4:45 p.m.

Can We Blow It Up? | 1 AICP CM

Terms like compatibility and context were thrown out and replaced with demolition and density in the Reimagine Plainfield Corridor Plan. Township leaders tasked an advisory committee to make bold recommendations after their Corridor Improvement Authority went defunct and auto-oriented uses were multiplying like gremlins.

Building vibrant places, greening, and making a corridor that people want to go "to" as well as "through" became cornerstone themes after in-depth trends and best practices analyses resulted in (surprisingly) strong community support for radical change.

Suzanne Schulz, AICP, Progressive AE;

Elizabeth Curcio, Plainfield Charter Township;

Peter Elam, AICP, CFM, Plainfield Charter Township

From Idea to Financing to Review to Execution: Filling the Process Knowledge Gaps | 1 AICP CM

While planners typically possess a strong grasp of master planning, development review, and the role of the zoning ordinance in guiding development in their community, they often lack understanding about the principles of finance, the market, or what a developer must do to get a project through the municipal review and approval process. And THAT process is only part of the equation: A lot of work has already been done long before the planner sees a site plan. Planners often start in the middle of the process. Understanding what happens before and after can help both the planner and the developer deliver higher quality development products.

Mark McDaniel, President and CEO, Cinnaire; Ryan Kilpatrick, AICP, Executive

Director, Housing Next; Jennifer Acosta, Jenifer Acosta Development

5:00 p.m. - 6:30 p.m.

Networking

Friday, October 29, 2021

8:30 - 9:00 a.m.

MAP Annual Business Meeting

9:15 - 10:15 a.m.

General Session | The Future is Here: Housing Strategies for Today and Tomorrow | 1 AICP CM

Demographic change, the impacts of COVID-19 and awareness of long-standing disparities are drawing attention to housing solutions that address the issues of today, while preparing us for the needs of tomorrow. Rodney Harrell, PhD, is AARP's VP of Family, Home and Community and Enterprise Housing Lead. He leads the development of a multi-year cross organizational effort to improve housing options for people of all ages, impacting consumers, the private sector and public policy. AARP has long been on the cutting edge of advancing complex and diverse policies that address the intersection of housing, transportation, and related issues in the built environment. With a doctoral degree in urban and regional planning, along with master's degrees in planning and policy analysis, Dr. Harrell is influencing national policy in important ways that are anchored in planning.

Rodney Harrell, PhD, Vice President, Family, Home and Community, AARP
Facilitated by **Jill Jill Bahm, AICP**, Giffels Webster

10:15 - 10:30 a.m.

Break

10:30 - 11:30 a.m.

Master Planning for Renewable Energy Systems | 1 AICP CM

The session will provide Michigan communities with perspective and strategy for how to plan for renewable energy, including solar and wind energy systems. We will discuss why we need to plan and zone for deployment of solar and wind energy systems. Participants will learn about policy tools and successful examples so that they can lead an informed conversation in their own community.

Brad Neumann, AICP, MSU Extension; **Mary Reilly, AICP**, MSU Extension;
Sarah Mills, PhD, University of Michigan, Graham Sustainability Institute

The Care and Feeding of Planners | 1 AICP CM

Planners are often required to handle highly emotional situations and face public criticism, which can cause a great deal of stress and lead to burnout. Self-care is vital to a successful and fulfilling career in planning, yet it is not typically part of our professional education and training. This session works to remedy that, by exploring the need to make self-care a core competency in the planning profession and how we can get started.

Heather Seyfarth, AICP, City of Ann Arbor

10:30 a.m. – Noon

Sign Regulation Guidebook | 1.5 AICP CM LAW

As the U.S. Supreme Court takes up yet another sign regulation case this year, sign regulation remains one of the thorniest areas of planning and law. This session will focus on legal and planning updates in the area of sign regulation, with special focus on the recently-released second edition of the Michigan Sign Guidebook.

