

Central UP CEDS/RHP Meeting #3

August 13th, 2025

Agenda

- ▶ Welcome and introductions
- ▶ *Parcel Inventory & Analysis Tool* - Jessica Walter, Community Planner
- ▶ Reinvigorating Working Groups - Proposed New Structure
- ▶ Lunch with Remarks from Amy Hovey, MSHDA Executive Director
- ▶ Upcoming Grants, Trainings, and Events
- ▶ Partner Updates



CUPPAD

Welcome and Introductions

2025 CEDS Committee

Alan Barr	<i>Creative Change</i>	Vince Bevins	<i>Michigan Department of Transportation</i>
Trent Bellingar	<i>Delta Schoolcraft ISD</i>	Joe Thiel	<i>Innovate Marquette SmartZone</i>
Victoria George	<i>Schoolcraft Tourism & Commerce</i>	Brigitte LaPointe	<i>Keweenaw Bay Indian Community</i>
Alex Kofsky	<i>Accelerate UP</i>	Julee Kaurala	<i>MDHHS</i>
Holly Peoples	<i>Michigan Works of the Upper Peninsula</i>	Kathy Reynolds	<i>Greater Munising Bay Partnership for Commerce</i>
Elise Bur	<i>NMU Center for Rural Health</i>	Mindy Meyers	<i>Dickinson Area Economic Development Alliance</i>
Phil Britton	<i>Fresh Systems, LLC</i>	Amy Berglund	<i>Invest UP</i>
Ed LeGault	<i>Delta County Economic Development Alliance</i>	Michelle LaJoie	<i>Community Action Alger Marquette</i>
Emily Leach	<i>Marquette County Planning</i>	Nate Heffron	<i>Superior Trade Zone/ City of Negaunee</i>
Kathleen Henry	<i>Superior Watershed Partnership</i>	Dave Nyberg	<i>Northern Michigan University</i>
Christopher Germain	<i>Lake Superior Community Partnership</i>	Ryan Stern	<i>UP Regional Labor Federation</i>
Donna LaCourt	<i>MDARD</i>	Zak Aubert	<i>Menominee County & Menominee DDA</i>

Welcome and Introductions

2025 Central UP Housing Collaborative

Michelle LaJoie	Community Action Alger-Marquette	Andrew McNeally	UPPCO
Antonio Adan	Marquette County	Amy Berglund	Invest UP
Christopher Germain	LSCP	Victoria George	Schoolcraft Tourism & Commerce
Debb Brunell	Michigan Works	Dave Nyberg	NMU
Rod DesJardins	DHHS		
		Eileen Sparpana	Bay College
Jason Carviou	Menominee County	Jon Dickerson	Schwalbach
Jen Tucker	MEDC	Julie Shaw	SAIL
Kathy Reynolds	Greater Munising Bay Partnership for Commerce	Kim Shiner	City of Manistique
Lindsey Clark	MEDC	Mindy Meyers	Dickinson EDA
Lyn Durant	Marquette Township	Alan Barr	Keller Williams
Nate Heffron	City of Negaunee	Brad Neumann	MSU Extension
Henry Sales	Habitat for Humanity	Ray Govus	MEDC
Patricia West	City of Gladstone	Sean Hobbins	City of Marquette
Sharron Maki	Marquette County Housing Commission	Steve Mulka	Breitung Township

City of Ishpeming Housing Toolkit

August 2025

Jessica Walter, Community Planner



CUPPAD

Housing Readiness Incentive Grant

MSHDA Housing Readiness Incentive Grant Context:

- ▶ \$50,000 award to Ishpeming
- ▶ Program goal: Help communities adopt land use policies for increased housing supply
- ▶ Create data-driven foundation for housing development decisions

Ishpeming's Challenge:

- ▶ Evaluate 3,085 parcels for housing development suitability
- ▶ Match development opportunities with documented housing market demand
- ▶ Identify strategic rezoning and policy change opportunities



Housing Needs in Ishpeming

Target Market Analysis Recommendations:

- ▶ 14 single family units annually (highest market demand)
- ▶ 4 downtown loft units annually (high market demand)
- ▶ 8 townhouse units annually (medium market demand)
- ▶ 10 small multifamily units annually (medium market demand)

Current Supply vs. Demand Gaps:

- ▶ Only 36% supply meeting townhouse demand
- ▶ Zero supply of condo-style apartments
- ▶ Limited downtown loft conversion activity

Methodology Framework



1. Development Feasibility Evaluation

Zoning compliance and regulatory barriers
Lot size adequacy against minimum standards
Property classification and ownership analysis



