

KALAMAZOO

PLANNING MICHIGAN

MICHIGAN ASSOCIATION OF PLANNING'S 2013 ANNUAL CONFERENCE

RADISSON PLAZA HOTEL | DOWNTOWN KALAMAZOO

WEDNESDAY, OCTOBER 2 - FRIDAY, OCTOBER 4



The #1 source of best planning practices for professional planners, community development professionals, planning commissioners and elected officials.

NATIONAL LEADERS



STATE EXPERTS



LOCAL AUTHORITIES



RELEVANT APPLICATIONS



COMPELLING LESSONS



The Planning Michigan Conference Committee

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OHM Advisors

Derek Delacourt
City of Ferndale

Eric Frederick, AICP, LEED AP
Connect Michigan

Carla Gribbs
DTE Energy

Christopher McLeod, AICP
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Dominic Ramono
City of Livonia

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The Planning Michigan Conference Host Committee

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City of Kalamazoo

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Oshtemo Township

C. Scott Smith, AICP
Western Michigan University

Steve Stepek, AICP
Kalamazoo Area Transportation Study

Michael West, AICP
City of Portage

abouttheconference

PLANNING MICHIGAN 2013 will couple dynamic speakers with effective adult learning techniques to create a remarkable conference experience. Join us in Downtown Kalamazoo to learn how to strengthen your community by applying the latest resources, tools, and techniques. Innovative planning approaches are experienced through hands-on mobile tours and workshops. Register now to attend Michigan Association of Planning's annual conference in Downtown Kalamazoo, October 2-4, 2013 at the Radisson Plaza Hotel.

We've lined up a dynamic agenda with national and state experts, including: **June Williamson**, RA, LEED AP, author of *Designing Suburban Futures* and *Retrofitting Suburbia*; **Honorable Mick Cornett**, Mayor of Oklahoma City, whose leadership transformed the city's economy into one of the strongest in the nation; **Paul Hillegonds**, Senior Vice President for Corporate Affairs for DTE Energy and recently appointed Director of the Regional Transit Authority, who is an icon in Michigan politics and leadership; and national expert **Jeff Speck**, AICP, CNU-A, LEED-AP, author of *Walkable City: How Downtown Can Save America One Step at a Time*.

Breakout sessions address topics like the recent supreme court ruling on *Koontz v. St. Johns River Water Management District*; economic gardening and place-based investment; historic district standards and streetscape design guidelines; broadband and technology planning; and strategies for suburban-to-urban transformations that are long- and short-term.

REGISTRATION POLICY

There is a \$50 processing fee for conference registration cancellation before September 10, 2013. The request must be made in writing and sent to the MAP office. NO refunds will be granted on or after September 10, 2013. Cancellations received less than five days in advance of the conference, and no-shows the day of the event, will be responsible for the full amount of the registration because food/beverage and conference materials costs have already been incurred. You may 1) send a substitute (the difference between member and non-member fee will be charged if a non-member replaces a member) or 2) receive the conference materials in the mail in the event you are unable to attend but not able to cancel in time.

PREMIUM EVENTS

Mobile Tours - \$20 to \$35 (in addition to the conference registration fee) include a walking tour showcasing historic preservation opportunities, an adaptive reuse /brownfield redevelopment tour featuring a beer tasting, and an agricultural tour with lunch and a winetasting.

Awards Banquet - \$50 | Please join us Wednesday, October 2nd, from 6:30 p.m. to 8:30 p.m. to honor distinguished leaders in the planning field as we celebrate Outstanding Planning Projects, Leadership Awards, and MAP scholarship recipients. Participants will enjoy a cash bar, social hour and dinner.

CONTINUING EDUCATION

Attend the entire conference and obtain up to 15 AICP Certification Maintenance credits. The Michigan Citizen Planner Program is again offered to provide MAP's local elected and appointed officials with the planning and zoning essentials you need to keep your community moving in the right direction.

AICP Certification Maintenance (CM)

By attending sessions Wednesday, October 2, through Friday, October 4, (and the hot topic round table lunch on Friday) conference attendees can obtain 15 CM credits. All sessions at this conference (except the Michigan Citizen Planner sessions) have been submitted to the American Planning Association (APA) for approval for AICP Certification Maintenance credits.

Citizen Planner Certificate Course - \$75 (in addition to the conference registration fee)

Michigan Citizen Planner is a non-credit course series leading to a certificate of completion awarded by Michigan State University Extension (MSUE). This program is intended for new planning commissioners, ZBA members, elected officials, non-profit leaders and interested citizens. The course covers job basics for planning and zoning, new economy principles, best practices, court decisions, conflict of interest and effective meetings. The \$75 fee includes the MSUE Citizen Planner Certificate and notebook with extensive handout materials. Participants can continue on to earn the Master Citizen Planner credential (see below). Complete the entire course in three days! To earn the certificate of completion, you must attend all sessions denoted with a diamond on the Conference at a Glance pages.

The Master Citizen Planner Credentialing Program

This year all sessions (except the Citizen Planner Program sessions) are designated for Master Citizen Planner Continuing Education Credits. The Master Citizen Planner (MCP) credentialing program was developed to provide advanced skill development and a benchmark for continuing education among Michigan elected and appointed officials and citizen volunteers. The MCP program involves completing the Citizen Planner course of core sessions, passing an online examination, finishing a capstone project, and completing a minimum of six continuing education credit hours every year.

OVERNIGHT ROOMS

Radisson Plaza Hotel in Downtown Kalamazoo | Reservations: (269) 343-3333

A block of rooms has been reserved by the Michigan Association of Planning at a rate of \$120 per night (based on single or double occupancy) plus applicable taxes. Call before September 16, 2013 to reserve your room.

Wednesday, October 2, 2013

4:30 p.m. – 5:15 p.m.

General Session | Designing Suburban Futures, Now! | .75 AICP CM

The North American urban landscape is dominated by the products of late 20th century suburbanization, leaving the built environment littered with dead malls, failing strip centers, foreclosed houses, vacant big boxes, and acre upon acre of asphalt parking lots. What



to do? June Williamson will discuss promising planning and design strategies and tactics, illustrated with competition-winning proposals from her book *Designing Suburban Futures* as well as case studies from her previous book *Retrofitting Suburbia*, co-authored with Ellen Dunham-Jones. **June Williamson, RA, LEED AP, Bernard and Anne Spitzer School of Architecture, The City College of New York/CUNY**

Thursday, October 3, 2013

8:30 a.m. – 9:30 a.m.