Brian J. Connolly, JD, Otten Johnson Robinson Neff + Ragonetti PC

planningmichigan 2021 Conference at a Glance

Wednesday, October 27

| | |
|-------------------------|--|
| 9:00 - 10:30 a.m. | Welcome/ Opening Session: The Time is Now for Zoning Reform |
| 10:30 - 11:00 a.m. | Break |
| 11:00 a.m. - 12:00 p.m. | Building Community Resilience is Both Necessary and Possible |
| | Effective and Efficient Master Planning |
| | Sponsored Session |
| 12:00 - 1:00 p.m. | Lunch Break |
| 1:00 - 1:30 p.m. | Keynote: The New Framework for Connection |
| 1:30 - 1:45 p.m. | Break |
| 1:45 - 2:45 p.m. | Bringing it all Together: Tackling the Big Issues of the 2020s in a Comprehensive Plan |
| | It's All About the Process! The Tricks to Becoming a More Effective Project Manager |
| | A Conversation with the 2021 Award Recipients |
| 2:45 - 3:00 p.m. | Break |
| 3:00 - 4:00 p.m. | Placemaking-When Life gives you Wide Lanes and Big Setbacks, You Make Bike Paths |
| 3:00 - 4:30 p.m. | How Can Planners Shape Michigan's Future? |
| | Ethics Cases of the Year: 2021 |
| 5:00 - 6:00 p.m. | Emerging Planning Professional's Trivia Challenge |

Thursday, October 28

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| 9:00 - 10:30 a.m. | Keynote Session Planners' Friends in DC |
| 10:30 - 11:00 a.m. | Break |
| 11:00 a.m. – 12:00 p.m. | Recovery and Resilience Planning for Rural Communities |
| | Detroit's Corktown – Past, Present, Future |
| | Sponsored Session: Shoreline Planning |
| 12:00 - 1:00 p.m. | Lunch Break |
| 1:00 - 2:00 p.m. | Boundaries for Greater Personal Development and Care |
| | Tribal Sovereignty, Planning, and Land Use |
| | Sponsored Session |
| 2:00 - 2:30 p.m. | Break |
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| 8:30 - 9:00 a.m. | MAP Annual Meeting |
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| 10:15 - 10:30 a.m. | Break |
| 10:30 - 11:30 a.m. | Master Planning for Renewable Energy Systems |
| | The Care and Feeding of Planners |
| 10:30 a.m. - 12 p.m. | Sign Regulation Guidebook |

planningmichigan 2021 Registration

(Please complete one form for each attendee)

Forms may be **faxed to: (734) 913-2061**, sent via **email to: info@planningmi.org**, or **mailed to: 1919 West Stadium Boulevard, Suite 4, Ann Arbor, Michigan, 48103**

Click here to register online!

Questions? Call MAP at 734-913-2000

Registrant Information

Name: _____ Credentials: (AICP, PE) _____

Title: _____ Municipality: _____

Address: _____ City: _____ Zip Code: _____ State: _____

Daytime Phone: _____ Email: _____

Conference Registration

Includes conference educational sessions that will be accessible virtually October 27-29 and for one year after the event (the MSUE Citizen Planner program is an additional charge).

| | Early bird 10/12 | Regular rate 10/13-10/29 |
|---|---------------------|-----------------------------|
| <input type="checkbox"/> Member | \$210 | \$250 |
| <input type="checkbox"/> Non-member* | \$270 | \$310 |
| <input type="checkbox"/> Student Member | \$30 | \$35 |
| MAP membership <i>www.planning.org</i> or 312-431-9100 | | \$60 |
| Complimentary | | |

Join MAP

Individuals can join and pay the discounted member rate. Student membership is free: contact the American Planning Association.

Trivia Night

Payment Information

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Make checks payable to Michigan Association of Planning | 1919 W. Stadium, Suite 4, Ann Arbor, Mi 48103
Fax to (734) 913-2061

*By registering for the Planning Michigan Conference as a non-member, MAP will provide you with a complimentary one-year MAP membership. If you are not interested in a complimentary MAP membership, please check this box

Student Member Rate: The purpose of this discount is to make the conference affordable for student members. MAP recognizes the importance of the conference to give students a jump-start on their career.