City of Plymouth, Michigan

Development Training Strategy

Last Updated: December 2021
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General Information

Introduction
The City of Plymouth encourages ongoing training for staff, elected official, and appointed officials charged with making development related decisions for the community. This guide aims to identify goals and expectations for training opportunities, identify ongoing funding sources for those opportunities, and identify how training is encouraged.

Importance of Training
Members of Plymouth’s development related boards and commissions make important decisions for the community which can reach far into the future. As such, it is important to prioritize continued education and onboarding training for appointed and elected board members and staff. Ongoing training is an important form of risk management that will help the City avoid potential planning and zoning lawsuits. Training also helps align the Strategic Plan goals and objectives with the City’s planned projects and utilization of resources.

Staff Contact
Each Board and Commission member is encouraged to reach out to their staff liaison with suggestions and requests for training.
John Buzuvis, Community Development Director – ibuzuvis@plymouthmi.gov
Greta Bolhuis, Assistant Community Development Director – gbolhuis@plymouthmi.gov
Tony Bruscato, DDA Director – abruscato@plymouthmi.gov
Paul Sincock, City Manager – psincock@plymouthmi.gov

Types of Training
Webinars
Many training partners offer online videos and presentations on relevant development and land use topics.

On-Site Training Workshops
This allows for training topics to be brought in-person to City Hall. Typically provided by industry professionals or other experts in the field.

Off-Site Conferences and Workshops
These trainings are available across Michigan and across the country. They cover a wide variety of topics and allow for networking in addition to educational benefit.

Article Discussions
Staff may present articles of interest and relevance which may facilitate general group education and discussion.
Training Resources

The following organizations offer relevant trainings, workshops, and conferences which may be available to Plymouth’s development related elected and appointed officials and staff members.

- Michigan Municipal League (MML)
- Michigan Association of Planning (MAP)
- American Planning Association (APA)
- Michigan State University Extension (MSU-E)
- Michigan Economic Development Corporation (MEDC)
- Community Economic Development Association of Michigan (CEDAM)
- Southeast Michigan Council of Governments (SEMCOG)
- Michigan Downtown Association (MDA)
- State Historic Preservation Office (SHPO)
- Michigan State Housing Development Authority (MSDHA)
- Michigan Department of Environment, Great Lakes, and Energy (EGLE)
- Michigan Department of Natural Resources (DNR)
- National Parks Service (NPS)
- National League of Cities
- Urban Land Institute
- AARP Livable Communities
- Smart Growth America
- Planetizen Courses
- 880 Cities
- Congress for New Urbanism (CNU)
- City Lab
- Governing
- Form Based Code Institute (FBCI)
- International City Managers Association (ICMA)
- International Downtown Association
- International Economic Development Council
- National Development Council
- National Main Street Program
- Recast City
- StrongTowns
- US Economic Development Administration
- LinkedIn Learning (through Plymouth District Library)
Policies and Procedures

Training Goals and Expectations
Each board and commission member shall attend a minimum of four hours of consultant-presented training during each term. Additionally, each board and commission member shall attend a minimum of four hours of City-presented training during each term. Every member shall attend or watch the recording of the City Attorney training (Bob’s Soup Talk) within the month that it is presented and upon initial appointment.

Training Assessment and Tracking
Upon appointment to any development related board or commission, the staff liaison will conduct an initial assessment which aims to identify areas of expertise and opportunities for education. The staff liaison will keep an up-to-date document which includes the member’s name, years of service, and all development related training or experience relevant to their service to the community. Any training that the member completes will be tracked and the board will review training progress annually. Based on the training progress, the board will update their goals and objectives for continuing education.

Training Reminders
Staff will include upcoming training opportunities in the monthly project status report or during “Reports and Correspondence” on the agenda.

Post-Training Communication
Upon completion of training, staff and board members are asked to share their lessons learned. This can be done via email or verbally at the following meeting of the board or commission. City staff will remind board and commission members who attend trainings of this requirement.

Funding
The Community Development Department has a budget line item dedicated to conferences and trainings. The City Commission has a budget line item dedicated to conferences and meetings and another for training. Utilization of city funding for training is subject to availability and approval from the Community Development Director, City Manager, and/or the Finance Director.