2. Environmental Constraint Scoring

Slope analysis, flood risk, wetland impacts
Contamination status and brownfield opportunities
0-10 composite scoring system



3. Market Demand Assessment

Align opportunities with TMA housing demand priorities
Match parcel characteristics to market-ready housing types
Prioritize based on demonstrated absorption capacity

Calculated Field Logic - Key Examples

Development Readiness (Dev_Ready) Example:

- ▶ Input: Property Class + Zoning + Acreage
- ▶ Logic: IF vacant land (402) AND appropriate zone (SR/GR/MR) AND ≥ 0.15 acres = "Ready"
- ▶ Result: 117 parcels classified as immediately developable

Market Alignment (TMA) Example:

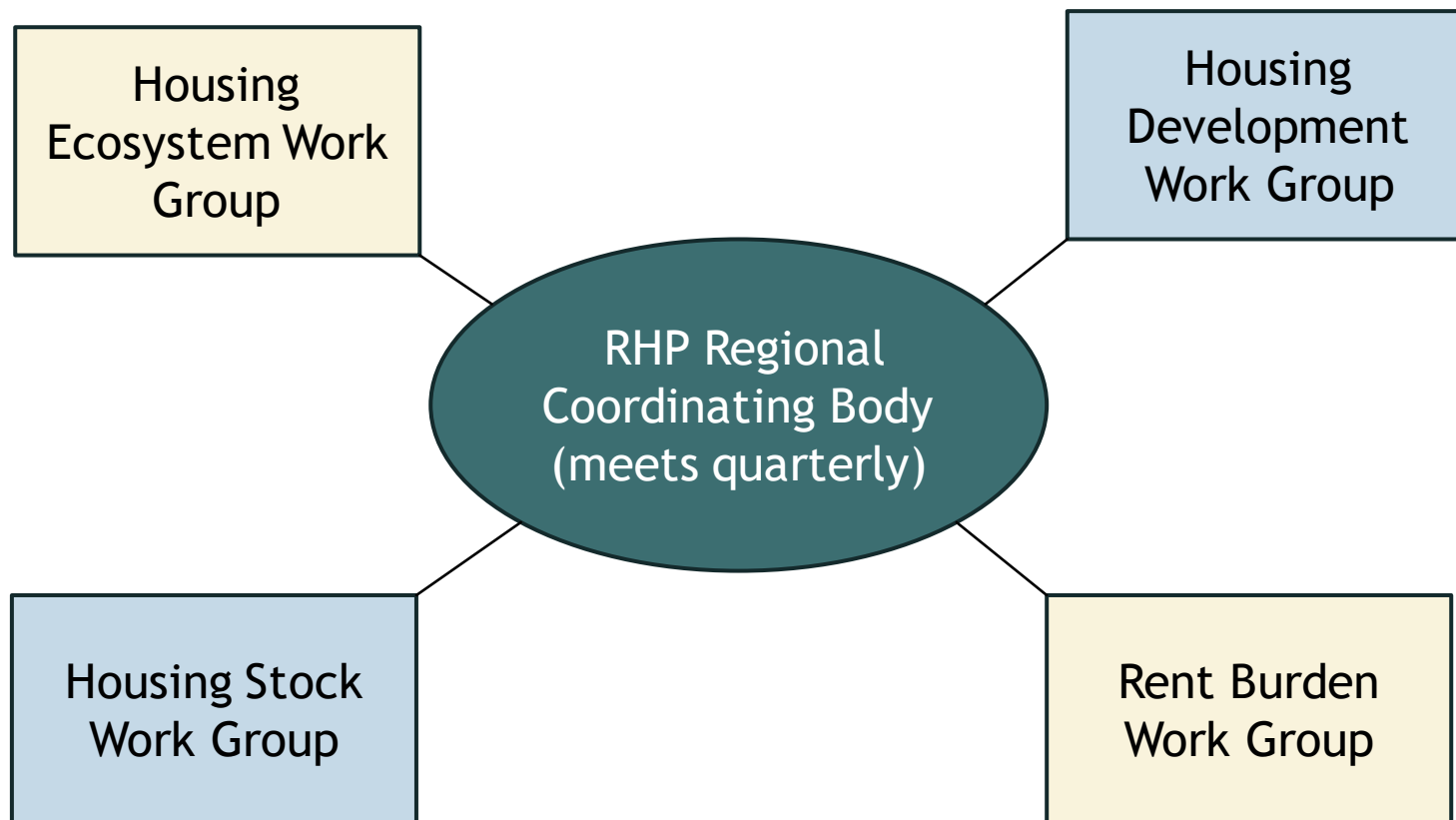
- ▶ Input: Property Class + Zoning + Acreage + Market Demand
- ▶ Logic: IF large vacant residential (402) ≥ 1 acre in GR/MR zones = Townhouse
- ▶ Result: Systematic matching of parcels to documented market needs

