What People Want: Analysis from National Placemaking and Midwest Cities Surveys

Michigan Legislative Forum

Tuesday, January 22, 2013
Anderson House Office Building
Lansing, MI
MSU Land Policy Institute

• Has a strong focus on research and outreach based on analysis of land policy options in many contemporary issue areas.
• The ways in which we use our land and build upon it impact our quality of life, today and tomorrow.
• Focus Areas: Placemaking & Regional Prosperity, Land & Planning, Land-Based Resources, and Energy.
• Affiliated with the School of Planning, Design and Construction, with Dr. Scott Witter, Interim Director.
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Presentation Outline

- Changes in Neighborhood Demand
- National Placemaking Survey
- Midwest Home & Neighborhood Survey
- Conclusions & Policy Considerations

Presenter:
Mary Beth Graebert, MSU Land Policy Institute
Changes in Neighborhood Demand
Demographic Trends: United States

- The **Latino population will triple in size** and will account for most of the nation’s population growth from 2005 to 2050. **Asian Americans will almost double their percentage** (from 5% to 9%).

- As the Baby Boom generation enters the traditional retirement age, the **nation’s elderly population will more than double in size** from 2005 to 2050.

- **Marriage rates hit a record low** in 2009-2010; they are down from 72% in 1960 to 51% today.

- In 2011, **48% of Americans were considered “low income,”** according to the U.S. Census Bureau definition of less than $45,000 household income, while **24% fall below the poverty line.**
Demographic Trends: Implications

- Roughly seven in ten African-American families (72%) and Latinos (68%) prefer neighborhoods with a mix of houses and businesses.

- Trend toward senior development in downtown areas for seniors who want convenient access to arts, shopping, museums, education, employment, technology centers, and good healthcare systems.

- Younger people who are unmarried tend to prefer the convenience of dense, walkable communities.

- The “Creative Class,” of young, talented individuals in the STEM fields, prefer urban living with easy access to a variety of entertainment and recreation options.

- Transit-oriented development, with housing along transportation corridors can be critical for providing “affordable living” opportunities.
What This Means for Neighborhoods

- **U.S. population demographics are changing**, fuel prices are rising and support for sustainable lifestyle is rising.

- Growing segments of the population are looking for **dense, walkable, mixed-use neighborhoods** with access to jobs, green space, arts & culture, entertainment, housing & transportation options and affordable living.

- There is a changing demand for housing and neighborhood types that **we presently don’t provide**, particularly in Michigan cities.
2011 National Association of Realtors Study

- Nearly 60% of respondents prefer to live in a neighborhood with a mix of uses in easy walking distance, while 40% prefer housing-only neighborhoods, where they have to drive to other amenities.

- **Being within an easy walk of a grocery store** was important to 75% of respondents. Other important places included pharmacy, hospital, restaurants and cultural resources.

- Americans see **improving existing communities** (57%) and **building new developments within existing communities** (32%) as much higher priorities to building new developments in the countryside (7%).
National Placemaking Survey

MSU Land Policy Institute
Definition of “placemaking”

The targeted improvement of a place, within a neighborhood or community, that uniquely creates a functional space with a variety of uses, that is appealing to a wide range of people and that has an identifiable character, or “sense of place.”
## Views on Placemaking

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase economic activity.</td>
<td>32%</td>
<td>39%</td>
<td>18%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Improve opportunities for jobs.</td>
<td>33%</td>
<td>36%</td>
<td>19%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Improve the quality of life.</td>
<td>41%</td>
<td>35%</td>
<td>16%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Positively affect home prices.</td>
<td>33%</td>
<td>36%</td>
<td>21%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Enhance the sense of community belonging.</td>
<td>37%</td>
<td>37%</td>
<td>18%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Attract new people to our community.</td>
<td>35%</td>
<td>37%</td>
<td>19%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Between 69-76% of respondents agree that placemaking has positive economic impacts; around 20% responded neutrally on this point, while only a small percentage (around 3%) appeared to be unsure.
### Respondents by Transect: Where Do You Currently Live?

