LUNCH | LEARN | LINK

MASTER PLANS AND ZONING ORDINANCES—WHAT YOU CAN DO NOW TO GET AHEAD

Photo Credit: Jill Bahm, AICP
MASTER PLANS AND ZONING ORDINANCES—WHAT YOU CAN DO NOW TO GET AHEAD

• Provide help and tools you can use now, as we navigate this new world
• Provide CM credits before the May 28 Grace period ends

Michigan Chapter Upcoming Events
• Webinars on Thursdays from 2 PM to 3:30 PM, *A Planner’s Response to the Pandemic*
• Planning Law Seminar on Tuesdays starting May 12
• Book Group, *MAP Reads*, May 27
Why Planning is Still Important: Ten Things Planners Can Do Now

1. Essential Service versus Work from Home (WFH).
2. Remote Work.
3. Hazard Mitigation Team.
4. Virtual Alternatives.
5. Economic Response and Recovery.
6. Repurpose Planning Staff.
7. Scenario Planning.
8. Messaging.
TODAY’S PRESENTERS

Leah DuMouchel, AICP
Beckett and Raeder, Inc.

Paul Lippens, AICP
McKenna

Rod Arroyo, AICP
Giffels Webster, Inc.
Keeping Communities Moving Forward

- How our team has been working + tools we use and strategies to keep us connected
- Shifting to Remote Meetings with Communities
- Master Plans and Zoning
- Virtual Open House demo
How our team has been working

Tools to Stay Connected

Our toolbox

- Microsoft Teams
  - Good for video calls, chat messages, file collaboration
- Skype for Business
  - Generally for quick q/a. We use for text chats.
- Zoom
  - Good for larger calls, calls with clients

https://youtu.be/hrqAzvzx6cw
Tools to Stay Connected

• Bluebeam
  – Studio
  – Good for file collaboration
  – Plan review
Shifting to Remote Community Meetings

- Some communities are choosing to wait it out
  - Hesitant to try new technology
  - No pressing issues
  - Unsure if public will participate
- Other communities are moving ahead with meetings
  - Zoom
  - GoToMeeting
  - Teams
Shifting to Remote Community Meetings

Some examples

- Orion Township
  - GoToMeeting for PC meetings
    - Plan Reviews
    - Zoning Ordinance Text Amendments
  - Pre-app meetings via GoToMeeting
- Farmington Hills
  - Zoom for PC meetings (Voice Only: phone in or computer audio)
  - Packet material is online via city’s website

Shifting to Remote Community Meetings

Some examples

- Bingham Farms
  - GoToMeeting for PC meetings
    - Pre-Application Meeting (Zoom)
    - Zoning Ordinance Text Amendments
- City of Clawson
  - Zoom for PC meetings
    - Plan Reviews
  - Zoom for weekly Development Team Meetings
  - Zoom for City Council Goal Setting Meeting (5/6/2020)
    - Survey Monkey “homework”
Shifting to Remote Community Meetings

New Project - City of Adrian Comprehensive Plan Kickoff (Zoom / Mentimeter)

Michigan Association of Planning 2020 Webinar Series
Online Engagement

PictureThis!

A crowdsourced platform to add photos and comments on a GIS-based map.

Michigan Association of Planning 2020 Webinar Series
Master Plans and Zoning

Zoning

Some of our zoning projects are complete, but public hearing is postponed

Others are moving forward with public hearings online

Computer, smartphone and call-in options

Michigan Association of Planning 2020 Webinar Series

Master Plans and Zoning

Master Plans

We are continuing with existing plans and starting new ones. Adding more online options than expected.

For new projects, we are planning for robust, online public engagement. Focus on tools that can be used with smartphone or computer. Paper options too

Michigan Association of Planning 2020 Webinar Series
Link to Madison Heights Virtual Open House

Master Plans and Zoning Ordinances: Keeping Them Moving In Our Brave New World

Leah DuMouchel, AICP
Beckett & Raeder, Inc.

May 5, 2020
Where were you when the music stopped?
Toward the End:

**CARRY ON**

---

### New Buffalo Township

**Zoning Ordinance**

---

**STATUS**

Had draft completed and ready for a series of review meetings

---

**ADJUSTMENT**

Planned them in remote format anyway: “resiliency focused firm” (and also they’re far away)

Moved to Zoom rather than the conference call we’d been doing

Rely on screen share, tracked documents, .pdf markups to communicate changes
Toward the End:
CARRY ON

New Buffalo Township
Zoning Ordinance

OUTCOME
It actually offered BETTER communication outcome due to a quirk of the Township’s internet access: we could all see and hear each other

LESSONS
We already have many of the tools and processes we need
In the Middle:
PIVOT

Grand Blanc Township
Master Plan

**STATUS**
Many chapters complete; working toward Future Land Use Map and draft integration

**ADJUSTMENTS**
Moved Steering Committee meetings to Zoom – fairly seamless and painless
Will use screen share, .pdf, and track changes to review draft
Planned “Open House” will likely be converted to a virtual format
In the Middle: PIVOT

OUTCOME
Meetings have, again, been better – people have submitted written comments in advance, maybe because of concerns that we’ll have trouble getting to them (but I’ll take it)
Anticipate a good response to the virtual open house because the digital engagement methods were more successful even before the stay home order