Environmental Constraints Example:

- ▶ Input: Multiple spatial overlays (slope + flood + wetlands + contamination)
- ▶ Logic: Composite scoring (0-10 scale) with weighted components
- ▶ Scoring Scale: 0 (worst conditions) to 10 (ideal conditions)
- ▶ Result: Development feasibility assessment for every parcel

Existing Work Group Structure

Structured under the goals of our Action Plan

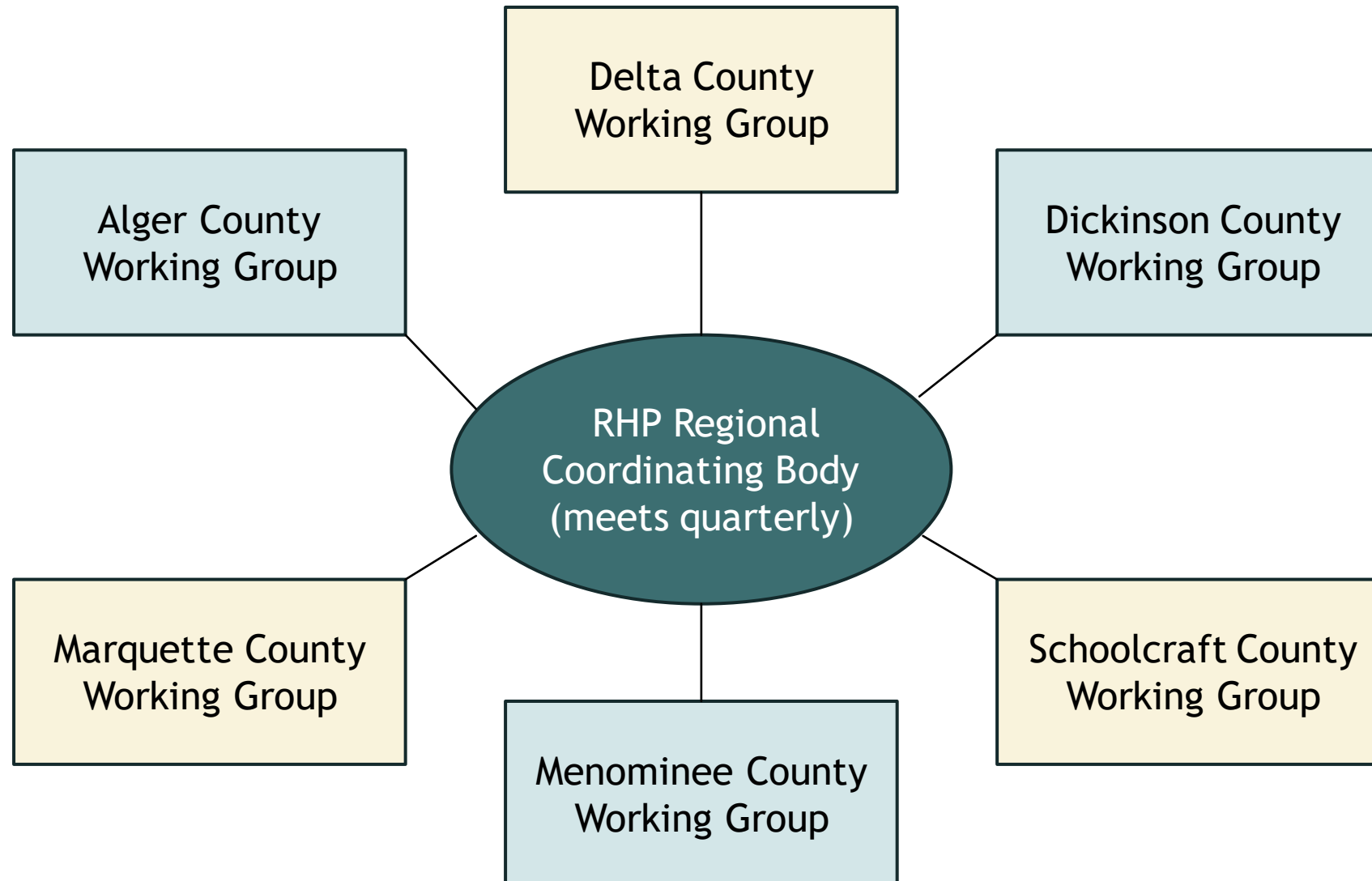


The trouble with this model...

