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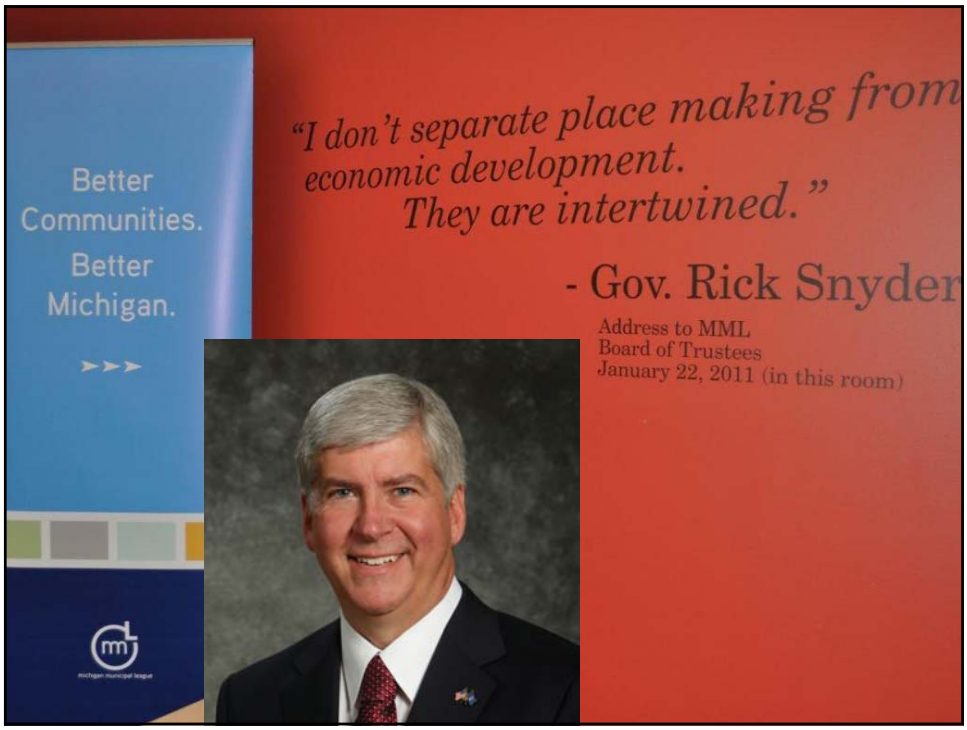
Communities to invest in. Communities to grow in.

People, Places & Placemaking Module 1 Conceptual Overview

The MIPlace Partnership Initiative

www.MIplace.org

1-18-13



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The MIplace Partnership Initiative

The goal of The MIplace Partnership Initiative is to create more jobs, attract and retain talented workers, and raise incomes at least in part, through targeted local and regional Placemaking activities; thereby restoring **prosperity** in Michigan.

www.MIplace.org

Michigan's Growth Strategy

What will be the Outcome?

Prosperous PLACES

Governor Snyder has established a focus on Urban Initiatives & Rural Development

How?

Strategies & Techniques

- Economic Development
  - Gardening
  - Entrepreneurs
  - Talent
- Community Development & Placemaking
  - Downtowns
  - Development Re-development
  - Attention to "Place"
- Image
  - Pure MI
  - Seam less Delivery

MIplace Partnership Initiative

What is Placemaking?

Strategies that create places where talented people want to live and work

Who is participating?

- MSHDA
- MEDC
- DNR
- DEQ
- MDOT
- Local Officials & Stakeholders

What are the targeted activities?

- Local Engagement & Visioning
- Arts & Culture
- Green & Other Public Spaces
- Transit
- Transportation

What are the outcomes?

Great Places

- Household increases
- Talent increases
- Increased Investment Return
- Public Cost Efficiencies

Led and Coordinated by MSHDA

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MIplace Initiative Components

- Research
- Placemaking Curriculum Development
- Cross-sector, Cross-discipline Training
- Practice
- Policy
- Measurement

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Placemaking Strategy

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Who are Talented Workers?

- Knowledge workers
- Creative class
- Entrepreneurs
  - Of any age, and are often immigrants
- Talented workers look for urban form activity centers with lots to do and people around to interact with

MS Clipart

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What are Talented People Looking for?