Opening Session: Optimism and Leadership | 1 AICP CM

During his tenure, Oklahoma City's economy has been one of the strongest in the nation. Standing for efficient government and responsible leadership, Mayor Cornett has worked to promote an inclusive and optimistic vision of Oklahoma City, fueled by bold ideas. Mayor Cornett has become one of the nation's foremost spokesmen for municipal issues, being frequently asked to speak



to Congress and the White House on behalf of cities across the nation. In 2007, he was elected as a Trustee of the U.S. Conference of Mayors, the highest governing body in that organization. In June, 2010, he was named one of three global finalists for the "World Mayor 2010 Prize." Later in 2010, *Governing* magazine named him their "Public Official of the Year."

Honorable Mick Cornett, Mayor of Oklahoma City

12:45 p.m. – 2:15 p.m.

Keynote Luncheon: Community Vitality | .75 AICP CM

Paul Hillegonds, Senior Vice President, Corporate Affairs, DTE Energy and the recently appointed Director of the Southeast Michigan Regional Transit Authority (RTA), understands a thing or two about planning, although he'd probably use words like regional prosperity, diverse and inclusive communities, talent attraction,



education reform, urban revitalization, and energy for a vital future. His passions are shared by community planners, and Mr. Hillegonds will highlight the complex relationships between the political, social and economic issues facing our state, and offer hopeful solutions.

Paul Hillegonds, Chair, Regional Transit Authority, Senior Vice President for Corporate Affairs for DTE Energy

Friday, October 4, 2013

8:30 a.m. – 9:30 a.m.

General Session: Walkable City | 1 AICP CM

Jeff Speck, national expert on walkability and urban planning, will describe the safe, comfortable, interesting, and useful walk. Why is it important to invest in walkable communities? What are the



characteristics of walkability, and how can we get started? He recently published the book *Walkable City: How Downtown Can Save America One Step at a Time*, and was the coauthor of influential texts including the *Smart Growth Manual* and *Suburban Nation*.

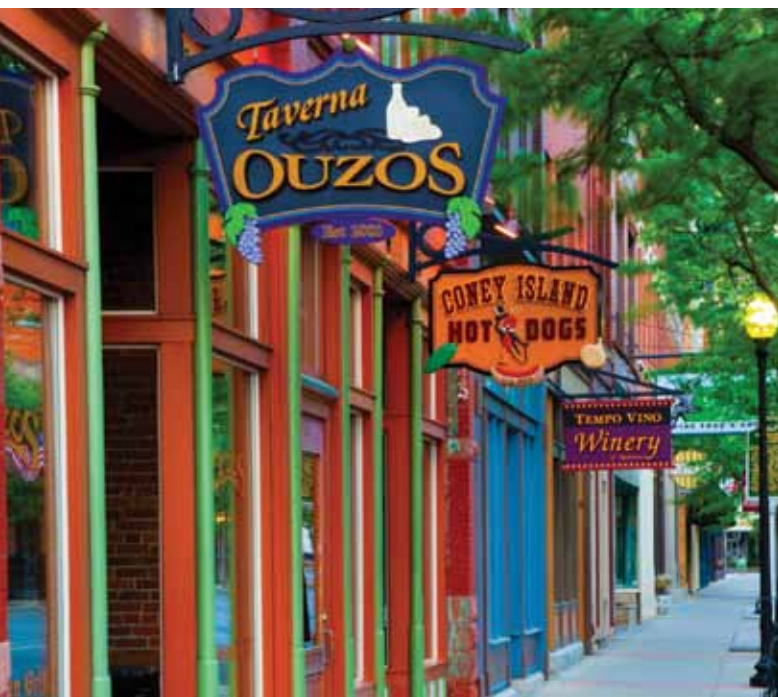
Jeff Speck, AICP, CNU-A, LEED-AP, Hon. ASLA, Speck & Associates LLC

12:45 p.m. – 2:00 p.m.

Strategic Planning Luncheon

A Strategy for the Future: MAP's Next 5 Years - \$18

Our world of planning is rapidly changing, and in order to intentionally respond to evolving conditions the Michigan Association of Planning is embarking on a yearlong strategic planning effort. The purpose of this effort is to establish organizational priorities, identify efficient use of resources, strengthen our impact, and better serve our members. We will be using various techniques over the upcoming year to learn from our stakeholders what they think the future holds for MAP, and how we - with your input - can get there. Share your ideas and observations at this facilitated strategic planning luncheon.



Wednesday, October 2, 2013

9:30 a.m. – 12:00 p.m.

Introduction to Planning and Zoning, Michigan Citizen Planner, Session 1 ♦

The history of planning and zoning, the New Economy and Smart Growth are the focus of this session. In addition, participants will be exposed to valuable planning and zoning resources and learn how to recognize and avoid conflicts of interest.

Richard Wooten, AICP, Michigan State University Extension

12:30 p.m. – 4:45 p.m.

MAP's Planning and Zoning Essentials | Roles and Responsibilities, Michigan Citizen Planner, Session 3 & 4 ♦

Designed for anyone who deals with planning and zoning issues, this information-packed program is ideal for introducing new planning commissioners and zoning board of appeals members to their roles and responsibilities, and also for more experienced officials looking to refresh their skills and build upon existing knowledge. Roles and responsibilities, site plan review, comprehensive planning, zoning ordinances, variances, how to determine practical difficulty, and standards for decision-making are all covered.

1:00 p.m. – 2:30 p.m.

Ethics for Community Planners | 1.5 AICP CM

Many large-scale factors (economic, political, social) influence the pressures placed on community planners. Sometimes the pressures seem manageable, other times less so. Regardless, we must forthrightly confront complex professional scenarios with honesty and critical thought. This ethics session will include an overview of the AICP Code of Ethics, the presentation of various challenging ethical scenarios and a discussion of how the changing planning environment in Michigan has influenced ethical decision making over the last four decades. This session meets the AICP CM requirements for ethics.

