“I know of no safe depository of the ultimate powers of the society but the people themselves, . . . and if we think them not enlightened enough to exercise their control with wholesome discretion, the remedy is not to take it from them, but to inform their discretion.”

Placemaking Michigan

- Training curriculum
- Book: Placemaking as an Economic development tool

Author and Assistance

Kurt H. Schindler, AICP, MSU Extension
- schindl9@anr.msu.edu
- www.msue.msu.edu

With Help From:
- Mark A. Wyckoff, FAICP, MSU Land Policy Institute
- Dean Solomon, MSU Extension
- Luke Forrest, Michigan Municipal League
- Jim Tischler, FAICP, Michigan State Housing Development Authority

Today’s Presenters

Kurt H. Schindler, AICP
- schindl9@anr.msu.edu

Mark A. Wyckoff, FAICP
- wyckoff@landpolicy.msu.edu

www.msue.msu.edu/

What we will cover

A. Description and History of MiPlace Partnership
B. Placemaking
C. Curriculum
D. Placemaking Guidebook
E. Rural placemaking

Overview

- A case study from Michigan
- Potential for use everywhere
- Overview of
  - why it was needed,
  - what has happened,
  - how it evolved,
  - what it has produced, and
  - how it is being institutionalized in state government and stakeholder organizations
Overview

- It is about
  - Changing attitudes and mindsets.
  - Accomplished without new legislation.
  - Integration of economic development

- Can do this in your state!

A. Description and History of MiPlace Partnership

- http://www.miplace.org/

A. Historical Context – Why in Michigan?

- A new approach
  - Connect with the characteristics of the global New Economy (technology, innovation, and entrepreneurship) was needed.

A. Historical Context – Why in Michigan?

- 2012, Just finished 10 years of severe economic decline
- per capita income plummeted.

A. Comparing the Old and New Economy

<table>
<thead>
<tr>
<th>Key Features of the Old Economy</th>
<th>Key Features of the New Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inexpensive place to do business was key.</td>
<td>Being rich in talent and ideas is key.</td>
</tr>
<tr>
<td>Attracting companies was key.</td>
<td>Attracting educated people is key.</td>
</tr>
<tr>
<td>A high-quality physical environment was a luxury, which stood in the way of attracting cost-conscious businesses.</td>
<td>Physical and cultural amenities are key in attracting knowledge workers.</td>
</tr>
<tr>
<td>Success = fixed competitive advantage in some resource or skill. The labor force was skills dependent.</td>
<td>Success = organizations and individuals with the ability to learn and adapt.</td>
</tr>
<tr>
<td>Economic development was government-led. Large government meant good services.</td>
<td>BOLD partnerships with business, government and nonprofit sector lead change.</td>
</tr>
</tbody>
</table>


A. Comparing the Old and New Economy

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<tr>
<td>Industrial sector (manufacturing) focus.</td>
<td>Sector diversity is desired, and clustering of related sectors is targeted.</td>
</tr>
<tr>
<td>Fossil fuel dependent manufacturing.</td>
<td>Communications dependent, but energy smart.</td>
</tr>
<tr>
<td>People followed jobs.</td>
<td>Talented, well-educated people choose location first, then look for or create a job.</td>
</tr>
<tr>
<td>Location mattered (esp. relative to transportation and raw materials).</td>
<td>Quality places with a high quality of life matter more.</td>
</tr>
<tr>
<td>Dirty, ugly, and a poor quality environment were common outcomes that did not prevent growth.</td>
<td>Clean, green environment and proximity to open space and quality recreational opportunities are critical.</td>
</tr>
<tr>
<td>Connection to global opportunities not essential.</td>
<td>Connection to emerging global opportunities is critical.</td>
</tr>
</tbody>
</table>

A. Who are Talented Workers?
Not just Millennials. Includes:
• Knowledge workers
• Artists and creatives
• Entrepreneurs
  – Of any age, and are often immigrants

A. Relationship of Business to Talent to Place
Not just any place. **Quality places**. Talented workers can live almost anywhere they want.