- **Quality Places to Live, Work & Play!**

- **Active/dynamic living environment** with lots of fun:
  - Entertainment, recreation, cultural amenities, social interaction, and diverse cultural and ethnic experiences.
- **Amenities driven**: parks, outdoors, thriving farms, sports, hunting, fishing, waterways, greenery, etc.
- **Diverse lifestyle choices**:
  - Multi-modal transportation **(especially transit),** housing type and range of prices, density range.
- **Business and entrepreneurial opportunities**:
  - Creativity, risk taking, good market for innovation, high wage jobs.

MML

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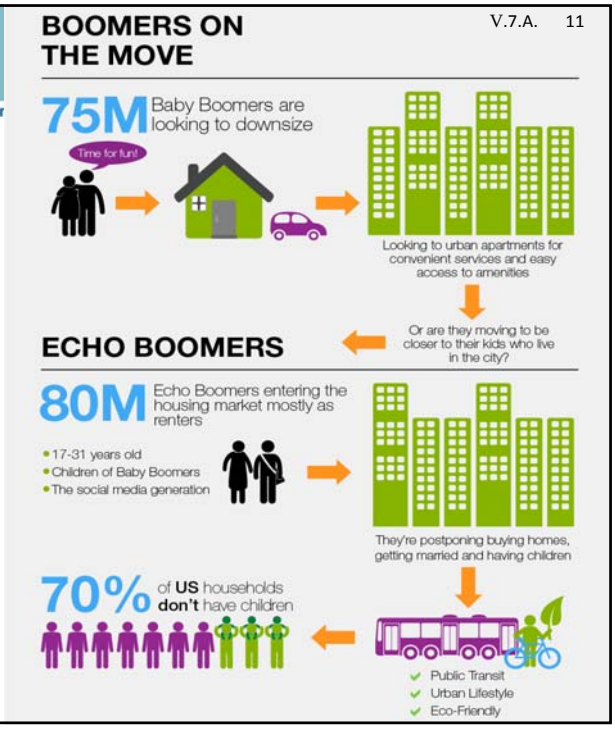
Trends in Residential Choice



Source: RentCafe.com, 2012

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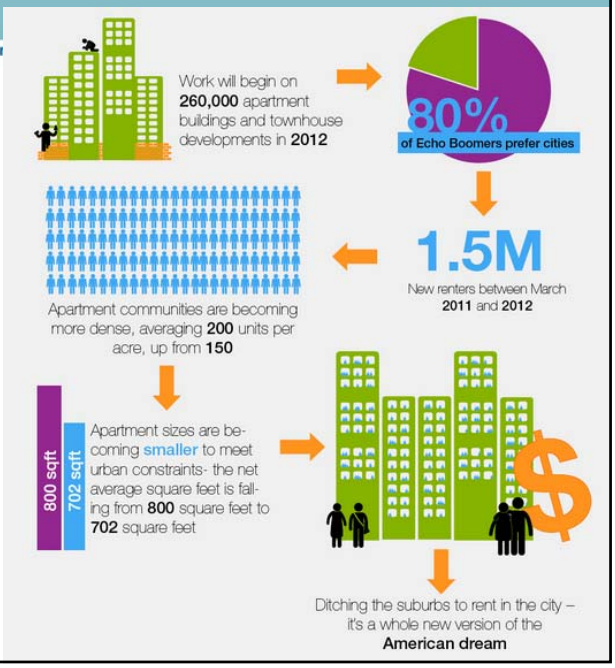
What the Trends Mean…

For context: Only 429,000 single-family homes were started in 2011, down 9 percent from 2010, the lowest rate in 60 years. Starts for multi-family units have grown sharply since 2009 (91% will be rented). (Census Bureau)



