

# Michigan Association of Planning's



## SPRING INSTITUTE | Housing Summit

Wednesday, May 18<sup>th</sup>, 2022

8:30 am - 4:45 pm | Marriott, East Lansing, Michigan

6.75 AICP Certification Maintenance Credits | 6 Master Citizen Planner Continuing Education Credits

An adequate supply of housing, at a range of densities, typologies, and price points, is a required element of a well functioning and vital community. But the development and redevelopment of housing is proving to be more challenging than ever for planners, housing professionals, and elected and appointed municipal leaders. From density resistant neighbors and soaring construction costs to policy choices that stymie new housing development, the challenge of planning for and executing viable alternatives to the current system can seem overwhelming.



### THREE WAYS TO PARTICIPATE:

| In-person   | Virtual: <i>Live plus recorded content</i>   | Both   |
|---|--|--|
| Wednesday, May 18, 2022<br>8:30 p.m. - 4:30 p.m.<br>Member Rate \$160<br>Student Member: 30<br>Nonmember Rate \$185 | Wednesday, June 15, 2022<br>2-4:30 p.m. (plus recorded content)<br>Member Rate: \$45<br>Student Member: \$15<br>Nonmember Rate: \$65 | Student Member: \$30<br>Member Rate \$160<br>Nonmember Rate: \$180                                   |
| <input type="checkbox"/> Member <input type="checkbox"/> Non Member <input type="checkbox"/> Student                | <input type="checkbox"/> Member <input type="checkbox"/> Non Member <input type="checkbox"/> Student                                 | <input type="checkbox"/> Member <input type="checkbox"/> Non Member <input type="checkbox"/> Student |

Register online at [www.planningmi.org](http://www.planningmi.org) p: (734) 913-2000 | f: (734) 913-2061 | info@planningmi.org

Please fill out one form per registrant and send to MAP office: 1919 W. Stadium Blvd, Ste 4 Ann Arbor MI 48103

\$60 - Join MAP (Membership runs from July 1<sup>st</sup> to June 30<sup>th</sup>)

Total Fee: \_\_\_\_\_

\*\* Add \$25 for registrations after April 18th

Name \_\_\_\_\_ Credentials \_\_\_\_\_ Affiliation \_\_\_\_\_

Please list any special needs (dietary restrictions, barrier free access, etc) \_\_\_\_\_

Phone (with area code) \_\_\_\_\_ Email (confirmation and directions will be sent via email) \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Master Card  Visa

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_

### PROGRAM SPONSORS



Registration Procedures & Policies: For cancellations received in writing on or before April 26th, a \$25 cancellation fee will be charged. Cancellations received on May 4th or later, and no-shows the day of the event, will be responsible for the full amount of the registration because food/beverage and workshop materials costs have already been incurred. You may 1) send a substitute or 2) receive the workshop materials via email in the event you are unable to attend but not able to cancel in time.

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### 7:30 a.m. - 8:30 a.m. | Registration

### 8:30 a.m. - 8:45 am | Welcome, Opening Remarks & Overview

**Andrea Brown**, AICP, Executive Director Michigan Association of Planning, **Carmine Avantini**, AICP, President, Michigan Association of Planning, CIB Planning, and **Ron Bacon**, Mayor, City of East Lansing

### 8:45 a.m. - 9:30 a.m. | Opening Keynote: Fixing the Broken Housing System | Live Zoom | 0.75 AICP CM

The main obstacle to fixing our broken housing system is not the absence of good policy ideas, but wicked hard politics. Those who benefit from the status quo—including many middle- and upper-income homeowners—are understandably reluctant to allow changes. Those who stand to gain the most from change (younger households, especially renters) are underrepresented among elected officials, often face barriers to political participation, and have not yet built durable coalitions around shared policy goals. The speaker will be joining us for this session live through zoom.

**Jenny Schuetz**, Brookings Institute

### 9:35 a.m. - 10:30 a.m. | Zoning Reform in Michigan: What you can do NOW ? | 1.0 AICP CM

MAP's MSHDA funded Zoning Reform Project is live! This how to guide provides local regulatory solutions that can be implemented now, without changes to the State Zoning Enabling Act. This session provides an over-view of the 15 tools included in the Zoning Reform Guidebook, introduces master plan approaches to introduce housing innovations, and provides talking points to get you past common obstacles to implementing successful housing solutions.

**Suzanne Schulz**, FAICP, Progressive AE, **Julie Tschirhart**, Progressive AE, **Ryan Kilpatrick**, AICP, Housing Next

### 10:30 a.m. - 10:45 a.m. | Networking Break

### 10:45 a.m. - 11:45 a.m. | Partners in Michigan | 1.0 AICP CM

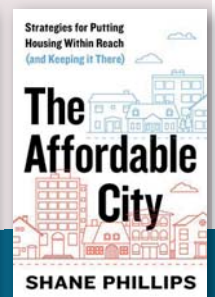
There are scores of state agencies, governmental and non-profit organizations, and municipalities advancing policies, plans, programs, and partnerships to address housing needs in Michigan. From MSHDA's first ever 5 Year Housing Plan and MEDC's innovative approach to technical assistance and funding tools supporting a resilient Michigan, to the Housing Michigan Coalition and the MEDC/MML/CNU partnership to collaborate to develop 2 code reform guidebooks, there is a collective recognition that action must be taken now to help municipalities serve their residents, build economic prosperity, increase wealth building opportunities, and meet the housing needs of all.

