Placemaking Michigan

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

Author and Assistance

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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?

- 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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<th>Key Features of the New Economy</th>
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<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 workers, talented workers
Business
Needs
Talent
Talent
Wants
Place
Place
Needs
Business
Not just any place, quality places. Talented workers can live almost anywhere they want
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
- Key Leaders:
  - Michigan Municipal League (MML)
  - Michigan State Housing Development Authority (MSHDA)
  - Land Policy Institute at Michigan State University (LPI) in conjunction with MSU Extension

A. Sense of Place Council Members (partial list)

- Executive Office of the Governor
- American Institute of Architects Michigan (AIAMI)
- Arctic 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 Association of Realtors (MAR)
- 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-Center for Community and Economic Development (MSU CCED)
- 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
B. Placemaking

Focus
Types

Photos by the Michigan Municipal League/www.mml.org; Harry Burkholder, LIAA (bottom left); Mark's Carts, LLC (top right)

B. What is Placemaking?

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

Photos by the Michigan Municipal League/www.mml.org; Boyne City downtown (top right)

B. Quality Urban Places are….

Walkable & Bikeable  Pedestrian-Oriented  Mixed-Use

Transportation Friendly  Full of Housing Options

Photos by the Michigan Municipal League/www.mml.org; Wayne City downtown (top right)
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.
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
- Resources

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/Techniques
- 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
<table>
<thead>
<tr>
<th>Module # and Title</th>
<th>Primary Purpose/Content</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. People, Places &amp; Placemaking</td>
<td>• Context, definitions, quality places &amp; initiatives</td>
<td>All stakeholders</td>
</tr>
<tr>
<td>2. Economics of Place</td>
<td>• Supporting research</td>
<td>Skeptical stakeholders</td>
</tr>
<tr>
<td>3. Neighborhoods, Streets, &amp; Connections</td>
<td>• Fundamentals of place and form</td>
<td>All stakeholders</td>
</tr>
<tr>
<td>4. Form Planning &amp; Regulation</td>
<td>• Achieving desired form</td>
<td>Technical stakeholders</td>
</tr>
<tr>
<td>5. Collaborative Public Involvement in Placemaking</td>
<td>• Stakeholder engagement that gets everyone on same page</td>
<td>Technical stakeholders</td>
</tr>
<tr>
<td>6. Applied Placemaking</td>
<td>• Tools &amp; techniques</td>
<td>All stakeholders</td>
</tr>
</tbody>
</table>

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 Guidebook

Four parts
13 chapters

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

D. Placemaking book: Four Parts

• 1. The Importance of Placemaking
• 2. Design
• 3. Planning and Regulation
• 4. Placemaking Types
PART FOUR

Chapter 9: Standard Placemaking
Chapter 10: Tactical Placemaking
Chapter 11: Creative Placemaking
Chapter 12: Strategic Placemaking
Chapter 13: Mixing and Matching, Barrier Busting, and Preventing Unintended Consequences of Placemaking
E. Rural Placemaking

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

E. Grand Rapids Transect

Graphic by Amanda Harrell-Seyburn for MSHDA, 2013

E. Rural township placemaking

Illustration credit: Kurt Schindler
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Thank you

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