Source: RentCafe.com, 2012

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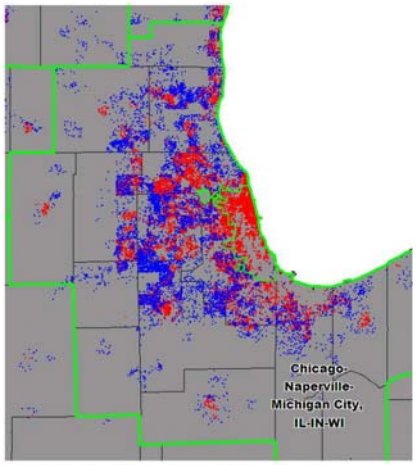
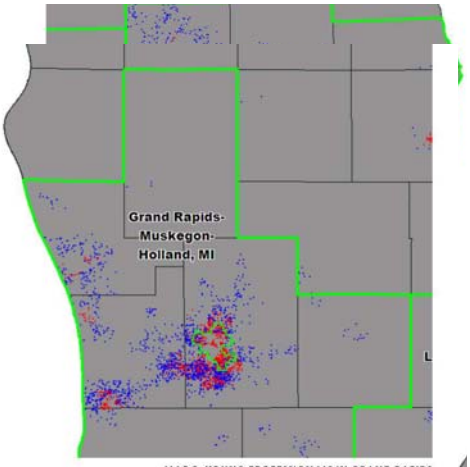


MAP 2: YOUNG PROFESSIONAL HOUSEHOLDS IN METRO CHICAGO



MAP 5: YOUNG PROFESSIONALS IN GRAND RAPIDS

Young professionals (red = NO kids) (blue = WITH kids)

Lou Glazer, Michigan Future

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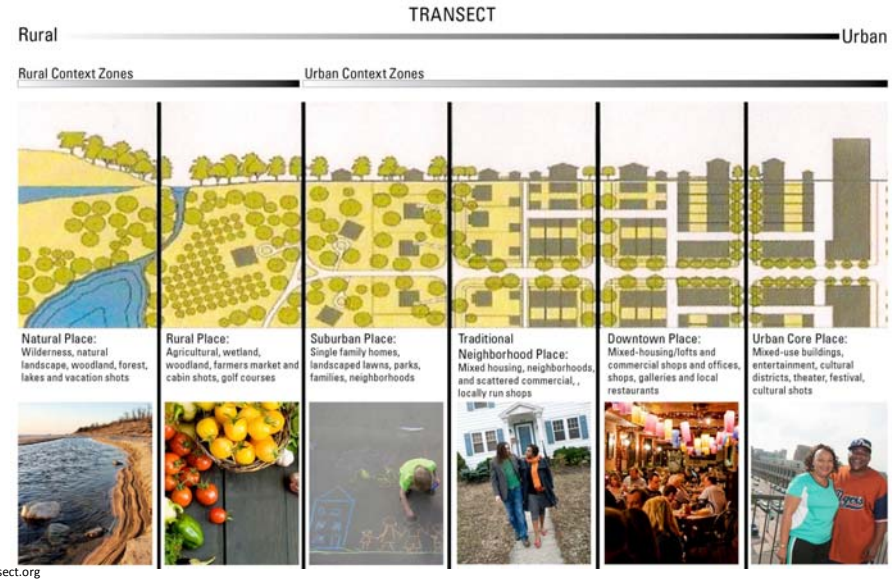