- ▶ Our Counties are large, and our communities are spread out, so in-person participation is a challenge
- ▶ Each county is at a different capacity level and faces its own distinct housing challenges
- ▶ Marquette County tends to be overrepresented among our stakeholders and examples.
- ▶ Goal-based groups lack clear ownership at the local level, reducing accountability for progress.
- ▶ The Action Plan's regional goals can feel too abstract for communities without local context.

Proposed Working Group Restructure

Each working group would focus on all goals of the Action Plan and report back to the full RHP



Argument for the Proposed Model

- ▶ Ensures each county's unique housing challenges and priorities are addressed directly.
- ▶ Gives smaller counties equal voice by shifting discussions to local forums before regional sharing.
- ▶ Builds stronger local ownership and accountability for Action Plan implementation.
- ▶ Increases relevance of meetings by focusing on county-specific issues and solutions.
- ▶ Allows counties to set realistic, locally tailored strategies aligned with regional goals.
- ▶ Improves engagement by making it easier for participants to connect with familiar local partners.
- ▶ Encourages cross-county learning through structured regional updates and best-practice sharing.

Some Potential Challenges of a New Model

- **Uneven participation** - some counties may struggle to maintain active working groups, unless incorporated into existing groups, which then might impact their attention to traditional focus areas and time challenges.
- **Capacity gaps** - smaller counties with limited staff or resources may need extra support to keep pace.
- **Inconsistent follow-through** - without strong facilitation, progress tracking across counties could vary.
- **Coordination workload** - CUPPAD would need to invest more time in managing six separate groups.
- **Risk of siloing** - counties might focus inward and miss opportunities for regional collaboration.
- **Alignment drift** - local priorities could diverge from the Action Plan without regular regional check-ins.

Possible Tools to Aid Us

- ▶ Standardized Reporting & Tracking
 - ▶ Shared progress template (bi-monthly)
 - ▶ New Housing Project Form & Housing Tracking Tool
 - ▶ Regional dashboard
- ▶ Quarterly RHP Meetings
 - ▶ Standing roundtable agenda item for reporting out
- ▶ Clear Roles & Responsibilities
 - ▶ County lead positions (TBD)
 - ▶ Regional coordinator (RHP Lead)
- ▶ Accountability Mechanisms
 - ▶ Quarterly progress summaries
 - ▶ County Best Practice Spotlight
- ▶ Long-term goal:
 - ▶ Regional integration with *Pacel Inventory & Analysis Tool*

MSHDA's *Get Housing Ready* Guide

Purpose:

- ▶ Provides a menu of proven strategies to make communities more attractive to housing developers
- ▶ Flexible—tailor to local needs

Six Focus Areas:

1. Property Inventory & Transparency – Maintain development-ready site lists
2. Policy & Zoning Reform – Enable ADUs, smaller homes, diverse housing types
3. Financial Tools – PILOT, Housing TIF, CDBG, flexible funds
4. Public & Political Support – Set realistic expectations, explain financing
5. Development Realities – Understand timelines, underwriting, market absorption
6. Streamlined Approvals & Utilities – Reduce review steps/fees, coordinate early

Call to Action:

- ▶ Identify 2–3 ideas to adapt locally
- ▶ Use as a checklist to assess readiness



**GET HOUSING
READY GUIDE**

Grant Opportunities

- ▶ [MSHDAMI Neighborhood program](#) - Regional allocations coming October 1st
- ▶ [ORP Rural Readiness Round 4](#) - Invitations to apply - week of August 11th

Training Opportunities

- ▶ [CEDAM's Rural Real Estate Boot Camp](#) - Week of September 15th in Marquette
- ▶ [MSU-E's Best Practices in Planning for Emergency Response and Hazard Communication](#) – Sept 18th Online
- ▶ [EGLE's What Local Leaders Should Know About Drinking Water](#) – August 28th Online

Events

- ▶ [Michigan Municipal League's 2025 Convention](#) - Sept 17th - 19th in Grand Rapids
- ▶ [Michigan Association of Planning Annual Conference](#) - Oct 22nd - 24th in Kalamazoo
- ▶ [Michigan Land Bank Association's 2025 Leadership Summit](#) - Oct 6th - 8th in Marquette
- ▶ MEDA's [Michigan's Premier Economic Summit and Annual Meeting](#)-Aug 18th - 20th in Holland
- ▶ [Fall UP EDA Meeting](#) - October 17th in Marquette

Other News

- ▶ Land division bills: [HB 4081](#) and [SB 23](#) - No movement

Partner updates

Anything to share that's relevant to regional development?

Thank you for attending.

NEXT MEETING: Thursday, September 25th, 10:00 - 11:30 AM
Eastern - **In person (Marquette) and virtual meeting**