LESSONS
Every situation has fluidity
A digital-first engagement strategy may already be a best practice
Earlyish:
WAIT AND SEE (with contingencies)

City of Dearborn
Recreation Plan

STATUS
Planned ramp-up in spring includes community engagement, inventories, and drafting

ADJUSTMENTS
Drafting proceeds; inventories scheduled carefully
Surveys continuing as planned with tweaks to outreach
Interviews converted to survey format
Client holding out hope for some form of in-person engagement, willing to wait until summer to decide
Earlyish:  
WAIT AND SEE  (with contingencies)

City of Dearborn  
Recreation Plan

OUTCOME
So far, little change
But we probably won’t get out of this project without SOME adjustment, so it gives us time to prepare and find good tools

LESSONS
Project timing can be its own tool
Results of earlier activities can help shape later ones (also known as “building the plane while you’re flying it”)
The value of active collaboration
Beginning: RETOOL

STATUS
Brand new project, scope is written flexibly

ADJUSTMENTS
Strategy likely to include rearranged scheduling to put more drafting and analysis up front
Community engagement program will likely be fully remote and pilot at least one new tool: Mentimeter; Groupmaps
Eager to measure the quality and reach of participation done this way!
Remote steering committee participation does offer more of the consultant’s time to the project
Opportunities

- Customize the project
- Customize the engagement
- Try new things (that may LITERALLY have looked like “phoning it in” just a few weeks ago)
- Natural experiments
- A chance for the client to work on their own plan!
Thank you!
Presenter

Paul Lippens, AICP, NCI
Director of Urban Design and Mobility
Director, Detroit Studio
Director, Kalamazoo Studio
Planning and Zoning During COVID-19

Contents:
- Let’s Talk About Disruption
- Project Management Tips
- Zoning Tips
- Planning Tips
- Site Development Tips
“Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.”

– Eliel Saarinen –
Planning for Disruptive Technology
Planning for Disruptive Technology for Planning
Printing Press – Displacing Established Tech
Bicycle – Creating New Industries

THE ROVER SAFETY BICYCLE (PATENTED).

Safer than any Tricycle, faster and easier than any Bicycle ever made. Fitted with handles to turn for convenience in storing or shipping. Far and away the best hill-climber in the market.

MANUFACTURED BY
STARLEY & SUTTON,
METEOR WORKS, WEST ORCHARD, COVENTRY, ENGLAND.
Automobile – displacing established tech

Futurama – 1939 Worlds Fair
New Industry Wins – beating the regulation

Profit Potential

Cost to Entry
Health & Safety
  Siting
  Staffing

Disruptive

Hospitality sector
  Traditional industry
Emerging industry
  Short-term rental
Rapid delivery of radical innovation
Delivery of Goods and Services

- Profit Potential
- Cost to Entry
- Insurance
- Storefronts
- Staffing
- Disruptive

Hospitality sector
Traditional industry
Gig-based service
Shipping/Warehouse
Birth of Bike Cities

AI & the Internet of Things
Birth of Bike Cities

AI & the Internet of Things
Project timelines

Feb  
March
April
May
June
Project timelines

Feb | March | April | May | June
Project timelines

Feb | March | April | May | June | July
Project timelines

Feb  | March  | April  | May  | June  | July  

[Diagram showing timelines for February to July]
Project timelines

Feb  |  March  |  April  |  May  |  June  |  July  

20
Project timelines

public collaboration

Feb
March
April
May
June
July

project team
Project timelines

February
March
April
May
June
July

Public collaboration
Project team
Project timelines

Feb | March | April | May | June | July

public collaboration

project team
Project timelines

- Public collaboration
- Project team
  - Shared documents
  - Steering committees
  - Sub-committees
  - Focus groups
  - Interviews
  - Same program online / in-person
Zoning Tips
Take a Walk!
Identify Precedents

- Rich building materials
- Articulation of structural bays
- Relief in façade surfaces
- Controlled window sizes, proportions, & numbers
- Recessed doors
- Awnings
- On-street parking
- Clear glass storefronts
Zoning Diagnostics

• Curl up with a good Zoning Ordinance
• Start a book club
  ✓ This only works if you can convince everyone to read a zoning ordinance
• Create a running list of issues you need to work on – do it now!
  ✓ Communicate to decision-makers about what updates are needed
Hot Button Issues

- Wind Energy
- Solar Energy
- Marihuana Uses
- Home Occupations
- Warehousing Distribution
- Call Centers
- Hospitality / Short-term Rental
- Parking!
- Landscaping / Signs
5-Year Master Plan Review

- Prepare an update / diagnostic review of current Master Plan
- Note what is out of date and what is still relevant policy
- Identify “small” projects
  - Sub-area Plans
  - Redevelopment Plans,
  - Corridor Studies
  - Zoning Plans
  - Market Studies
  - Demographics
Site Development Tip
online meetings and applications = good

“There is no logic that can be superimposed onto the city; people make it, and it is to them, not buildings, that we must fit our plans”

Jane Jacobs, 1966
Contact:

Paul Lippens, AICP, NCI
Director of Urban Design and Mobility
Director, Detroit Studio
Director, Kalamazoo Studio
plippens@mcka.com
w 313.888.9882
Thank you to our presenters

This presentation and other resources will be placed on MAP’s website, [www.planningmi.org](http://www.planningmi.org)

Look for the

Planning Tools During COVID-19 button