



# MAP's 2025 Pro-Housing Webinar Series

*Earn 1.5 AICP CM Credits or 1.5 Master Citizen Planner Credit per session*

The housing shortage in Michigan continues, and MAP is kicking off a second Pro Housing Webinar Series in 2025 to build on our planning and zoning reform work in recent years. The webinars will prepare community planners, housers, advocates, developers, and local leaders with a collection of policy, regulatory, programmatic, and finance solutions to help your municipality get the housing it needs to provide shelter to all who want to live in your community.

This 7-module Pro-Housing Webinar Series runs from January to September 2025, and covers it all, from how to contemporize zoning codes to make development review processes more predictable and creating a data driven housing element of your master plan to corridor planning and why missing middle housing probably IS one of the most effective ways to provide housing for those seeking something other than a single family detached home.

## January 15 | Brownfield TIF | 3 - 4:30 PM

The Brownfield TIF has emerged as one of the most reliable tools a municipality and a developer can use to make housing projects pencil. This workshop covers the Brownfield Redevelopment Act and how it can become a significant part of local government's response to financial assistance for housing projects. Recorded webinar available as watch on demand.

## February 26 | Housing Finance for Planners | 3 - 4:30 PM

Planners can estimate the number and type of housing units needed, and update master plans and zoning codes to be ready when a developer shows up, but we often do not have an understanding of how projects are financed, how lean the profit margins can be, and why affordable units will almost always require a subsidy. Planners should possess this knowledge and can serve as "translators" between elected and appointed leaders, the public, and the development community.

## April 24 | The Housing Element of a Master Plan | 3 - 4:30 PM

In November 2024, Representative Grant's PEA amendment to require a housing element in a municipal master plan was enacted into law. This session will review the specifics of the new language and present best practices to develop a housing plan, including an assessment of the community's existing and forecasted housing demands and addressing a range of housing characteristics.

## May TBD | Missing Middle Housing

Missing Middle housing is a concept that highlights the need for diverse, affordable housing choices in walkable places. Middle housing is largely considered "missing" because such building types have been illegal or difficult to build since the middle of the last century when single family zoning became the predominant residential arrangement in practically every municipality across the country. Reintegrating these housing concepts into our plans and codes can go a long way toward increasing housing supply with in-demand housing products. Presented by Opticos Design.

## June 25 | Use by Right and Administrative Approvals | 3 - 4:30 PM

Permitting uses by right and implementing administrative approvals can connect a community vision that is based on meaningful community engagement and articulated in a plan with more appropriate zoning review processes, creating more opportunities for investment and growth. This session discusses ways to shift responsibility for administrative development decisions toward the administrative professionals, freeing up elected and appointed officials to set policy and develop broad guidance while reducing gratuitous friction in the review process.

## July 16 | Community Engagement for Housing: Changing Hearts and Minds | 3 - 4:30 PM

Many planners find that when it comes to housing projects, the traditional engagement process does not draw a representative section of the community and, as a result, does not produce recommendations that meet the community's needs, or the goals expressed in the adopted master plan. This session identifies the groups who are consistently struggling to find housing across the state, helping communities design engagement practices that can better reach them. It also explores ways to bring housing advocates, and their deep knowledge of housing needs and proven solutions, into the public conversation. Online reference book included.

## September TBD | Driving Investment to Underutilized Corridors

Most municipalities in Michigan have a corridor that is replete with resources, including infrastructure and even transit, which are underutilized. Hear from communities that are retrofitting their tired corridors into thriving, people-centered spaces that create new economic opportunities, using housing to lead the charge.



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

**MAP Members: \$35 Each | \$150 for the collection**  
**Non Members: \$45 Each | \$175 for the collection**  
**Student Members: \$10 Each | \$35 for the collection**  
**Register at [www.planningmi.org](http://www.planningmi.org)**

*RRC Communities: you are eligible for discount pricing. Contact your RRC advisor for details!*