Training Priorities and Timelines
Each Board and Commission will pick one to four training topics at the beginning of the calendar year. The Board will adopt those priorities as part of their annual goals. The board and administration will select one date per quarter (may be the typical meeting date) to discuss the agreed upon training topic(s). Staff liaisons are responsible for preparing materials/coordinating sign ups/distributing training information to the board ahead of the designated meeting date.
Training Strategies 2021-2022
City Commission
The Plymouth City Commission plays a crucial role in the development process as they have final say and authority over the master plan, zoning ordinance, annual budget, and most utilization of economic development incentives.

| Priority Topic                          | Identified Via            | Resources                                                                 | Schedule                                                      |
|----------------------------------------|---------------------------|--------------------------------------------------------------------------|                                                              |
| Zoning/Form-Based Codes                | City Strategic Plan       | MAP, APA, MSU-E, MEDC, FBCI, CNU, Smart Growth America, Strong Towns, City Lab | Joint meeting with PC in January/February                    |
| Placemaking                            | City Strategic Plan       | MAP, APA, MML, SEMCOG, MSU-E, MEDC, MDA, FBCI, CNU, Smart Growth America, Strong Towns, City Lab, AARP | Joint meeting with PC in January/February                    |
| Complete Streets/Multi-Modal Transportation | City Strategic Plan     | MAP, APA, SEMCOG, MSU-E, MEDC, Governing, City Lab, Smart Growth America, Strong Towns, City Lab, AARP | Initiated with Master Plan discussion with PC in January/February |
| Financial Stability                    | City Strategic Plan       | MML, MSU-E, MEDC, CEDAM, SEMCOG, MDA, City Lab, Governing                | Budget meetings in February/March                            |
| Redevelopment                          | City Strategic Plan       | MAP, APA, SEMCOG, MSU-E, MEDC, MDA, SHPO, EGLE, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AARP, National League of Cities | Master Plan discussion                                      |
| Brownfield/TIF/Economic Development    | City Strategic Plan       | MAP, APA, MML, SEMCOG, MSU-E, MEDC, MDA, SHPO, EGLE, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AARP, MI Dept. of Treasury | Master Plan discussion                                      |
| Utilities/Infrastructure               | City Strategic Plan       | SEMCOG, EGLE, Wayne County, Strong Towns, City Lab, Governing              | In conjunction with Harvey Street project                    |
| Parking                                | City Strategic Plan       | MAP, APA, SEMCOG, MEDC, MDA, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AAPR, National League of Cities | Q1/Q2 meeting with staff parking committee (put on hold due to COVID) |
| Trees                                  | Master Plan Implementation Matrix | SEMCOG, EGLE, DNR, AARP, Governing, City Lab                               | Discussion with annual report presented in December          |
Planning Commission

The Planning Commission reviews all amendments to the zoning ordinance and zoning map, special land uses, site plan approvals, and planned unit developments.

<table>
<thead>
<tr>
<th>Priority Topic</th>
<th>Identified Via</th>
<th>Resources</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form-Based Codes</td>
<td>City Strategic Plan and Planning Commission Goals</td>
<td>MAP, APA, MSU-E, MEDC, FBCI, CNU, Smart Growth America, Strong Towns, City Lab</td>
<td>Joint meeting with CC in January/February</td>
</tr>
<tr>
<td>Zoning Audit/Site Design Standards</td>
<td>Primary Function and Master Plan Implementation Matrix</td>
<td>MSU-E, MAP, APA, MEDC, Smart Growth America, Strong Towns, City Lab, FBCI</td>
<td>Initiated with Master Plan discussion with PC in January/February</td>
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<tr>
<td>Complete Streets/Multi-Modal Transportation</td>
<td>City Strategic Plan and Master Plan Implementation Matrix</td>
<td>MAP, APA, SEMCOG, MSU-E, MEDC, Governing, City Lab, Smart Growth America, Strong Towns, AARP, National League of Cities</td>
<td>Master Plan discussion</td>
</tr>
<tr>
<td>Housing</td>
<td>Master Plan Implementation Matrix</td>
<td>MAP, APA, MSHDA, Smart Growth America, City Lab, Governing, Strong Towns</td>
<td>Master Plan discussion</td>
</tr>
<tr>
<td>Redevelopment</td>
<td>City Strategic Plan</td>
<td>MAP, APA, SEMCOG, MSU-E, MEDC, MDA, SHPO, EGLE, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AARP, National League of Cities</td>
<td>Master Plan discussion</td>
</tr>
<tr>
<td>Parking</td>
<td>City Strategic Plan</td>
<td>MAP, APA, SEMCOG, MEDC, MDA, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AAPR, National League of Cities</td>
<td>Q1/Q2 meeting with staff parking committee (put on hold due to COVID)</td>
</tr>
<tr>
<td>Trees</td>
<td>Master Plan Implementation Matrix</td>
<td>SEMCOG, EGLE, DNR, AARP, Governing, City Lab</td>
<td>Discussion with annual report presented to CC in December</td>
</tr>
<tr>
<td>Robert’s Rules of Order/Making Good Motions</td>
<td>Planning Commission Discussion</td>
<td>CDD, City Attorney</td>
<td>Q1/Q2 special training session</td>
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Zoning Board of Appeals
The Zoning Board of Appeals may grant an appeal to modify the zoning ordinance based on practical difficulties or hardships in carrying out the regulations of the ordinance.