Phillip McKenna, AICP, PCP, McKenna Associates
Sarah Traxler, AICP, McKenna Associates

Proven Techniques for Increasing Commerce in Michigan Towns, Cities & New Town Centers | 1.5 AICP CM

This fast-paced session demonstrates how urban planning can be combined with the best practices of modern retailing to create competitive downtowns and new town centers. This presentation outlines the nuts and bolts of market research, land use, parking, building, site planning and merchandising plans.

Robert Gibbs, ASLA, CNU, Gibbs Planning Group

2:45 p.m. – 4:15 p.m.

Build A Better Block | 1.5 AICP CM

The session will educate participants about hyper-local placemaking. Beginning with two relevant videos that provide a primer of the concept, the presenters will then provide a brief overview of a sample project, from start to finish, including funding, planning, collaboration, and construction/building the 19 urban interventions, results, and lessons learned. Participants will complete a mini-tactical urbanism planning activity to develop a hyper-local placemaking activity for their community by considering a block in their community, developing a list of constraints and assets facing the block, connecting the assets and constraints to demonstration projects that could occur, identifying potential collaborators, and developing a set of outcomes for the demonstration.

Lynée L. Wells, AICP, Williams & Works
Kyle Christensen, Emerging Professionals Committee, USGBC Detroit Regional Chapter

Reviewing the Regulatory Takings Doctrine Under Michigan and Federal Law | 1.5 AICP CM

Every day planners are faced with balancing property rights with regulatory policies that benefit and protect the community. This session will provide a comprehensive overview of the history and evolution of the regulatory takings doctrine. We'll step through a process planners can use to consider the legal implications of their regulatory decisions. The session will include a discussion of the US Supreme Court's recent decision of *Koontz v. St. Johns River Water Management District*. This session meets the AICP CM certification maintenance credits for law.
Richard K. Norton, Ph.D., J.D., Urban and Regional

Planning Program, Taubman College of Architecture and Urban Planning, University of Michigan

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The North American urban landscape is dominated by the products of late 20th century suburbanization, leaving the built environment littered with dead malls, failing strip centers, foreclosed houses, vacant big boxes, and acre upon acre of asphalt parking lots. What to do? June Williamson will discuss promising planning and design strategies and tactics, illustrated with competition-winning proposals from her book *Designing Suburban Futures* as well as case studies from her previous book *Retrofitting Suburbia*, co-authored with Ellen Dunham-Jones.

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Honorable Mick Cornett, Mayor of Oklahoma City

9:45 a.m. – 11:00 a.m.

Making-Over Main Street – Surviving and Thriving During Construction | 1.25 AICP CM

The Main Street Makeover was a \$7.6 million project to rebuild Main Street, improve water service, and add streetscape improvements to enhance the downtown experience in the City of Rochester. Learn

how through four years of preparation, a strong project team and a relentlessly positive marketing campaign, this downtown thrived during this project.

Nik Banda, *City of Rochester*

Jaymes Vettrano, *City of Rochester*

Kristi Trevarrow, *City of Rochester DDA*

Plan Kalamazoo in Retrospective: Evaluating a Process and Plan After Three Years | 1.25 AICP CM

Get to know more about this year's host city. Three years ago, Kalamazoo updated its citywide master plan through a unique and engaging outreach program. The concise and accessible master plan focused on sustainability, neighborhood revitalization, catalytic placemaking projects, and multimodal transportation. Leaders of that process will review how the plan came together, what has happened since the plan was adopted, and lessons learned.

Kathleen Duffy, AICP, *LSL Planning Inc.*

Andrea Augustine, AICP, *City of Kalamazoo*

Brad Strader, AICP, PTP, *LSL Planning Inc.*

9:45 a.m. - 11:15 a.m.

Right to Farm Act Update | 1.5 AICP CM LAW

Hear a review of the Right To Farm Act's provisions and application, including Generally Accepted Agricultural Management Practices (GAAMPs), and applicable case law. Learn how the act preempts local zoning (sometimes!) and review frequently asked questions.

This session meets the AICP certification maintenance requirements for law.

Catherine Kaufman, AICP, *Bauckham, Sparks, Lohrstorfer, Thall and Seeber PC*

9:45 a.m. - 12:30 p.m.

Breaking Down Barriers to Placemaking! | 2.75 AICP CM

Placemaking has been used as a quality of life improvement process since the 1970's, but now that Strategic Placemaking has been discovered as a tool for talent attraction, retention and job creation, it is invigorated with a much higher profile. The state has an extensive placemaking curriculum that has been shared with thousands of stakeholders over the past year with many programs to come. More and more people "get it," but veteran planners report there are many local barriers to implementation of placemaking.

This session will focus on identification of ways to knock down barriers to effective implementation of placemaking. The session will focus on legal, financial, market, developer and fiscal barriers with a special focus on their relationship to Strategic Placemaking.

Mark Wyckoff, FAICP, *Planning & Zoning Center at MSU, MSU Land Policy Institute*

Legal Aspects of Planning and Zoning, Michigan Citizen Planner Program, Session 2

Session 2 covers cases, statutes, and other planning authority, focus on risk management, powers, limitations (constitutional and otherwise), planning and zoning authority in Michigan, and private property rights.

Brad Neumann, AICP, *Michigan State University Extension*

11:30 a.m. - 12:45 p.m.

Innovations in Zoning: Small Town Responses to the Evolving Economy | 1.25 AICP CM

While some communities are magnets for the tech industries of the new economy, many other communities are struggling to attract new businesses. Learn how small towns in Michigan and beyond are on the leading edge in developing effective permitting of new and unusual land uses that respond to and encourage new business opportunities.

Rod Arroyo, AICP, *Clearzoning, Inc.*

David Birchler, AICP, *Clearzoning, Inc.*

Jill Bahm, AICP, *Clearzoning, Inc.*

See you in Court! Legal Challenges and the Litigation Process | 1.25 AICP CM

No one wants to hear the dreaded words, "See you in court," yet it is a reality of the profession. In this session, learn how to minimize your risk of litigation by making sound and defensible decisions. If you are challenged, this session also provides practical information that will help guide you through the litigation process.

