

PLACEMAKING FOR 21<sup>ST</sup> CENTURY COMMUNITIES



**2011 MICHIGAN CITIZEN PLANNER ADVANCED ACADEMY**  
**Practical Education for Vibrant Communities**

Thursday, June 16, 2011

MSU Kellogg Hotel & Conference Center, East Lansing, MI

MICHIGAN CITIZEN PLANNER IS AN MSU EXTENSION PROGRAM WITHIN THE SCHOOL OF PLANNING, DESIGN AND CONSTRUCTION

The 2011 Michigan Citizen Planner Advanced Academy is the state's premier training event designed exclusively for local planning and zoning decision makers. The event will offer skill-building sessions and tools in three tracks: Redevelopment, Placemaking and the Green Economy. This year, the Academy will feature Mobile Tour breakout sessions in the Lansing Area. It will also provide important land use case law and legislative updates. The Academy is available to all Michigan Citizen Planner alumni, local officials and citizens engaged in creating vibrant communities that will succeed in the global New Economy. A limited number of Travel Awards are available for full registration (see details below).

**Pre-Academy Session**

**Creating Walkable Communities through the Safe Routes to School (SR2S) Program (required for travel award)**

What if you could create a pedestrian friendly environment, improve safety and reduce traffic all at the same time? Learn how communities are using the SR2S program and related funding to accomplish these objectives and more! Hear how students, parents and local officials are using the SR2S Make Trax curriculum to make travel safer and enjoyable for everyone. Presenter: Rosie Stern, SR2S Program Coordinator, Michigan Fitness Foundation

**Plenary Sessions**

**Keynote Address: "Placemaking for 21st Century Communities"**

Doug Smith, Senior Vice President of Strategic Partnerships, Michigan Economic Development Corporation (invited)

Learn how communities in Michigan must position/are positioning themselves for success in the 21st Century. Smith will focus on strategies and tactics communities can use to create vibrant centers of activity. He will offer insights on using existing and new programs being proposed by Governor Rick Snyder for creating prosperous communities.

**Renewing, Redesigning and Redeveloping Communities**

This panel will focus on what it really takes to successfully launch "game-changing" redevelopment projects in Michigan communities. Panelists will share their tips, trials and tribulations toward redesigning the physical environment at the local level, as well as how to be competitive in renewing the image of our communities as vibrant and attractive places to live, work and play.

**Case Law and Legislative Update**

Learn about the most important legislative changes in municipal governance and land use being proposed and adopted by Governor Rick Snyder. The "year in review" will cover key planning and zoning case law. Don't miss this important update! Presenters: Mark Wyckoff, FAICP, MSU Professor; Senior Associate Director, Land Policy Institute, and Director, Planning and Zoning Center at MSU; and Eric Scorsone, Extension Specialist, MSU State and Local Government Program, MSU Extension Greening Michigan Institute

**Concurrent Sessions**

This year's Academy provides three tracks of sessions to best suit your community's needs and interests: Redevelopment, Placemaking and the Green Economy.

**Redevelopment Track – Mobile Tours**

*(space limited to 25 participants each, bus transportation provided)*

**Mobile Tour 1: Accident Fund Headquarters, Stadium District and Lansing Farmers Market**

Visit three of the most exciting redevelopment projects in the Lansing Region located in the downtown along the Grand River waterfront. Participants will tour the recently renovated Accident Fund headquarters (former Board of Water and Light Power Plant), along with two major redevelopment projects that have changed the urban landscape into a vibrant mixed-use setting.

**Mobile Tour 2: Complete Streets, Walking Audit and Safe Routes to School (SR2S)**

See first-hand how reconstruction has transformed auto-oriented transportation corridors into walking and biking opportunities for all users. Participants will conduct a walking audit at a nearby neighborhood school as part of the SR2S/Make Trax curriculum. Presenters: Janine Sinno, Health Policy Analyst, Ingham County Health Department; and Rosie Stern, SR2S Program Coordinator, Michigan Fitness Foundation *(Note: This session is required for SR2S travel award).*

**Placemaking Track**

**A1: Economic Gardening to Support Entrepreneurship and Community Vitality**

Nurturing businesses—or "economic gardening"—has become the new "buzzword" around the state and is a priority of Gov. Rick Snyder. Learn about this economic development tool and how it can support our local communities. A panel of practitioners will share their insights and first-hand experiences about how to revitalize business districts and activity at the local level. Moderator: Marsha Madle, Project Coordinator and Community Coach, Creating Entrepreneurial Communities Project, MSU Land Policy Institute

**B1: Using the Master Plan to Foster New Economy Placemaking Strategies**

What are the real-world applications for New Economy concepts and how can they be implemented in the local planning process? This session will take the mystery out of New Economy placemaking concepts by offering practical steps and advice that any community can use. Presenter: Kurt Schindler, Regional Land Policy Educator for the Northwest and West Central Lower Peninsula, MSU Extension Greening Michigan Institute

**Green Economy**

**A2: Hot Topics in Energy Production**

Two energy-related topics are dominating headlines in some Michigan communities: Oil and gas drilling, and controversy over new commercial wind energy production. During the first part of this session, learn about the potential for increased oil and gas production in the state, the highly controversial hydraulic fracturing method, and how this impacts the role of planning officials. The second half of the session will focus on the debate surrounding a commercial wind tower proposal in Mason County, and lessons learned for planning commission members. Presenters: Dean Solomon, Senior Extension Educator, MSU Extension Greening Michigan Institute; and Mary Reilly, Zoning and Building Director, Mason County

