



# ZONING REFORM STORIES AND STUDIES

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PLANNING MICHIGAN CONFERENCE, 2024  
MICHIGAN ASSOCIATION OF PLANNING



# MICHIGAN ASSOCIATION OF PLANNING



*Moderator*

**Leah DuMouchel**

Director of Programs  
and Communications

*Nonprofit 503c serving  
**information,  
education, and  
advocacy***

*to over **4,000** members  
for more than **75** years*

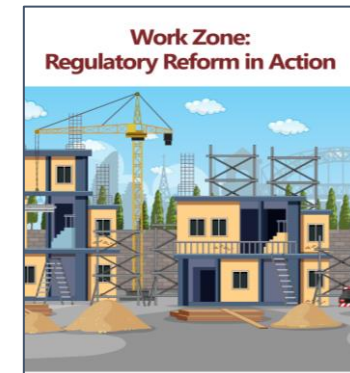
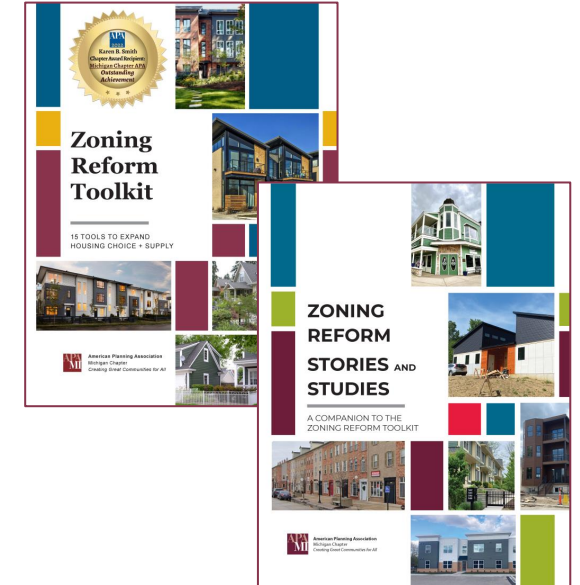
**THANKS FOR BEING ONE!**





# MAP MEETING THE HOUSING NEED

## Lumber, labor, land and laws





# ZONING STORYTELLERS



**Christina Anderson, AICP**

City of Kalamazoo  
Deputy Director and City Planner



**Keith Baker, AICP CFM**

City of Coldwater  
City Manager



**Nicole Hofert, AICP**

City of Wyoming  
Director of Community and Economic Development



**Shawn Winter**

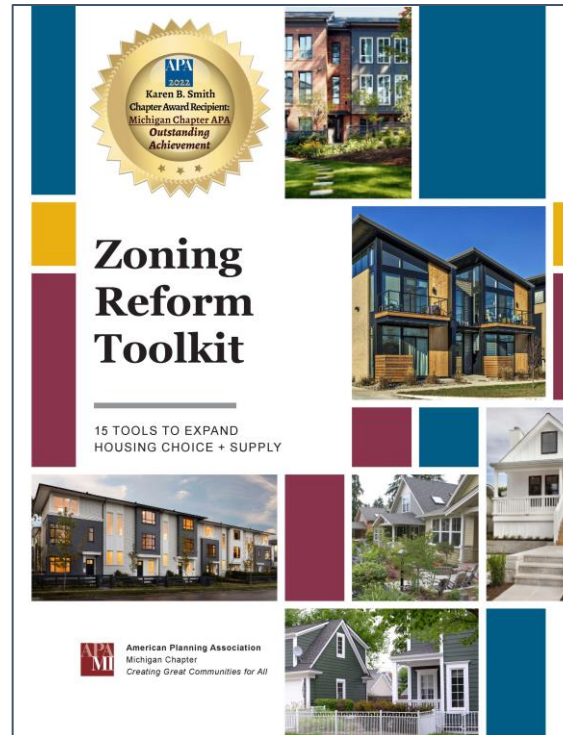
City of Traverse City  
Planning Director