Adam Young, AICP, *Wade Trim*

Nicolas Lomako, AICP, PCP, *Wade Trim*

Jennifer H. Gatti, Esq., *Seglund Gabe Quinn Gatti & Pawlak, PLC*

Emerging Professional Roundtable Discussion | 1.25 AICP CM

This energetic session is designed to provide students, recent graduates and new professionals with direct access to

the state's top professionals. Meet with experts in the field to have your questions answered. What will you learn? Whatever you want! Realities of the profession will be available to you, you just have to ask. Seeking advice on how to handle conflict during a planning commission meeting? Looking to improve your resume? Wondering how to kick your verbal communication skills up a notch? Yep, we've got your questions covered.

12:45 p.m. - 2:15 p.m.

Keynote Luncheon: Community Vitality | .75 AICP CM

Paul Hillegonds, Senior Vice President, Corporate Affairs, DTE Energy and the recently appointed Director of the Southeast Michigan Regional Transit Authority (RTA), understands a thing or two about planning, although he'd probably use words like regional prosperity, diverse and inclusive communities, talent attraction, education reform, urban revitalization, and energy for a vital future. His passions are shared by community planners, and Mr. Hillegonds will highlight the complex relationships between the political, social and economic issues facing our state, and offer hopeful solutions.

Paul Hillegonds, *Chair, Regional Transit Authority, Senior Vice President for Corporate Affairs for DTE Energy*

2:15 p.m. - 3:30 p.m.

Applying Target Market Analysis to Develop Housing Needs | 1.25 AICP CM

Traditional housing options in Michigan are not keeping up with demand for the "missing middle", and the need for duplexes, fourplexes, bungalow courts, and live-work units are on the rise. Determining how to plan for these home options can be a challenge, especially in rural areas. This session will provide solid Michigan examples and applications to explain how communities can address housing needs that are not traditionally found in Michigan by aligning target markets with the SmartCode Transect.

John Iacoangeli, AICP, LEED AP, CNU-A, FBCI, *Beckett & Raeder, Inc.*

Sharon M. Woods, CRE, *LandUse|USA*

Fusion Planning: Creative Asset Management, and Progressive Economic Development Policy | 1.25 AICP CM

This session chronicles the "fusion" of

vision planning, economic development policy, and creative asset management to revitalize Westland's Central City Parkway. Hear about how the project was managed through TIFA and DDA funding resulting in public improvements, a refined brand, and new public amenities, adding value to the city's core.

Tony Slanec, *OHM Advisors*

Gary Sebach, *OHM Advisors*

Mayor William Wild, *City of Westland*

Local Economic Development: New Approaches for a New Economy | 1.25 AICP CM

The current economy is undergoing a significant transformation from industry and manufacturing to a knowledge economy based on technology and the management of information. In formulating an economic development strategy, the most essential step is to think of a community as an environment for investment. Why would someone want to invest in your community? Economic gardening and place-based investment are strategies that allow communities to capitalize upon untapped opportunities. This session will focus on specific strategies for communities to develop a competitive advantage.

Richard Carlisle, *AICP, Carlisle|Wortman Associates*

Ben Carlisle, *AICP, LEED AP, Carlisle|Wortman Associates*

Mark Miller, *AICP, City of Troy*

Maximizing Waterways for Community Development | 1.25 AICP CM

Michigan communities today are challenged to define their unique sense of place. Learn how two innovative projects- Huron River Watershed Council's RiverUp! and the Clinton River Watershed Council's WaterTowns- are working to assist communities to maximize waterways as signature community assets to attract residents, visitors and businesses.

Nina Misuraca Ignaczak, *AICP, Clinton River Watershed Council*

Elizabeth Riggs, *Huron River Watershed Council*

2:15 p.m. – 4:45 p.m.

Plan Implementation – Tools and Development Controls, Michigan Citizen Planner Program, Session 5 ♦

Session 5 focuses on the Land Division

Act, including divisions, exempt divisions, bonus divisions, redivisions, and subdivisions. This session also covers site condominiums, planned unit development (bonus/incentive zoning), purchase/transfer of development rights, overlay zones, screening/buffering/landscaping, private road regulations, and related planning techniques.

Kurt Schindler, *AICP, Michigan State University Extension*

3:45 p.m. – 5:00 p.m.

Are We There Yet? A Complete Streets Reboot | 1.25 AICP CM

We've been talking about Complete Streets for years, but few communities have made serious headway with implementation. Beyond resolutions and ordinances, what can a community do to actually walk the walk? This session will discuss how to plan and implement Complete Streets successfully while taking them to the next level.

Scott Cline, *LEED-AP, PE, Giffels Webster*

Michael Darga, *PE, Giffels Webster*

Detroit Future City - Implementing Detroit's Strategic Framework | 1.25 AICP CM

Detroit Future City (DFC) as a case study will explain the Five Planning Elements, implementation of this adaptive framework, and the first phase of pilot projects. DFC is a strategic framework that includes a physical vision, policies, implementation strategies, and assignments of responsibilities. Grounded in evidence and tested by extensive community feedback, DFC considers the future not only from a land use or economic growth standpoint, but in the context of city systems, neighborhood vision, vacant land and buildings, and the civic capacity required for Detroit's success.

Dan Kinkead, *Detroit Future City*

Malik Goodwin, *Detroit Economic Growth Corporation*

Erin Kelly, *NextEnergy Center*

Wendy Jackson, *Kresge Foundation*

Local Broadband and Technology Planning | 1.25 AICP CM

To benefit from broadband, communities must take a comprehensive planning approach and address access, adoption, and use of technology simultaneously. Several Michigan communities are participating in local broadband and technology planning efforts. Stakeholders are assessing their

broadband landscape, creating plans, and implementing projects to increase technology access with great success. Economic benefits of broadband technology will be discussed.

Eric Frederick, *AICP, LEED AP, Connect Michigan*

Lori Eschenburg, *St. Clair County Metropolitan Planning Commission*

Michigan Green Communities: Increasing Innovation through Peer Learning | 1.25 AICP CM

Every day local government leaders across Michigan implement creative sustainability projects that save money and offer social and environmental benefits. How do we capitalize on home-grown best practices to overcome barriers to sustainability? Networks like Michigan Green Communities are one model to foster innovation at state, regional, and local levels.