<table>
<thead>
<tr>
<th>Transect</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>T2: Rural</td>
<td>648</td>
<td>18.4%</td>
</tr>
<tr>
<td>T3: Suburban</td>
<td>1,277</td>
<td>36.4%</td>
</tr>
<tr>
<td>T4: General Urban</td>
<td>1,063</td>
<td>30.3%</td>
</tr>
<tr>
<td>T5: Urban Center/Small Town</td>
<td>348</td>
<td>9.9%</td>
</tr>
<tr>
<td>T6: Urban Core</td>
<td>176</td>
<td>5%</td>
</tr>
</tbody>
</table>

55% Sub/Rural

45% Urban

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**Chart:**

- **CLD**: T1 (Natural Zone), T2 (Rural Zone), T3 (Sub-Urban Zone)
- **TND**: T4 (General Urban Zone), T5 (Urban Center Zone), T6 (Urban Core Zone)
• Non-whites appear more likely than whites to live in urban areas.
Young people appear more likely to live in urban areas than their elders.
Lower income families appear more likely to live in urban areas than the middle class and wealthy.
What are some of the places that people want in their neighborhoods (within walking distance)?
Grocery Shopping

- Big Box Store
- Neighborhood Grocery
- Convenience Store
- Specialty Market
- Farmers’ Market
What Type of Grocery Shopping?

- Big Box Store
- Neighborhood Grocery Store
- Convenience Store
- Specialty Market
- Farmers’ Market

Yes
No

0%
10%
20%
30%
40%
50%
60%
70%
80%
Retail Shopping

Interior Mall

Strip Mall

Outlet Mall

Lifestyle Center

Local Merchants
What Type of Retail Shopping?

- Interior Mall
- Strip Mall/Plaza
- Outlet Mall
- Lifestyle Center
- Independent Local Merchants

- Yes
- No
Restaurants

Fast Food Drive Thru

Suburban Sit-Down

Mall Restaurant

Coffee Shop

Sandwich Shop

Downtown Sit-Down
What Type of Restaurants?

- Fast Food Restaurant with Drive Thru: Yes 50%, No 50%
- Suburban Sit-down Restaurant: Yes 60%, No 40%
- Sit-down Restaurant in a Strip Mall/Plaza/Mall: Yes 40%, No 60%
- Coffee Shop: Yes 70%, No 30%
- Neighborhood Sandwich Shop: Yes 40%, No 60%
- Downtown Sit-down Restaurant: Yes 60%, No 40%
Beverage Establishment

Isolated Bar

Mall Bar

Casual Neighborhood Bar

Downtown Upscale Bar

Downtown Nightclub
What Type of Beverage Establishment?

- Bar in Isolated Building
- Bar in Strip Mall/Plaza/Mall
- Downtown or Neighborhood Casual Bar
- Downtown Upscale Bar
- Downtown Nightclub with Live Music

[Bar chart showing percentages and options for each category, with categories such as Yes and No]
Park

Suburban Specific-Use  Suburban Multi-Use  Urban Specific-Use

Urban Multi-Use  Urban Pocket Park
What Type of Park?

- Suburban Park with Specific Use: 80%
- Suburban Park with Multiple Uses: 80%
- Urban Park with Specific Use: 60%
- Urban Park with Multiple Uses: 40%
- Urban Pocket Park: 20%
Arts & Culture

Library

Movie Theatre

Performing Arts

Museum

Art Gallery

Art Fair
Do You Want Arts & Culture?

![Bar chart showing preferences for various arts and culture facilities. The chart includes categories such as Library, Movie Cinema, Performing Arts Center/Theater, Museum, Art Museum/Gallery, Art Fair/Festival. The y-axis represents the percentage of respondents, ranging from 0% to 80%.](chart.png)
Neighborhood Type

- Rural
- Suburban Large Lot
- Small-Medium Lot
- Mixed Use Building
- Downtown Townhomes
- High Rise
What Neighborhood Type Do You Like Best?

