

Placemaking in the Global New Economy

Mark Wyckoff,
Senior Associate
Director, MSU Land
Policy Institute
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Context Continued

Most manufacturing jobs lost from 2000-2010, (400,000) and **860,400** jobs overall (including 64-78% of all auto manufacturing jobs)

3rd Highest unemployment

Michigan Economic Development Challenges

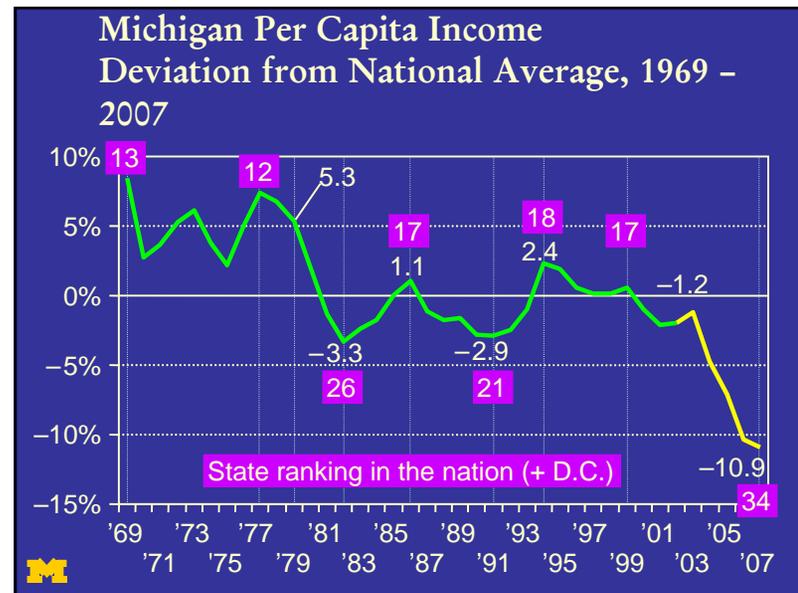
Falling average median income & rising poverty	Greatest population loss	High rates of home foreclosure
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Context

- Governor Snyder understands the importance of placemaking in attracting talent and driving economic development
- MSHDA, MEDC, MDOT, MDNR, MDEQ, and MDARD are all developing new initiatives to support placemaking, entrepreneurship and other economic development efforts
- Federal government programs are supportive through HUD, DOT, and EPA and to a lesser extent USDA and EDA

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States with **Highest** Per Capita Income in 2007 Rankings for Educational Attainment and Income 1970 and 2007

	Per Capita Income 2007	% Bachelor's or Higher 2007	Per Capita Income 1970	% Bachelor's or Higher 1970
DC	1	1	4	1
DE	2	5	3	9
NJ	3	6	7	16
MA	4	2	12	12
WY	5	41	23	18
NY	6	10	6	15
MD	7	3	11	6
CA	8	14	8	8
VA	9	7	30	14
NH	10	9	24	23
MI	34	35	13	32

The New Economy Model

- The New Economy refers to a global, entrepreneurial, and knowledge-based economy where business success comes increasingly from the ability to incorporate knowledge, technology, creativity, and innovation into products and services.
- Six of the New Economy features are depend on talent and placemaking.



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States with **Lowest** Per Capita Income in 2007 Rankings for Educational Attainment and Income 1970 and 2007

	Per Capita Income 2007	% Bachelor's or Higher 2007	Per Capita Income 1970	% Bachelor's or Higher 1970
AZ	42	31	27	13
AL	43	46	49	48
ID	44	37	35	28
SC	45	40	48	39
KY	46	48	45	49
NM	47	34	43	11
AR	48	49	50	51
UT	49	18	38	5
WV	50	51	46	50
MS	51	50	51	46

Comparing the Old and New Economy

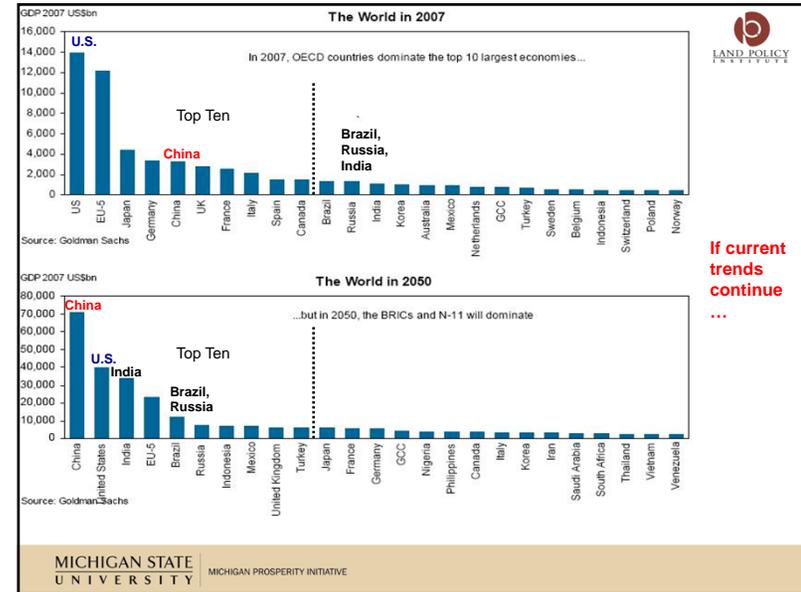
Key Features of the Old Economy	Key Features of the New Economy
Inexpensive place to do business was key.	Being rich in talent and ideas is key.
Attracting companies was key.	Attracting educated people is key.
A high-quality physical environment was a luxury, which stood in the way of attracting cost-conscious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

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Comparing the Old and New Economy

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

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Key Demographic Considerations

- THE GLOBAL CHALLENGE
- Flat to falling population in the Western world
- Rising population elsewhere
- Growing Middle Class elsewhere
- Rising GDP elsewhere
- Growing economic competition

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What Are Talented People Looking For?