Jamie Kidwell, *City of Ann Arbor*

Luke Forrest, *Michigan Municipal League*

Matt Naud, *City of Ann Arbor*

Dave Norwood, *City of Dearborn*

4:45 p.m. – 6:00 p.m.

Planning Michigan Exhibitor and Sponsor Reception

Friday, October 4, 2013

8:30 a.m. – 9:30 a.m.

General Session: Walkable City | 1 AICP CM

Jeff Speck, a top expert on walkability and urban planning will describe the safe, comfortable, interesting, useful walk. Why is it important to invest in walkable communities? What are the characteristics of walkability, and how can we get started? He recently published the book *Walkable City: How Downtown Can Save America One Step at a Time*, and was the coauthor of influential texts including the *Smart Growth Manual* and *Suburban Nation*.

Jeff Speck, *AICP, CNU-A, LEED-AP, Hon. ASLA, Speck & Associates LLC*

9:45 a.m. – 11:00 a.m.

Creating a Walkability Plan | 1.25 AICP CM

Jeff Speck has developed a technique for creating Walkability Plans that has been tested in seven communities. Learn in detail about how to apply the same approach in your municipality.

Jeff Speck, *AICP, CNU-A, LEED-AP, Hon. ASLA, Speck & Associates LLC*

Design Guidelines for Streetscape Projects in Downtowns and Historic Districts | 1.25 AICP CM

This session is a MUST for all professionals who are involved in the design process for streetscape projects that may utilize federal funding. Learn the streetscape design guidelines to follow in order to avoid lengthy review times and re-designs through the Section 106 Environmental Review process of Michigan Department of Transportation (MDOT) and State Historic Preservation Office (SHPO).

Kelly Larson, *State Historic Preservation Office/MSHDA*
Brian Grennell, *State Historic Preservation Office/MSHDA*
Sigrid Bergland, *Michigan Department of Transportation*

9:45 a.m. - 11:15 a.m.

Reimagine Washtenaw Avenue: Community Engagement with Traditionally Underrepresented and Vulnerable Populations | 1.5 AICP CM ETHICS

As Washtenaw County creates a new vision for Washtenaw Avenue with walkable shopping options, housing choices, efficient transit service, great public spaces, bike paths, and access to educational, cultural and employment centers, this session explores how to engage hard to reach people who have traditionally not been involved in the planning process. This session meets the AICP certification maintenance requirements for ethics.

Stephen Wade, *Washtenaw County*
Nathan Voght, *AICP, Washtenaw County*

9:45 a.m. - 12:00 p.m.

Getting Good Data and Creating Cool Infographics: New Visuals for Your Planning (session held off-site) | 1.5 AICP CM

Become a planning and zoning quantitative expert! No fancy algorithms needed here, just a desire to make your data look beautiful and interesting and compelling. Learn how to create appropriate infographics and insert them into your planning documents. This hands-on session summarizes various computer applications, juxtaposes their features, and assesses their ease of use. Session will be held at the Western Michigan University Geography Computer Lab. Transportation to and from the session will be provided.

Alan Bean, *AICP, Spicer Group, Inc.*
Robert Eggers, *AICP, Spicer Group, Inc.*

9:45 a.m. - 12:30 p.m.

Best Practices for Innovative Planning and Zoning, Michigan Citizen Planner Session 6

Session 6 covers green development techniques, redevelopment, form-based code, spatially-based versus design-based land use, streetscape preference surveys, traditional neighborhood design, conservation design, and the four-step conservation design process.

Dean Solomon, *Michigan State University Extension*

11:30 a.m. - 12:45 p.m.

Charretting for Sustainability | 1.25 AICP CM

A Charrette-based planning process was used to facilitate and integrate a multi-faceted plan for a multi-jurisdictional area. The Tri-County Regional Planning Commission's Mid-Michigan Program for Greater Sustainability, a HUD funded Sustainable Communities initiative, worked with the National Charrette Institute to develop a many layered approach to planning based in public processes and hands on design workshops. Learn how MI-Grand River Avenue Vision Charrette focused on a well-travelled corridor across 10 municipalities and sought one long and sustainable vision for their region's main street.

Susan M. C. Pigg, *CEd, Tri-County Regional Planning Commission, TBD Panelists*

Re-imagining the Suburb | 1.25 AICP CM

The vision for Dublin, Ohio's Bridge Street District is for a vibrant, walkable, and sustainable environment with a dynamic mix of uses, open spaces, and housing types at the commercial center of this suburban community. This radical departure from Dublin's development history was seen as necessary to maintain the city's commitment to quality, predictability, and economic competitiveness. Learn strategies for suburban-to-urban transformation using form based zoning, integrating transportation planning and stormwater management, and managing short-term challenges of implementing a transformative, long-term vision.

Steve Langworthy, *City of Dublin, Ohio*

When We Grow Up: Becoming an Age-Friendly Community

A big change is coming. By 2030, the population of people age 65 and over is expected to double its current size. That's a

huge demographic shift! Is your community prepared? Come find out what an "age-friendly" community could look like. This session offers real-world ideas that planners can take back home and tools to implement these techniques.

Steven J. Cohen, *AICP, PCP, City of Auburn Hills*
Suzanne M. Schulz, *AICP, City of Grand Rapids*
Karen Adock, *S.D.C., City of Auburn Hills - Senior Citizen's Services Director*
Karen Kafantaris, *AARP*

11:30 a.m. - 1:00 p.m.

Future of Tax Increment Financing | 1.5 AICP CM LAW

Tax Increment Financing is a very successful tool used to fund downtown and economic development projects. Significant changes in structure and participation of tax increment financing (TIF) are being legislatively proposed in Lansing and may result in rendering this very successful economic development option ineffective. Panelists will discuss the history and evolution of Tax Increment Financing, current legislative proposals, the anticipated impact on TIF financing, and challenges to this often misunderstood but highly effective instrument.

Arthur Mullen, *AICP, Michigan Downtown Association*
Vincent Pastue, *City of Farmington*
Dr. David Bieri, *Real Estate Program, University of Michigan*

2:00 p.m. - 3:00 p.m.