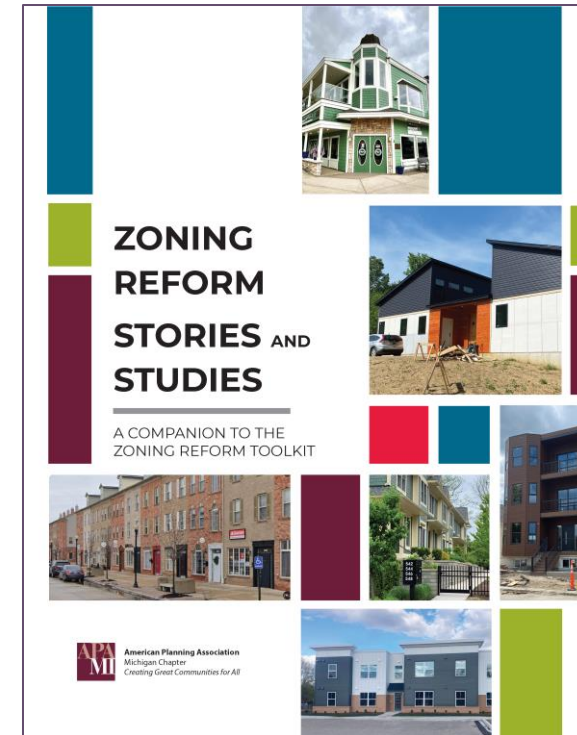


“Best practices are great, but we need to know: **who** has actually done this and **how** did it go?”

## Zoning Reform Toolkit: 15 Tools to Increase Housing Choice and Supply



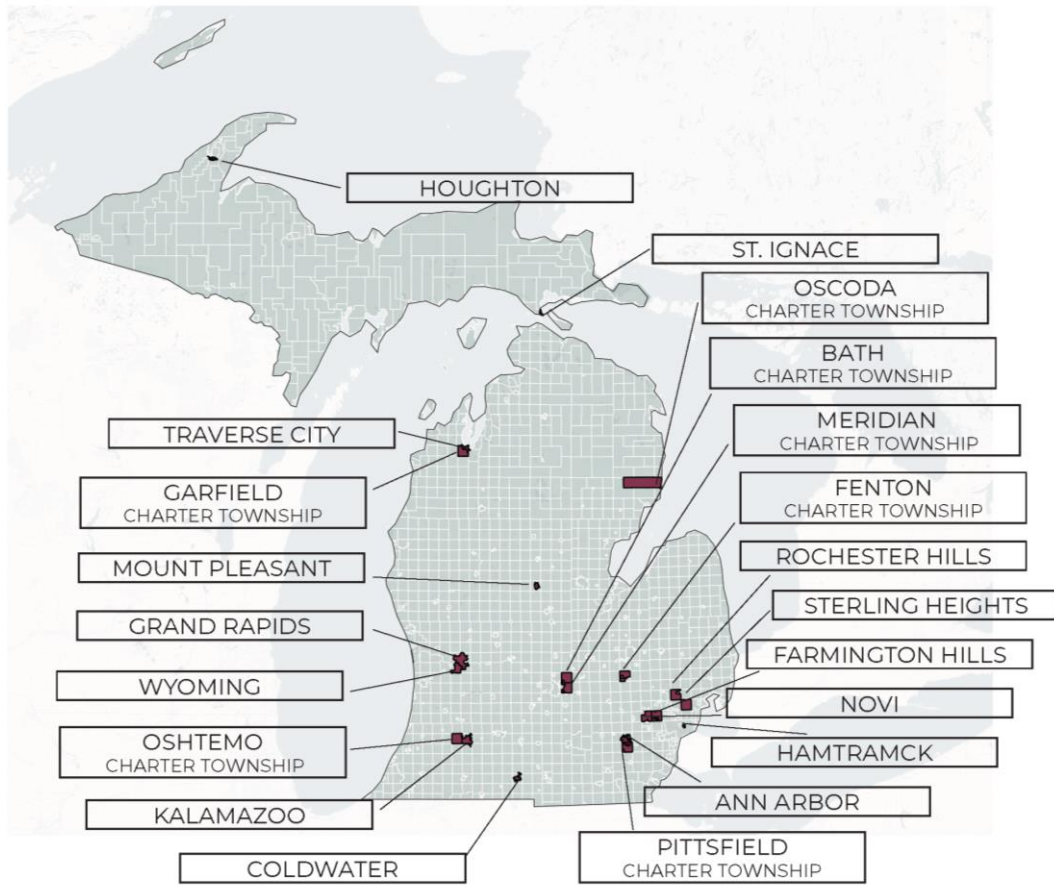
## Zoning Reform Stories and Studies: A Companion Guide