**B2: Creating Food Business Districts in Communities**

Learn how community officials can play a key role in creating local and regional food planning mechanisms that integrate major planning functions, such as land use, economic development, transportation, environment, parks and recreation, public safety, health and human services and agricultural preservation. Local examples will be examined to illustrate methods of creating food districts. Presenter: Randy Bell, Extension Educator, MSU Extension Greening Michigan Institute

## AGENDA

8:00 AM – 9:30 AM  
Registration and Networking Breakfast

8:30 AM – 9:20 AM

### Pre-Academy Session

Creating Walkable Communities through the Safe Routes to School (SR2S) Program

**Rosie Stern**, SR2S Program Coordinator, Michigan Fitness Foundation

9:30 AM – 9:50 AM

### Welcome and Overview

**Wayne Beyea, J.D., AICP**, Statewide Coordinator of Michigan Citizen Planner; School of Planning, Design and Construction

**Rick Foster, Ph.D.**, Director, Greening Michigan Institute, MSU Extension

9:50 AM – 10:30 AM

### Keynote Address

**Doug Smith**, Senior Vice President of Strategic Partnerships, Michigan Economic Development Corporation (invited)

10:30 AM – 10:40 AM: Break

10:40 AM – 11:55 AM

### Panel Discussion

Nuts and Bolts of Renewing, Redesigning and Redeveloping Communities

11:55 AM – 12:00 PM: Break

12:00 PM – 1:30 PM

Lunch and Distinguished Citizen Planner Award

### Case Law and Legislative Update

**Mark Wyckoff, FAICP**, MSU Professor; Director of the Planning & Zoning Center; and Senior Associate Director of the Land Policy Institute

**Eric Scorsone**, Extension Specialist, State and Local Government Program, MSUE Greening Michigan Institute

1:30 PM – 1:45 PM: Break

1:45 PM – 5:00 PM

### Mobile Tour Sessions

MT1: City of Lansing Redevelopment Projects

MT2: Complete Streets, Walking Audit and SR2S

1:45 PM – 3:15 PM

### Concurrent Sessions A

A1: Economic Gardening

A2: Hot Topics in Energy Production

3:15 PM – 3:30 PM: Break

3:30 PM – 5:00 PM

### Concurrent Sessions B

B1: New Economy Placemaking Strategies

B2: Creating Food Business Districts in Communities

5:00 PM: Adjourn

## 2011 MICHIGAN CITIZEN PLANNER ADVANCED ACADEMY

### How to Register

Online registration is available at [www.citizenplanner.msu.edu/advancedacademyregistration.html](http://www.citizenplanner.msu.edu/advancedacademyregistration.html) for those who want to pay by credit card or check prior to the event. Hard-copy registration is available as well—simply print this form and mail it in with a check. The registration deadline is Monday, June 13, 2011.

### Cancellation Policy

Cancellations will be accepted through Tuesday, June 8, 2011, with a refund minus a \$35 cancellation fee. No refunds will be given after June 8, 2011.

### Location

The 2011 Michigan Citizen Planner Advanced Academy will be held at the Kellogg Hotel & Conference Center on the campus of Michigan State University in East Lansing (corner of Harrison Road and Michigan Avenue). For more information on the facilities or for driving directions, please visit their website at <http://kelloggcenter.com/> or call 517.432.4000.

### Lodging

Participants will be responsible for their own overnight accommodations. A block of rooms at the discounted rate of \$94 per night is being held under the name “MSU Extension Advanced Citizen Planner.” Rooms are going fast, so please contact the Kellogg Hotel & Conference Center at 517.432.4000 or their reservation line at 800.875.5090.

### Conference Fee

Regular Rate	\$110
MCP Rate	\$95
Walk-in Rate	\$125 (after 06/13/11)
Mobile Tour Fee	\$10

### Travel Awards

Michigan’s Safe Routes to School is offering travel awards for those who register for the Academy. Award winners must attend the pre-Academy session on “Creating Walkable Communities through the Safe Routes to School (SR2S) Program,” and the Complete Streets, Walking Audit and Safe Routes to School (SR2S) Mobile Tour to be eligible for this award. A form must be completed for award consideration. Limited funds are available, and are based on first-come, first-served. For details, contact Jessica McFarland at [housej@msu.edu](mailto:housej@msu.edu) or call 517.884.3957.

### Persons with Disabilities

Persons with disabilities may request accommodations by calling the Michigan Citizen Planner office by Friday, June 3, 2011, to make arrangements. Requests made less than two weeks prior to the event will be met when possible.

### Master Citizen Planners

Master Citizen Planners (MCP) attending will earn 0.6 continuing education units (CEUs).

## Registration Form

Register online at [www.citizenplanner.msu.edu/advancedacademyregistration.html](http://www.citizenplanner.msu.edu/advancedacademyregistration.html) or fill out the form below (one form per person). All information is required to register. Please print.

Registration Deadline: Monday, June 13, 2011.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Unit of Government \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Email Address \_\_\_\_\_

### Please select Concurrent Sessions (one each) or a Mobile Tour

#### Concurrent Sessions A

- A1: Economic Gardening
- A2: Hot Topics in Energy Production

#### Concurrent Sessions B

- B1: New Economy Placemaking Strategies
- B2: Creating Food Business Districts in Communities

#### Mobile Tour

- MT1: City of Lansing Redevelopment Projects
- MT2: Complete Streets, Walking Audit and SR2S

#### Travel Award for Registration

- (completed form required for consideration)
- Safe Routes to School

### Please select:

- Regular \$110
- MCP \$95
- Walk-In \$125 (after 06/13/11)
- Tour Fee \$10

Total Enclosed  
\$ \_\_\_\_\_

Please make checks payable to:  
**Michigan State University**

Michigan Citizen Planner  
Michigan State University  
101 Human Ecology Building  
East Lansing, MI 48824