Pecha Kucha | 1 AICP CM

Fast, funny, passionate planning sessions are successfully implemented by APA at their national conferences. Join seven presenters who will have only seven minutes and no more than 20 slides to tell you about hot planning topics.

2:00 p.m. - 4:30 p.m.

Art of Community Planning, Michigan Citizen Planner, Session 7

This session covers public participation, including community decision making and the players in participatory community planning; effective meetings and communication skills; managing/dealing with conflict; steps for managing conflict; and reading your audience.

Julie Pioch, *PRP, Michigan State University Extension*







2013 planningmichigan *at a glance*

Wednesday, October 2, 2013

8:30 a.m.	Registration opens
9:30 a.m. - 12:00 p.m.	Introduction to Planning and Zoning, Citizen Planner, Session 1 ♦
12:30 p.m. - 4:45 p.m.	MAP's Planning and Zoning Essentials Roles and Responsibilities, Citizen Planner, Session 3 & 4 ♦
1:00 p.m. - 2:30 p.m.	Ethics for Community Planners ⚖️
	Proven Techniques for Increasing Commerce in Michigan Towns, Cities & New Town Centers
1:00 p.m. - 4:15 p.m.	Hidden Treasures and Hideaways: Finding Lost Places and Discovering What they Could be Again 🚐
2:45 p.m. - 4:15 p.m.	Build A Better Block
	Reviewing the Regulatory Takings Doctrine 🔨
4:30 p.m. - 5:15 p.m.	General Session: Designing Suburban Futures, Now!
5:00 p.m. - 6:30 p.m.	U of M Alumni/Student Reception EMU Alumni/ Student Reception
6:30 p.m. - 8:30 p.m.	Awards Banquet

Thursday, October 3, 2013

8:00 a.m.	Registration Opens
8:30 a.m. - 9:30 a.m.	Opening Session: Optimism and Leadership
9:45 a.m. - 11:00 a.m.	Making-Over Main Street – Surviving and Thriving During Construction
	Plan Kalamazoo in Retrospective: Evaluating a Process and Plan
9:45 a.m. - 11:15 a.m.	Right to Farm Act 🔨
9:45 a.m. - 12:30 p.m.	Breaking Down Barriers to Placemaking!
	Legal Aspects of Planning and Zoning, Citizen Planner Program, Session 2 ♦
	Connecting People, Places, and Trails Bicycle Tour 🚲
	Eco-Triumphs and Political Challenges: Muddling Toward Sustainability at Western Michigan University 🚐
11:30 a.m. - 12:45 p.m.	Innovations in Zoning: Small Town Responses to the Evolving Economy
	See you in Court! Legal Challenges and the Litigation Process
	Emerging Professional Roundtable Discussion
12:45 p.m. - 2:15 p.m.	Keynote Luncheon: Community Vitality and MAP's Annual Meeting
2:15 p.m. - 3:30 p.m.	Applying Target Market Analysis to Develop Housing Needs
	Fusion Planning: Creative Asset Management, and Progressive Economic Development Policy
	Local Economic Development: New Approaches for a New Economy
	Maximizing Waterways for Community Development
2:15 p.m. - 4:45 p.m.	Plan Implementation – Tools and Development Controls, Citizen Planner Program, Session 5 ♦
	Kalamazoo Brew City 🚐
	Kayak the Kzoo 🚐
3:45 p.m. - 5:00 p.m.	Are We There Yet? A Complete Streets Reboot
	Detroit Future City - Implementing Detroit's Strategic Framework
	Local Broadband and Technology Planning
	Michigan Green Communities: Increasing Innovation through Peer Learning

4:45 p.m. - 6:00 p.m.	Planning Michigan Reception
6:00 p.m. - 7:30 p.m.	MSU Alumni/Student Reception
<i>Friday, October 4, 2013</i>	
8:00 a.m.	Registration Opens
8:30 a.m. - 9:30 a.m.	General Session: Walkable City
9:45 a.m. - 11:00 a.m.	Creating a Walkability Plan
	Design Guidelines for Streetscape Projects in Downtowns and Historic Districts
9:45 a.m. - 11:15 a.m.	ReImagine Washtenaw Avenue: Community Engagement with Underrepresented Populations 
9:45 a.m. - 12:00 p.m.	Getting Good Data and Creating Cool Infographics (held off-site)
9:45 a.m. - 12:30 p.m.	Best Practices for Innovative Planning and Zoning, Citizen Planner Session 6 
	Up Close and Personal: Great Planning Examples 
9:45 a.m. - 1:30 p.m.	Southwest Michigan Agriculture Success 
11:30 a.m. - 12:45 p.m.	Charretting for Sustainability
	Re-imagining the Suburb
	When We Grow Up: Becoming an Age-Friendly Community
11:30 a.m. - 1:00 p.m.	Future of Tax Increment Financing 
12:45 p.m. - 2:00 p.m.	Strategic Planning Luncheon: A Strategy for the Future: MAP's Next 5 Years
2:00 p.m. - 3:00 p.m.	Pecha Kucha
2:00 p.m. - 4:30 p.m.	Art of Community Planning, Citizen Planner, Session 7 

ICON KEY

 Michigan Citizen Planner required sessions

 This session has been submitted for the AICP CM requirement for law

 Bicycle Tour/Walking Tour/Bus Tour

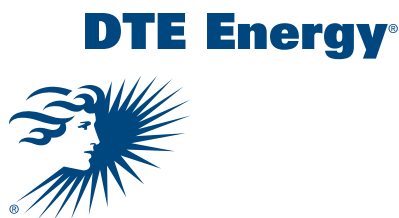
 This session has been submitted for the AICP CM requirement for ethics

General Sessions/ Keynote Addresses





PLANNINGMICHIGAN sponsors



mobileworkshops

ALL TOURS ARE \$20 UNLESS OTHERWISE NOTED (THIS IS IN ADDITION TO THE CONFERENCE REGISTRATION FEE).