- Rural Area with Open Space: 30% Yes, 0% No
- Suburban Neighborhood with Large Lots: 50% Yes, 50% No
- Neighborhood with Small- to Medium-Sized Lots: 40% Yes, 60% No
- Downtown Townhomes with Small Lots: 70% Yes, 30% No
- Mixed Use Building with Residential Above: 40% Yes, 60% No
- High Rise Building: 30% Yes, 70% No
Midwest Home & Neighborhood Survey

MSU Land Policy Institute
What Factors Influence Home Purchase Decisions?

Please indicate how much the following statements influenced your decision to purchase your home:

- I am close to my job.
- I am able to walk/bike to many nearby places.
- I am able to do a majority of my shopping.
- The neighborhood is safe.
- Great neighbors live in the neighborhood.
- I have good access to fresh and healthy foods.
- There is a strong sense of community.
- There are many employment opportunities...
- The home is energy efficient.
- I have great access to public transportation.
- Homes in my neighborhood are affordable.
- Commuting time to job or school is short.

Factors:

- #1 Safety
- #2 Commute Time
- #3 Affordability
- #4 Walkability

n=1460
How Far Are People Willing to Walk?

Generally speaking, how many minutes are you willing to walk to reach a destination? (such as a restaurant, store, park, or other places you might frequently visit)

- 1-5 minutes: 6.4%
- 6-10 minutes: 20.3%
- 11-15 minutes: 29.7%
- 16-20 minutes: 24.0%
- 21-25 minutes: 6.5%
- 26-30 minutes: 7.6%
- 30 minutes or longer: 5.4%
Pedestrian/Auto-Friendly Neighborhood?

Which of the following statements best describes the amount of walking you do in your neighborhood?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I walk all the time</td>
<td>23%</td>
</tr>
<tr>
<td>I walk very often</td>
<td>36%</td>
</tr>
<tr>
<td>I tend to walk a bit, but not too much</td>
<td>27%</td>
</tr>
<tr>
<td>I do not walk very often</td>
<td>11%</td>
</tr>
<tr>
<td>I never walk and prefer to drive</td>
<td>3%</td>
</tr>
</tbody>
</table>

Is there a sidewalk in front of your home?
Is there a dedicated bike lane on your street?
Does your city allow for 24-hour on-street parking?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk</td>
<td>84%</td>
<td>16%</td>
<td>0%</td>
</tr>
<tr>
<td>Bike Lane</td>
<td>6%</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>24 Hour Street Parking</td>
<td>65%</td>
<td>26%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Aesthetically-Pleasing & Safe Neighborhood?

How would you rate the overall look and feel of a walk in your neighborhood?

<table>
<thead>
<tr>
<th>1: Very low</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Very high</th>
<th>Not practical/Don't walk</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2%</td>
<td>4%</td>
<td>16%</td>
<td>38%</td>
<td>40%</td>
</tr>
</tbody>
</table>

How safe do you feel in this neighborhood?

<table>
<thead>
<tr>
<th>Extremely safe</th>
<th>Very safe</th>
<th>Moderately safe</th>
<th>Slightly safe</th>
<th>Not at all safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>52%</td>
<td>21%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Conclusions

• **Certain population segments**, like non-whites and low-income families and young “creative class” individuals, are more likely to live in urban environments, where there is, ideally, greater connectivity, mixed use and accessibility.

• To attract and retain these segments of the population, we need to **improve their quality of life in urban environments**, especially.

• There are **certain places that people want in their neighborhoods** (walking distance) and others they prefer to have in their community (driving distance).

• Some people still prefer rural and suburban “disconnected” living; **we have these places in Michigan, but we’re lacking quality of life and choice in urban areas**.

• **Placemaking can** enhance walkability, transit access, connectivity, arts & culture, recreation, entertainment, services, etc.
Policy Considerations

• State programs and resources that support placemaking in targeted areas can lead to economic development and would likely receive local support.

• State and regional programs that educate stakeholders about placemaking and encourage public-private partnerships are needed in Michigan communities.

• Placemaking is not “one-size-fits-all.” Regional visioning and community values should be taken into consideration in placemaking projects for success, engaging all populations.
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