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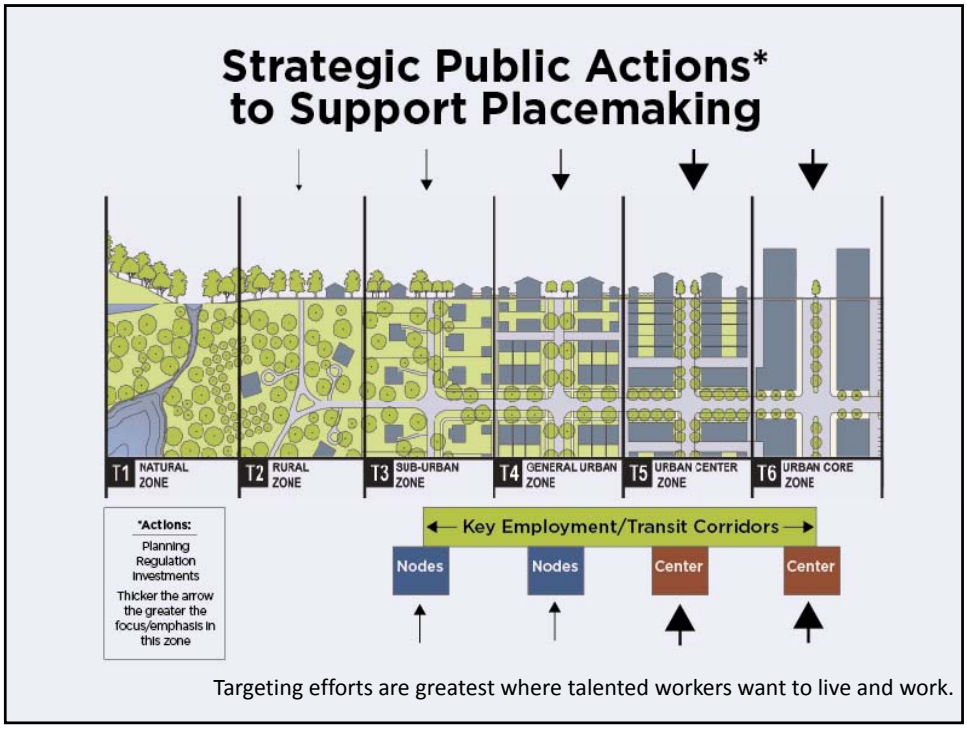
Strategic Public Actions*
to Support Placemaking
T1 NATURAL ZONE
T2 RURAL ZONE
T3 SUB-URBAN ZONE
T4 GENERAL URBAN ZONE
T5 URBAN CENTER ZONE
T6 URBAN CORE ZONE
*Actions:
Planning
Regulation
Investments
Thicker the arrow the greater the focus/emphasis in this zone
Key Employment/Transit Corridors
Nodes
Nodes
Center
Center
Targeting efforts are greatest where talented workers want to live and work.

Defining the Context
Rural
Suburban
Urban
Images: www.pedbikeimages.org Bob Boyce; Dan Burden; and Heather Bowden

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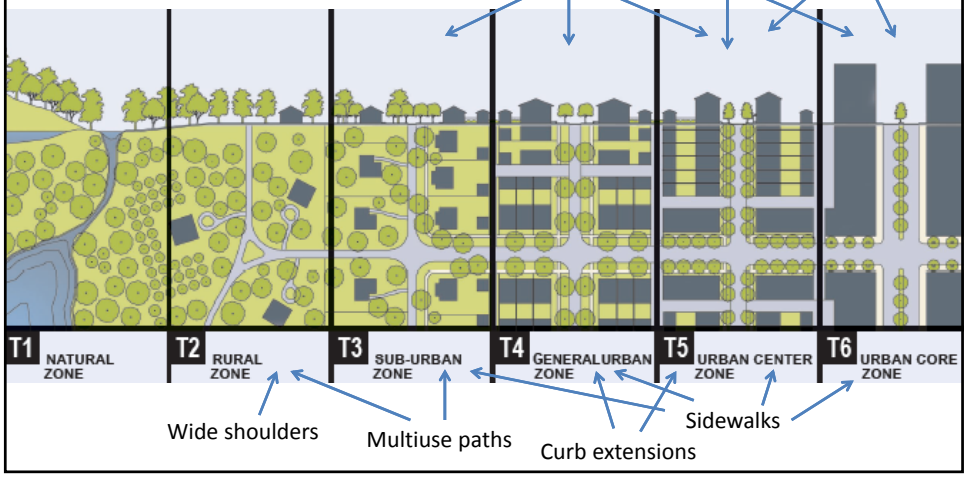
Complete Streets – Variation by Place Type

(AKA Context)



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Definition of Strategic PLACEMAKING

- **Strategic Placemaking** is a TARGETED PROCESS (i.e. it is deliberate and not accidental) involving projects/activities in CERTAIN LOCATIONS (defined areas) that results in :
  - QUALITY, SUSTAINABLE, HUMAN SCALE, PEDESTRIAN-ORIENTED, BICYCLE FRIENDLY, SAFE, MIXED-USE, BROADBAND ENABLED, GREEN PLACES, with lots of RECREATION, ARTS AND CULTURE, MULTIPLE TRANSPORTATION AND HOUSING OPTIONS, respect for HISTORIC BUILDINGS, PUBLIC SPACES, and broad CIVIC ENGAGEMENT.

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Placemaking Toolkit

- Set of statutes, programs and initiatives available to local governments and private developers to assist with development of plans and properties.
- Often state technical assistance is available for those interested in using the tools and toolbox.
- Visit www.MIplace.org to learn more.

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Questions?