Not just any workers, **talented workers**

Not just any business, a **wide range of businesses** is best because of improved job and wage opportunities

A. Description of MIplace Partnership Initiative
• Unique partnership of organizations
• Common goal
  • improve the quality of life in communities
  • focusing on creating many quality places
  • with a strong sense of place
• because **PLACE MATTERS**

A. History of MIplace Partnership Initiative
• Michigan Municipal League (MML) Placemaking focus: 2006
• The Sense of Place Council created: 2006
• 2012-2015: council met nearly monthly, 4-5 workgroups

A. Sense of Place Council Members
(partial list)
• Executive Office of the Governor
• American Institute of Architects Michigan (AIA MI)
• A2Serve Michigan
• Community Economic Development Association of Michigan (CEDAM)
• Great Lakes Capital Fund (GLCF)
• Habitat for Humanity
• Issue Media Group (IMG)
• LOCUS Smart Growth America
• Michigan Association of Planning (MAP)
• Michigan Chapter of the Congress of New Urbanism
• Michigan Economic Developers Association (MEDA)
• Michigan Fitness Foundation
• Michigan Historic Preservation Network (MHPN)
• Michigan Humanities Council
• Michigan Land Bank Association (MLBA)
• Michigan Municipal League (MML)
• Michigan Recreation & Parks Association (MRPA)
• Michigan State University-Land Policy Institute (MSU LPI)
• Michigan State University-Land Policy Institute (MSU LPI)
• Michigan Suburbs Alliance (MSA)
• Michigan Townships Association (MTA)
• Presidents Council (State Universities of MI)
• Small Business Association of Michigan (SBAM)
• State Agencies

*Most Active Members in RED*
A. History of MIplace Partnership Initiative

- Land Policy Institute at MSU was hired by Michigan State Housing Development Authority (MSHDA): 2012
  - Create a Placemaking Curriculum
  - Assist with implementation
- MML by MSHDA: 2012
  - Coordinate training
  - Grant program to pilot PlacePlans

B. Placemaking

Focus

Types

B. What is Placemaking?

Placemaking is the process of creating quality places where people want to live, work, play, shop, learn or visit.

B. Quality Urban Places are....

Walkable & Bikeable  Pedestrian-Oriented  Mixed-Use

Transit-friendly  Full of Housing Options

B. Quality Places have....

Quality places have good form, function and social opportunity. Quality places have a lot of activity and a strong sense of place.
B. Urbanized Areas & Urban Clusters
Density is 1,000 persons/sq. mile or more in the core and at least 500 persons/sq. mile in contiguous areas.
These are the most important places to target the creation of more quality places.

B. Standard Placemaking
Placemaking is the process of creating quality places where people want to live, work, play, shop, learn, and visit.
Major emphasis on public places and public spaces.

B. Standard Placemaking Projects & Activities

B. Tactical Placemaking
• Creating quality places with deliberate, phased approach
  – Short term change
  – Expectations that can begin quickly.
• Targets public spaces
• Low risk, with possibly high rewards.
• Mix of small projects and short term activities (like Lighter Quicker Cheaper activities and Tactical Urbanism projects).

B. Tactical Placemaking Projects & Activities

B. Creative Placemaking
• Partners from public, private, non-profit, and community
• Strategically shape the physical and social character of a neighborhood, town, city, or region
• Focus on arts and cultural activities
• Animates public, private spaces
• Rejuvenates structures, streetscapes
• Improves business viability, public safety
• Diverse people together to celebrate, inspire, and be inspired
B. Strategic Placemaking

- Creating quality places that are uniquely attractive to talented workers
  - so that they want to be there
  - create the circumstances for substantial job creation, income growth
  - Attracting businesses looking for concentrations of talented workers

- A targeted process: deliberate
- Projects/activities in certain locations (defined centers, nodes, and corridors)
- Results in: quality, sustainable, human-scale, pedestrian-oriented, bicycle-friendly, safe, mixed-use, broadband-enabled, green places
C. Curriculum

Seven modules (classes)
Four versions of detail for each

C. Overview of Placemaking Curriculum

Module 1: The Context for Placemaking in MI
Definition of Place & Placemaking
History of Development
Patterns
Elements & Characteristics
Scale & Intensity
What is Not Placemaking
Strategic Placemaking
MIplace Partnership Initiative
Barriers
Leadership

Module 2: Why this is important?
MI Economy
Improving
New Economy Model
Regional Focus
Ways to Restore Prosperity
Public Opinion
Research Supporting Placemaking
Measuring Impacts of Placemaking

Module 3: Elements of Form
Neighborhood Structure
Role of Neighborhood Elements
Importance/Role of Connectivity
Health & Safety

Module 4: Place-Based Coding
Human Scale Coding
Concepts
Place/Form Elements for Code
LEED ND
Components of/Steps to Prepare
Form-Based Codes
The Regulating Plan
Implementing/Administering

Module 5: Public Involvement
Engagement
Strategies
Elements of Charrettes
Charrette Basics

Module 6: Strategic Growth Process
Local - Regional Alignment
Placemaking Places & Strategies
Building Place & Applying Tools
Saying "No" to Inadequate Projects
Major Caveats

