



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

Better
Communities.
Better
Michigan.


» » »



*"I don't separate place making from
economic development.
They are intertwined."*

- Gov. Rick Snyder

Address to MML
Board of Trustees
January 22, 2011 (in this room)





I.9.A. 3

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



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Have Questions? | Site Map | Get Started

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Placemaking

What defines a community? It's the common ground where people gather - from housing, squares, streets and plazas to parks, green spaces and waterfronts. We believe that by revitalizing communities and rebuilding neighborhoods, we can strengthen the entire state. Together with our many partners, we invest in Michigan communities to enhance the quality of life of our residents - and to attract and retain businesses, entrepreneurs and workers throughout the state.

To revitalize Michigan we must examine our state through a new lens, taking into account the types of places where New Economy workers, entrepreneurs and businesses want to locate, invest and expand.

This approach is commonly described as creating a "sense of place" or just "placemaking." It's a simple concept really, based on a single principle - people choose to settle in places that offer the amenities, social and professional networks, resources and opportunities to support thriving lifestyles. Michigan can attract and retain talent - especially young, knowledge-based talent - by focusing on how best to utilize our regional communities' unique placemaking assets.

Our job begins by working together to create, improve and maintain quality places across Michigan that will help us reimagine our state for the 21st century.

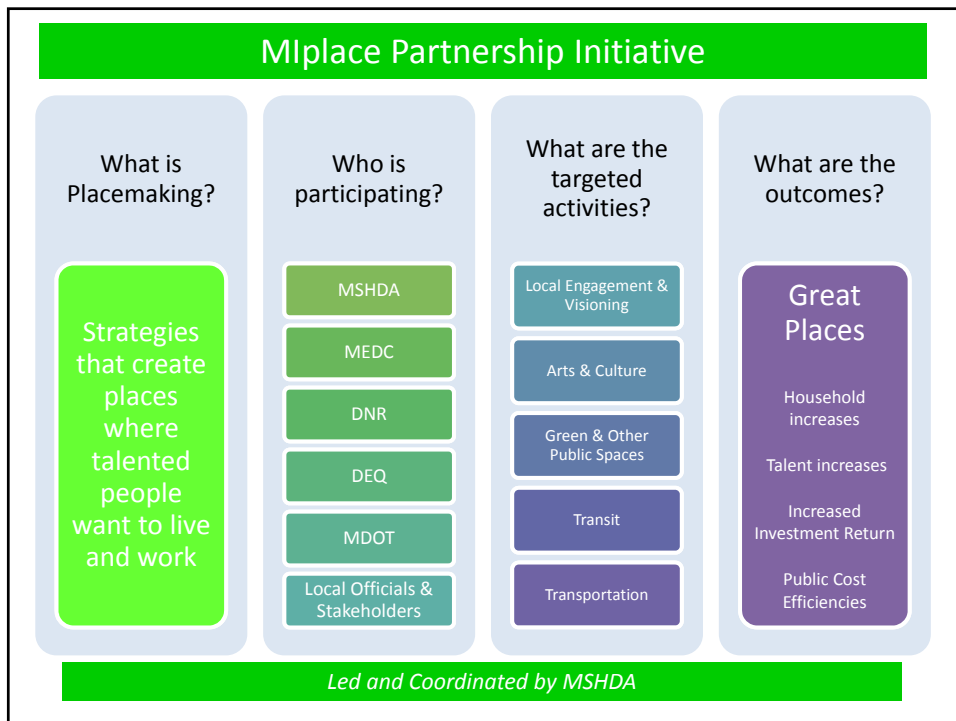
There are several key components to effective placemaking.