Wednesday, October 2

1:00 p.m. - 4:15 p.m. | 2.75 AICP CM

Hidden Treasures and Hideaways: Finding Lost Places and Discovering What they Could be Again

This tour will offer a unique look at the relationship between historic preservation and placemaking by exploring hidden spaces in downtown buildings that have been lost in time. What is the history of these spaces and what is their potential? What obstacles may stand in the way of such a future? (Please note that not all of the spaces are barrier free.) | **Greg Milliken, AICP, Oshtemo Township** | **Sharon Ferraro, City of Kalamazoo**

Thursday, October 3

9:45 a.m. - 12:30 p.m. | 2.5 AICP CM

Connecting People, Places, and Trails Bicycle Tour - *Bring your own bike \$20 | Rent a bike \$35*

A seven mile bike tour along the Northwest Portage Bikeway and Portage Creek Bicentennial Trail that illustrates planning techniques which promote alternative modes of transportation, active/healthy lifestyles, neighborhood interconnection, and private/public partnerships, among others. This leisurely guided bike tour will traverse through established residential neighborhoods, commercial areas (Portage Commerce Square) and along the Portage Creek Bicentennial Park Trail with several stops along the way including the award winning Consolidated Drain Regional Storm Water Management System, Millennium Park, Celery Flats Historic Area and Milham Avenue bike/pedestrian overpass. Bring your own bike or rent a bike for a nominal fee. Transportation from the Radisson Hotel to and from the tour site will be provided by MAP. | **Christopher Forth, AICP, City of Portage** | **Christopher Barnes, P.E., City of Portage**

Eco-Triumphs and Political Challenges: Muddling Toward Sustainability at Western Michigan University

Recently named a Michigan Green Leader by the Detroit Free Press, WMU has received national attention for its sustainability efforts. This walking tour will visit green landmarks on campus and you'll hear from a diverse panel of teachers, students, staff, and visionaries about WMU's interesting and sometimes messy struggle toward sustainability. | **C. Scott Smith, AICP, Western Michigan University**

2:15 p.m. - 4:45 p.m. | 2.25 AICP CM

Kalamazoo Brew City

Visit the Bell's Brewing manufacturing plant, Boatyard Brewing, and the new Arcadia Ales manufacturing headquarters. These sites show a successful business expansion in Comstock Township, the adaptive reuse of a historic building for a new business, and a brownfield redevelopment with state support. Tour and taste brewing in Kalamazoo! | **Robert Bauckham, AICP, City of Kalamazoo** | **Steve Stepek, AICP, Kalamazoo Area Trans Study**

Kayak the Kzoo - \$30

Explore the history of the region's interaction with the Kalamazoo River: the good, bad, and ugly. Hear its history of pollution and industrial development along the riverbank, and local perspectives on the Enbridge oil spill and cleanup. Celebrate eco-tourism efforts and Kalamazoo's successful riverfront redevelopment on this 4.2 mile float. | **Andrea Augustine, AICP, City of Kalamazoo** | **Peter Eldridge, AICP, City of Kalamazoo**

Friday, October 4

9:45 a.m. - 12:30 p.m. | 2.5 AICP CM

Up Close and Personal : Great Planning Examples

Creating vibrant places where people want to be is a community effort, the result of governmental, non-profit, and grassroots initiatives. These places can be old or new, public or private, and in small towns or large. Head out of the city to learn how communities can implement tools to encourage and embrace great spaces. | **Christine M. Hilton, AICP, City of Battle Creek** | **Rebecca Harvey, AICP, Harvey Consulting**

9:45 a.m. - 1:30 p.m. | 3 AICP CM

Southwest Michigan Agriculture Success - \$35

Visit a very successful Township farmers market and learn how the Township is working to facilitate this local agricultural enterprise; travel to a local orchard/fruit farm to hear about agri tourism in practice; finish the day with a stop at a local winery on the Southwest Michigan Wine Trail, to see agriculture as an economic development and tourism generator in action. Wine tasting and lunch provided. | **Catherine Kaufman, AICP, Bauckham, Sparks, Lohrstorfer, Thall and Seiber PC**

registration *please complete both pages*

Name _____ (to appear on name badge - include credentials!)

MAP does not offer sessions/tours/meals as separate purchases.

To attend the conference, you must register using one of the following options:

		Before 9/9	After 9/9	Subtotal
Full Conference Registration - Wednesday through Friday Includes educational sessions, refreshment breaks, conference handout materials, Thursday keynote luncheon, and Thursday night reception (awards banquet, mobile workshops, and Michigan Citizen Planner program are additional charges).	<input type="checkbox"/> Member	\$350	\$425	
	<input type="checkbox"/> Nonmember	\$425	\$500	
	<input type="checkbox"/> Student Member*	\$75	\$105	
1.5 Day Conference Registration - Wednesday through Thursday Includes educational sessions, refreshment breaks, conference handout materials, Thursday keynote luncheon, and Thursday night reception (awards banquet, mobile workshops, and Michigan Citizen Planner program are additional charges).	<input type="checkbox"/> Member	\$265	\$295	
	<input type="checkbox"/> Nonmember	\$305	\$335	
	<input type="checkbox"/> Student Member*	\$60	\$85	
Wednesday Only Registration Includes conference handout materials, educational sessions and refreshment breaks on Wednesday (awards banquet and mobile workshops are additional charges).	<input type="checkbox"/> Member	\$95	\$120	
	<input type="checkbox"/> Nonmember	\$135	\$160	
	<input type="checkbox"/> Student Member*	\$50	\$65	
Thursday Only Registration Thursday Only Registration - Includes Thursday's educational sessions, refreshment breaks, conference handout materials, Thursday keynote luncheon, and Thursday night reception (awards banquet and mobile workshops are additional charges).	<input type="checkbox"/> Member	\$225	\$260	
	<input type="checkbox"/> Nonmember	\$285	\$315	
	<input type="checkbox"/> Student Member*	\$50	\$75	
Friday Only Registration Includes Friday's educational sessions, refreshment breaks, and conference handout materials (mobile workshops are additional charges).	<input type="checkbox"/> Member	\$200	\$235	
	<input type="checkbox"/> Nonmember	\$275	\$305	
	<input type="checkbox"/> Student Member*	\$50	\$75	
Michigan Citizen Planner Program Seven Citizen Planner sessions and handouts; the program runs Wednesday through Friday.	(This fee is in addition to the conference registration fee)		\$75	
Join MAP Now! Join MAP now and pay the discounted member registration rates. Not sure of your membership status? Contact Sherrie Howard at showard@planningmi.org or (734) 913-2000.	MAP Membership Individual Rate		\$60	
	MAP Full Time Student Membership Rate*		\$15	