- Quality Urban & Rural Places to Live, Work & Play!**
- Active/dynamic living environment** with lots of fun:
 - Recreation, cultural amenities, social interaction, diverse choices.
- 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.

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What is a “Place”



- It is a geographic area.
- It is also a matter of scale:
 - Regional
 - Metropolitan
 - City, village or township
 - Town squares, parks, street corridors, public places
 - Private developments: subdivisions, retail centers, multi-use developments, etc.
 - Individual businesses, offices, businesses

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“Placemaking” (continued)

- Placemaking is **tied to physical geography** and the buildings and structures that people build on the land. It is **tied to physical places.**
- However, there are two other important dimensions as well.
 - One is the **functional dimension**, and
 - The other is the **emotional dimension.**



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“Placemaking” (continued)

- “Placemaking is the use of **strategic assets, talent attractors and sustainable growth levers** to create attractive and sustainable high energy, high amenity, high-impact, high income communities that can succeed in the New Economy.” Adelaja 2008
- It involves creating, with the assets we have, a destination point for New Economy attractors.
 - **Positive identity, brand name and global visibility are key elements of placemaking.**
 - **You cannot be a talent attractor if nobody knows you exist**, or if you are not connected to emerging opportunities.
 - You cannot be a global player if you do not discover and pursue your regional economic mission.

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Functional Dimension of Place

- **In order for a place to function well, it has to have some characteristics that meet the needs of the function it has been designed to serve.**
- For example, a park may have many areas that serve many needs. There may be recreational fields, and fountains, botanical areas and band shells. Each area, or facility in the park has a design to meet the need, but collectively give a character to the whole park.
- The same can be said of a city. The old part of town may have a distinct character that is partly comprised of the historic character of many of the buildings there, but is also comprised of modern touches and whimsical elements that artists and owners have added to signs and facades.
- But the function is more than the buildings, it is the interaction of people in those buildings, on those streets, in those squares. **It is people and space together, in use together, in time and space together that creates a quality place.**



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Emotional Dimension of Place



- A quality place is one that is enjoyed and remembered. Like a home or a town square.
- There is an **emotional feeling** that goes along with a quality place. The feelings can run the gamut from sadness and respect, as at a memorial, to feeling uninhibited and full of fun, as at a festival.
- The feelings can change by the time of day, and the nature of activity there, such as shopping by day and entertainment by night.
- Quality places also help foster relationships between people.



Keys for Effective Community Placemaking



- Understand the role of your community in the regional economy (best if there is a regional economic development plan).
- Build on your community's unique rural and urban assets and connect them through economic development strategies.
- Have a physical plan and a strategic plan both of which focus on placemaking (involve planning commission, DDA, city council, chamber, farm bureau, major nonprofits and citizens).
- Improve the attractiveness of downtown as a place to be in order to attract and retain knowledge workers.
- Build good connections to neighborhoods, green spaces, and activity centers: via transit, sidewalks, and bikepaths.
- Coordinate and cooperate with many stakeholders and adjacent jurisdictions.
- Pay close attention to first impressions.

Place Matters! (continued)



- The following types of **rural/small town** placemaking activities can make a place very attractive to knowledge workers and other local residents:
 - Improving food, entertainment, and nightlife options in the small town downtowns;
 - Increasing intensity of use and residential density in small towns and villages;
 - Expanding a waterfront walk and bicycle system, and promoting and contributing to an integrated regional bicycle trail system with excellent bicycle connections between towns, parks, scenic spots, and natural attractions;
 - Expanding and highlighting natural amenities for scenic viewing, birdwatching, fishing, hunting extreme sports, outdoor hiking, horseback riding, ATVs; and
 - Improving and expanding the regional transportation hub (air, bus, train, harbor).
- These and other placemaking initiatives will all help the region be more competitive in attracting and retaining knowledge workers and the base population.



Keys to Rural Placemaking



- Understand role of rural assets in regional economic development
- Understand role of talent in sustaining use of those rural assets
- ID communities within the region that need to target placemaking improvements
- Initiate projects to better link rural areas with small towns in the region
- Initiate projects to support rural entrepreneurship

Presenter Contact Information



- Mark A. Wyckoff, FAICP, Professor
- Sr. Associate Director, Land Policy Institute
- Director, MSU Planning & Zoning Center
- 310 Manly Miles
- 1405 S. Harrison Road
- East Lansing, MI 48823-5245
- 517-432-2222
- wyckoff@msu.edu