**Gary Heidel**, MSHDA, **Sarah Rainero**, MEDC, **Joshua Lunger**, Grand Rapids Chamber and Executive Committee member of Housing Michigan Coalition, **Richard Murphy**, AICP, Michigan Municipal League

### 11:45 a.m. - 12:30 p.m. | 0.75 AICP CM | Gallery Walk highlighting speakers, Book signing, Networking, Q and A

This interactive and informal event provides the opportunity for attendees to stroll among speaker booths and ask the experts your questions; buy a book - we'll be selling both *Fixer Upper* (Jenny Schuetz) and *The Affordable City* (Shane Phillips) and engage with the author (Shane will be here in person); find your counterpart from another municipality and ask how they are solving local housing challenges; or find a quiet corner to check emails. This lead up to the keynote lunch is YOUR time to network and learn

- *Fixer-Upper: How to Repair America's Broken Housing Systems*  
Jenny Schuetz, Brookings Institute.  
Discounted price in person \$25 Online: \$30
- *The Affordable City: Strategies for Putting Housing Within Reach*  
Shane Phillips, UCLA Lewis Center Housing Initiative  
Discounted price in person \$25 Online: \$30



MAP Reads Book Club Wednesday, April 27, 2022 | 6 PM - 8 PM

Join us as we discuss *Fixer Upper* - Order your signed copy today

email Andrea at [abrown@planningmi.org](mailto:abrown@planningmi.org) to sign up for the book discussion

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### 12:30 p.m. - 1:50 p.m. | Keynote Lunch | Building Political Support | 0.75 AICP CM

Supply, Stability, Subsidy. Each is essential to the housing equation, yet communities and practitioners rarely prioritize all three. Different disciplines — planners, tenant advocates, architects, community based organizations, environmentalists, affordable and market housing developers, and others — must work together to ensure that each goal is advanced. By combining “all of the above” housing policy with smart messaging and effective partnerships, we can ensure that no one's left behind as we plan for more affordable and equitable cities.

Shane Phillips, Urban planner and policy expert, manages the UCLA Lewis Center Housing Initiative, authored *The Affordable City*, a book about housing policy, and produces the Housing Voice Podcast.

**Shane Philips**, UCLA Lewis Center Housing Initiative

### 1:50 - 2:00 pm | Short Break

### 2:00 p.m. - 2:45 p.m. | Understanding Your Local Housing Market | 0.75 AICP CM

Most communities in Michigan are struggling with a mismatch between housing demand and housing supply, but every community is a little different, and every neighborhood unique in its own way. This session will highlight commonly available tools to help planners better understand hyper-local market dynamics and to use that understanding to better inform policy and zoning recommendations. Questions we will cover include: Why aren't we seeing more mixed-use buildings? When do accessory dwelling units make financial sense? What are the most important elements to consider when zoning for missing middle housing types?

**Ryan Kilpatrick**, AICP, Executive Director, Housing Next

### 2:45 - 3:00 pm | Networking Break

### 3:00 p.m. - 4:00 p.m. | Innovations from the Trenches | 1.0 AICP CM

Municipalities large and small are tackling local housing issues with a variety of approaches. This session showcases local stories, and highlights ways your community can bolster density and diversity, and increase housing supply that meets local needs. These stories illustrate the complexity of the housing crisis in Michigan communities, and uplift a range of solutions.

**Tom Fehrenbach**, Deputy City Manager/Director of Planning, Building & Development, East Lansing

**LeighAnn Mikesell**, Deputy City Manager, City of Muskegon

### 4:00 p.m. - 4:45 p.m. | Closing Plenary “Experience Session” | 0.75 AICP CM

This facilitated, general closing session will provide participants with the opportunity to exchange thoughts about the day's sessions, network and engage with peers, ask questions of the presenters who are able to stay to the end, and share personal experiences and anecdotes that relate to the day's topics. This “experience session” is back by popular demand, and closes the day on an intimate note. A rare opportunity to informally discuss and dig deeper into the institute's themes.

**Ryan Kilpatrick**, AICP, Housing Next, **Shane Philips**, UCLA Lewis Center Housing Initiative

**Suzanne Schulz**, FAICP, Progressive AE

### Virtual Component | June 15, 2022 | 2:00 p.m. - 4:30 p.m. plus recorded content

#### Zoning Reform Stories from Across the Country

Moderated by Jason Jordan, APA's Legislative Policy Director, this virtual session will explore how other states are advancing zoning reforms that contemporize outdated zoning laws that perpetuate segregation, threaten the supply of affordable housing and hinder sustainable development. Learn what other APA Chapters are doing.

#### The Michigan Chapter's Zoning Reform Guidebook

This session will demonstrate how to use the toolkit, including overviews of which tools are most appropriate in different municipal settings. Ryan Kilpatrick, AICP, Housing Next Suzanne Schulz, FAICP, Progressive AE, Julie Tschirhart, Progressive AE

• **Fixing the Broken Housing System**, Jenny Schuetz's opening keynote from May 18, was recorded and is included in this supplemental virtual training package. See session description at the top of this flier.