Optional Meal Tickets

Wednesday awards banquet is not included with conference registration fee.....Awards banquet tickets _____ x \$50 = _____

Strategic Planning Luncheon is not included with conference registration feeStrategic Planning Luncheon ticket x \$18 = _____

Mobile Tours

Wednesday ☐ Hidden Treasures and Hideaways: Finding Lost Places and Discovering What they Could be Again - \$20

Thursday ☐ Connecting People-to-Places, Bicycle Tour Bring your own bike - \$20 | Rent a bike and helmet - \$35 (please indicate height) _____

☐ Eco-Triumphs and Political Challenges: Muddling Toward Sustainability at WMU - \$20

☐ Kayak the Kzoo - \$30 ☐ Kalamazoo Brew City - \$20

Friday ☐ Up Close and Personal: Great Planning Examples - \$20 ☐ Southwest Michigan Agriculture Success - \$35

Payment Information

TOTAL \$ _____

Method of Payment: ☐ Check Enclosed ☐ Visa ☐ MasterCard **Expiration date:** _____ ☐ Invoice Me

Credit Card Number: _____ **Security Code:** _____ **Signature:** _____

Make checks payable to **Michigan Association of Planning** | 219 S. Main Street, Suite 300, Ann Arbor, Michigan 48104 • Fax to (734) 913-2061 • Questions? Call MAP at (734) 913-2000

*Student Member Rate: The purpose of this discount is to make the conference affordable for full-time student members. MAP recognizes the importance of the conference to give students a jump start on their career. Enrollment of a minimum of 12 undergraduate credit hours and 9 graduate credit hours in the fall of 2013 is required to be eligible. We WILL verify membership and course load.

**Disclaimer: By registering for the 2013 Planning Michigan Conference, you are consenting to the use of your photo at the conference and on the planningmi.org Web site and Association publications.

Please see page 1 for the Registration and Cancellation Policy.



MICHIGAN ASSOCIATION OF PLANNING
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October 2-4, 2013 | Radisson Plaza Hotel | Downtown Kalamazoo

Please fill out one form per registrant. Forms may be faxed to (734) 913-2061 or mailed to: **219 S. Main Street, Ste. 300 | Ann Arbor, MI 48104**
Questions? (734) 913-2000

Registrant Information:

Name (to appear on name badge): _____ Credentials: _____

Title: _____ Affiliation: _____

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

Daytime Phone: _____ Fax: _____ Email: _____

Please indicate if any special accommodations are needed: _____

Please check off all breakout sessions you plan to attend:

Wednesday, October 2, 2013

9:30 a.m. - 12:00 p.m.

- ☐ Introduction to Planning and Zoning, Citizen Planner, Session 1 ♦

12:30 p.m. - 4:45 p.m.

- ☐ MAP's Planning and Zoning Essentials | Roles and Responsibilities, Citizen Planner, Session 3 & 4 ♦

1:00 p.m. - 2:30 p.m.

- ☐ Ethics for Community Planners ⚖️
- ☐ Proven Techniques for Increasing Commerce in Michigan Towns, Cities & New Town Centers

2:45 p.m. - 4:15 p.m.

- ☐ Build A Better Block
- ☐ Reviewing the Regulatory Takings Doctrine 🏠

Thursday, October 3, 2012

9:45 a.m. - 11:00 a.m.

- ☐ Making-Over Main Street – Surviving and Thriving During Construction
- ☐ Plan Kalamazoo in Retrospective: Evaluating a Process and Plan

9:45 a.m. - 11:15 a.m.

- ☐ Right to Farm Act 🏡

9:45 a.m. - 12:30 p.m.

- ☐ Breaking Down Barriers to Placemaking!
- ☐ Legal Aspects of Planning and Zoning, Citizen Planner Program, Session 2 ♦

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- ☐ Innovations in Zoning: Small Town Responses to the Evolving Economy
- ☐ See you in Court! Legal Challenges and the Litigation Process
- ☐ Emerging Professional Roundtable Discussion

2:15 p.m. - 3:30 p.m.

- ☐ Applying Target Market Analysis to Develop Housing Needs
- ☐ Fusion Planning: Creative Asset Management, and Progressive Economic Development Policy
- ☐ Local Economic Development: New Approaches for a New Economy
- ☐ Maximizing Waterways for Community Development

2:15 p.m. - 4:45 p.m.

- ☐ Plan Implementation – Tools and Development Controls, Citizen Planner Program, Session 5 ♦

3:45 p.m. - 5:00 p.m.

- ☐ Are We There Yet? A Complete Streets Reboot
- ☐ Detroit Future City - Implementing Detroit's Strategic Framework
- ☐ Local Broadband and Technology Planning
- ☐ Michigan Green Communities: Increasing Innovation through Peer Learning

Friday, October 4, 2013

9:45 a.m. - 11:00 a.m.

- ☐ Creating a Walkability Plan

- ☐ Design Guidelines for Streetscape Projects in Downtowns and Historic Districts

9:45 a.m. - 11:15 a.m.

- ☐ ReImagined Washtenaw Avenue: Community Engagement with Underrepresented/Vulnerable Populations ⚖️

9:45 a.m. - 12:00 p.m.

- ☐ Getting Good Data and Creating Cool Infographics

9:45 a.m. - 12:30 p.m.

- ☐ Best Practices for Innovative Planning and Zoning, Citizen Planner Session 6 ♦

11:30 a.m. - 12:45 p.m.

- ☐ Charretting for Sustainability
- ☐ Re-imagining the Suburb
- ☐ When We Grow Up: Becoming an Age-Friendly Community

11:30 a.m. - 1:00 p.m.

- ☐ Future of Tax Increment Financing 🏠

2:00 p.m. - 3:00 p.m.

- ☐ Pecha Kucha

2:00 p.m. - 4:30 p.m.

- ☐ Art of Community Planning, Citizen Planner, Session 7 ♦

♦ = Michigan Citizen Planner required sessions