# SO WE WENT AND ASKED

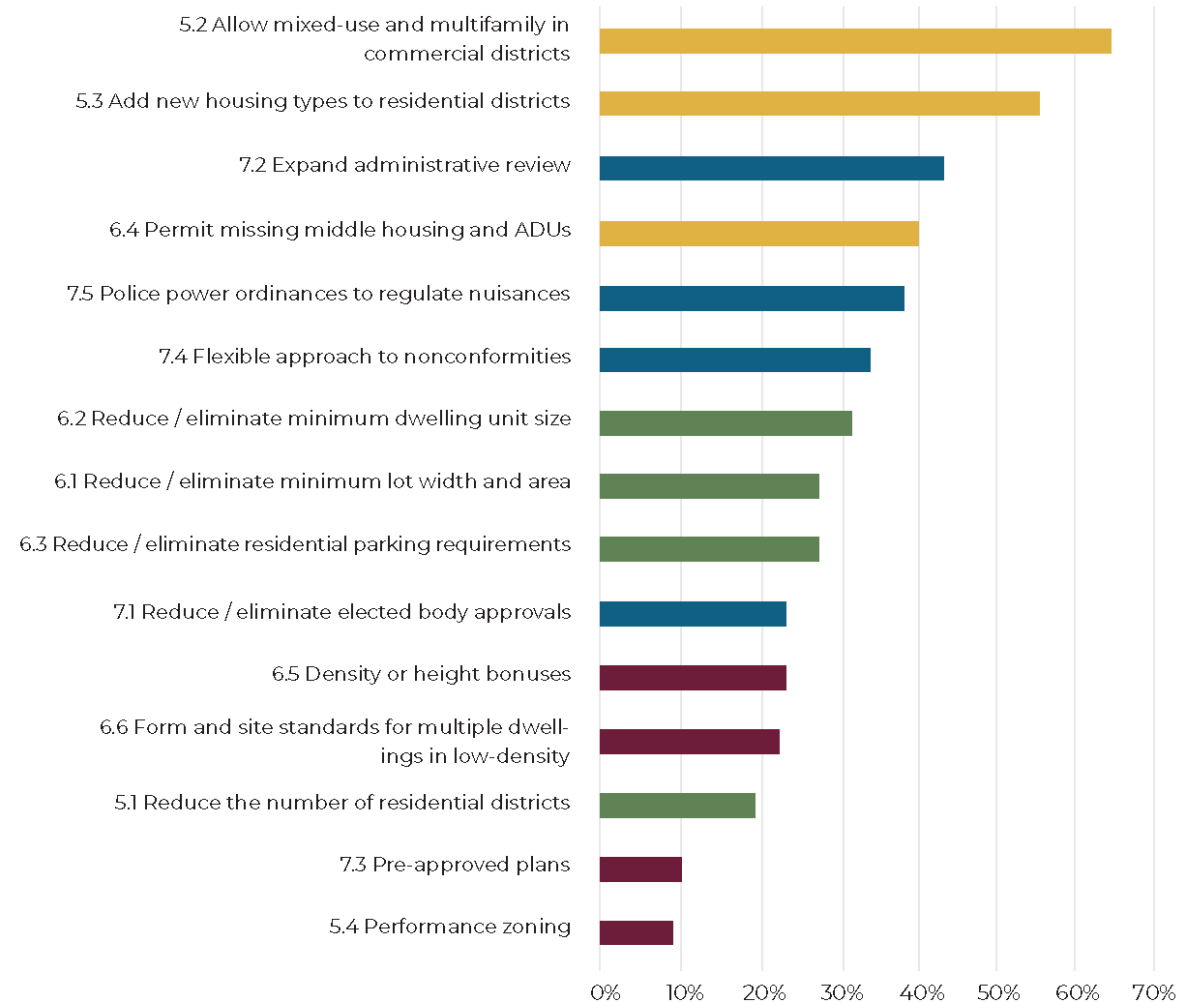
- MSHDA Housing Readiness Fund grant to tell 15-30 “stories”
- Toolkit Survey told us who was engaged with us, and with reform
- Growth analysis by number and percent identified places that are building housing one way or another
- Representation by region, community type, and growth context
- And then it was just who would take my calls!