C. Background Information

- See handout with graphic on all six modules
- Logic flow of modules is as follows:
  1. Goal and Rationale for Placemaking; must have Good Form
  2. Why Placemaking can Succeed; Principal Arguments
  3. Elements of Good Form; What and Why Important
  4. How to get Good Form; Local Codes and Regulations
  5. Reaching Consensus on Plans and Projects; Engagement
  6. Placemaking Case Studies; Applying everything Previous
- Not everyone needs content of all modules or at highest (longest classes) level – see handout
C. Summary of Modules and Levels

• In your handouts
• Will find document that looks like this →
• It summarizes Placemaking:
  - Curriculum
  - Intended audience
  - Length of training
  - And more

D. Placemaking book

• Placemaking as an Economic Development Tool: A Placemaking Guidebook
  - May 31, 2016
  - by Mark Wyckoff, Brad Neumann, Glenn Pape and Kurt Schindler
  - [http://landpolicy.msu.edu/resources/pmedtguidebook](http://landpolicy.msu.edu/resources/pmedtguidebook)

D. Placemaking book: Four Parts

• 1. The Importance of Placemaking
• 2. Design
• 3. Planning and Regulation
• 4. Placemaking Types
PART TWO
Chapter 4: Elements of Form
Chapter 5: Neighborhood Structure

PART THREE
Chapter 6: Collaborative Public Involvement in Placemaking
Chapter 7: Planning for Placemaking
Chapter 8: Local Regulation for Placemaking
E. Rural Placemaking

Curriculum’s and book’s shortcoming:
Placemaking in a rural environment

E. Quality rural areas...

...are productive

E. Quality Rural Places are....

E. Quality Rural Places Complement Nearby Urban Places & Vice Versa

- Rural landscape provides opportunities for visual, aural and tactile relief from the harder urban landscapes
  - Greener landscape with different scenes for walking or biking
  - Quieter landscape for contemplation and appreciation of natural resources
  - Opportunities for hunting, fishing, bird watching and other natural resource recreation

- Rural landscapes are the home to important economic activities that are based on the natural resources:
  - Agriculture
  - Forestry
  - Mining
  - Tourism

- These economic activities both support and are dependent upon economic activities in nearby villages, cities and/or suburban townships.
E. Quality Rural Places Complement Nearby Urban Places & Vice Versa (continued)

- These are interdependent places.
- Cities need to have quality places to attract and retain talented workers and businesses.
- Rural townships need to preserve the natural character of rural places to provide a broader range of housing, recreation and tourism opportunities.
- Small towns in rural areas need to continue to meet the business needs of farms, forests, mines and tourists, and the rural homeowners that live there.
- Each must approach economic development from a mutually interdependent perspective.

E. Rural to Urban Transect

Note: a small town is T4 whether it is in a very rural area, or near a large city.

E. Grand Rapids Transect

Graphic by Amanda Harrell-Seyburn for MSHDA, 2013

E. Rural township placemaking

Step 1: Identify rural assets  Step 2: Tie them together

Illustration credit: Kurt Schindler

E. Rural placemaking: The Breezeway

Photo credits: www.ridethebreezeway.com
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Governance educators

- 1. Brad Neumann, AICP, neuman36@anr.msu.edu
- 2. John Amrhein, amrhein@anr.msu.edu
- 3. Bethany Prykucki, RP, prykucki@anr.msu.edu
- 4. Wendy Walker, walkerdy@anr.msu.edu
- 5. David S. Rowley, rowley@anr.msu.edu
- 6. Crystal Wilson, wilson@anr.msu.edu
- 7. Julia “Julie” Domton, domton@anr.msu.edu
- 8. Bonnie Wechter-Zeis, bwechter@anr.msu.edu
- 9. Emily Proctor, proctor8@anr.msu.edu
- 10. Julia Darnton, darptonj@anr.msu.edu
- 11. Bonnie Wichtner-Zoia, bzoia@anr.msu.edu
- 12. Crystal Wilson, wils1374@msu.edu
- 13. Terry Gibb, gibb@anr.msu.edu

For more information:
- 14. John Amrhein, amrhein@anr.msu.edu
- 15. Bethany Prykucki, prykucki@anr.msu.edu
- 16. Wendy Walker, walkerdy@anr.msu.edu
- 17. Brad Neumann, neuman36@anr.msu.edu
- 18. David S. Rowley, rowley@anr.msu.edu
- 19. Crystal Wilson, wilson@anr.msu.edu
- 20. Emily Proctor, proctor8@anr.msu.edu
- 21. Julie Darnton, darntonj@anr.msu.edu
- 22. Bonnie Wichtner-Zoia, bzoia@anr.msu.edu
- 23. Crystal Wilson, wils1374@msu.edu

Thank you

- Kurt H. Schindler, AICP
  - schindL9@anr.msu.edu
- Mark A. Wyckoff, FAICP
  - wyckoff@landpolicy.msu.edu
- www.msue.msu.edu/