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<thead>
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<th>Resources</th>
<th>Schedule</th>
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</thead>
<tbody>
<tr>
<td>Zoning Administration</td>
<td>Primary Function of ZBA</td>
<td>MAP, APA, MSU-E, MEDC, FBCI, CNU, Smart Growth America, Strong Towns, City Lab</td>
<td>Joint meeting with PC in Q1</td>
</tr>
<tr>
<td>Site Plan Review</td>
<td>Primary Function of ZBA</td>
<td>MAP, APA, SEMCOG, MSU-E, MEDC, MDA, SHPO, EGLE, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AARP, National League of Cities</td>
<td>Joint meeting with PC in Q2/Q3</td>
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Historic District Commission
The Historic District Commission reviews exterior development within the Kellogg Park Historic District.

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<thead>
<tr>
<th>Priority Topic</th>
<th>Identified Via</th>
<th>Resources</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Preservation</td>
<td>Primary Function of HDC</td>
<td>MAP, APA, SHPO, NPS, Strong Towns, Smart Growth America, City Lab, Governing</td>
<td>Annual training session in Q2</td>
</tr>
<tr>
<td>Zoning</td>
<td>Historic District Commission Discussion</td>
<td>MAP, APA, MSU-E, MEDC, FBCI, CNU, Smart Growth America, Strong Towns, City Lab</td>
<td>Joint meeting with PC in Q1</td>
</tr>
<tr>
<td>Code Enforcement</td>
<td>Historic District Commission Discussion</td>
<td>MAP, MSU-E, MEDC, Governing, City Lab, Strong Towns</td>
<td>CDD presentation in Q3/Q4</td>
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## Downtown Development Authority

The Downtown Development Authority facilitates economic development in the downtown district.

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<thead>
<tr>
<th>Priority Topic</th>
<th>Identified Via</th>
<th>Resources</th>
<th>Schedule</th>
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</thead>
<tbody>
<tr>
<td>Capital Improvement Projects</td>
<td>DDA Strategic Plan</td>
<td>MAP, APA, MSU-E, MEDC, Strong Towns, City Lab, Governing</td>
<td>Joint meeting with CC</td>
</tr>
<tr>
<td>TIF/Financing</td>
<td>Primary Function and DDA Strategic Plan</td>
<td>MEDC, MI Dept. of Treasury, MML, City Lab, Governing</td>
<td>Budget meetings in February/March</td>
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<tr>
<td>Complete Streets/Multi-Modal</td>
<td>City Strategic Plan, Master Plan Implementation</td>
<td>MAP, APA, SEMCOG, MSU-E, MEDC, Governing, City Lab, Smart Growth America, Strong Towns, AARP</td>
<td>Joint meeting with CC</td>
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<tr>
<td>Transportation</td>
<td>Matrix, and DDA Strategic Plan</td>
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</tr>
<tr>
<td>Economic Development/Support</td>
<td>Primary Function and DDA Strategic Plan</td>
<td>MAP, APA, MML, SEMCOG, MSU-E, MEDC, MDA, SHPO, EGLE, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AARP</td>
<td>Master Plan discussion</td>
</tr>
<tr>
<td>Businesses</td>
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<tr>
<td>Parking</td>
<td>City Strategic Plan and DDA Strategic Plan</td>
<td>MAP, APA, SEMCOG, MEDC, MDA, CEDAM, FBCI, CNU, Governing, City Lab, Smart Growth America, Strong Towns, AAPR, National League of Cities</td>
<td>Q1/Q2 meeting with staff parking committee (put on hold due to COVID)</td>
</tr>
<tr>
<td>Trees</td>
<td>DDA Strategic Plan</td>
<td>SEMCOG, EGLE, DNR, AARP, Governing, City Lab</td>
<td>Discussion with annual report presented to CC in December</td>
</tr>
<tr>
<td>Historic Preservation</td>
<td>HDC</td>
<td>MAP, APA, SHPO, NPS, Strong Towns, Smart Growth America, City Lab, Governing</td>
<td>Invitation to HDC annual training session in Q2</td>
</tr>
</tbody>
</table>