# ZONING REFORM STUDIES: TOOLKIT SURVEY

CHART: TOOL USAGE BY COMMUNITIES SURVEYED



- 111 unique and identified communities, evenly split between cities/villages and townships
- 78% were growing
  - 11 of top 23 communities by number
  - 1 of top 33 communities by percent
- Making the uses more flexible and moving to administrative review were at the top of the list
- Communities that knew about the Toolkit implemented more reforms than those that didn't





# ZONING REFORM STUDIES: QUESTION SUMMARIES

## WHAT'S THE PUBLIC CONVERSATION BEEN LIKE?

**MAIN: NIMBY, AFFORDABILITY**

Also: Elected officials, Planning Commission, character change

PLANNING AND ZONING ARE OUR FAVORITE TOOLS, BUT

## WHAT ELSE HAS IT TAKEN TO GET HOUSING DONE?

**MAIN: INFRASTRUCTURE AND FUNDING**

And: Partnerships, development support

## The Questions

- Has housing been built in your community? Tell me about it.
- What does your master plan say about housing?
- What data was convincing? How did you use it?
- What's the public conversation been like?
- What zoning changes are you planning for?
- Planning and zoning are our favorite tools, but what else has it taken to get housing done?
- What resources would help you?
- *Is there anything else we should know?*







# ZONING REFORM STORIES

- 21 unique stories, told in planners' own words
- Graphic format
- Pull quotes highlight unique points
- Reference formatting so readers can find the stories that most clearly relate to them

CITY OF  
**GRAND RAPIDS**  
KENT COUNTY



SELECTED BECAUSE YOU ARE GROWING BY NUMBER AND ENGAGED IN REFORM

2020	2010	CHANGE	% CHANGE
198,917	188,040	10,877	5.8%

*We talked about it at the Planning Commission: We are going to continue to prioritize people and people who need housing. And there will be tradeoffs that we will accept.*

CITY OF  
GRAND  
RAPIDS

CITY  
VILLAGE  
TOWNSHIP

U.P.  
NORTH  
**WEST**  
CENTRAL  
SOUTHEAST

GROWING BY  
NUMBER  
GROWING BY  
PERCENT  
ENGAGED ON  
REFORM





**HELLO PANEL!**  
**WHAT'S YOUR STORY?**



# YOUR HOUSING ELEVATOR PITCH



**SOMETHING'S  
GOTTA GIVE**



**KEEPING YOUR COOL**



# BUILDING A BIGGER TABLE



# AFTER THE WHITE PICKET FENCE?



# QUESTIONS





# THANK YOU



[ldumouchel@planningmi.org](mailto:ldumouchel@planningmi.org)

[planningmi.org/zoning-reform](http://planningmi.org/zoning-reform)