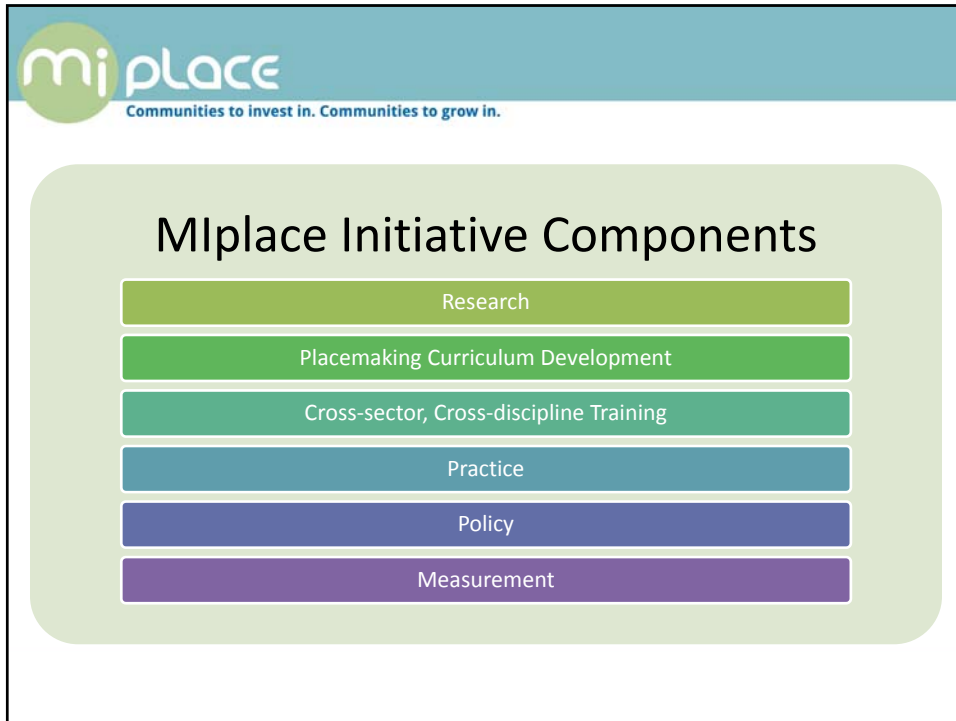
Place Based Blogs

- Economics of Place
- Center for 21st Century Communities (21C3)
- CEOs For Cities
- Let's Save Michigan
- New Economy Initiative

Podcasts

- Prosperity Agenda
- Place Matters





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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




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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.



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Trends in Residential Choice

V.7.A. 11

BOOMERS ON THE MOVE

75M Baby Boomers are looking to downsize



Time for fun!


Looking to urban apartments for convenient services and easy access to amenities

Or are they moving to be closer to their kids who live in the city?

ECHO BOOMERS


80M Echo Boomers entering the housing market mostly as renters

- 17-31 years old
- Children of Baby Boomers
- The social media generation




They're postponing buying homes, getting married and having children

70% of US households don't have children



- ✓ Public Transit
- ✓ Urban Lifestyle
- ✓ Eco-Friendly

Source: RentCafe.com, 2012

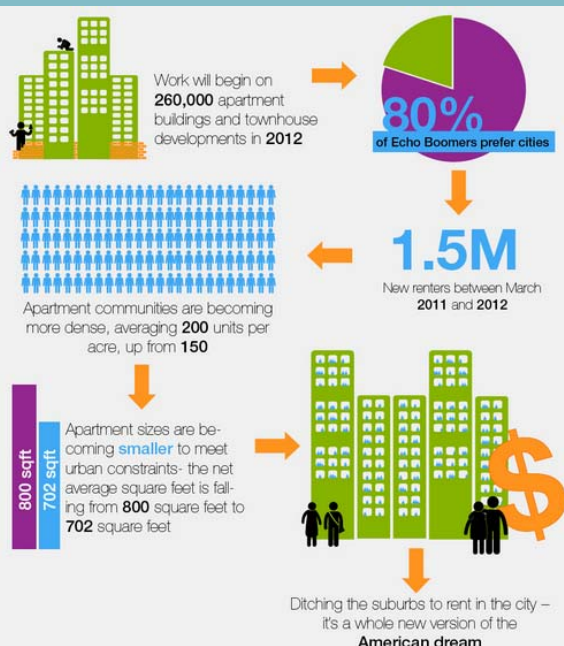


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What the Trends Mean...

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)

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Work will begin on **260,000** apartment buildings and townhouse developments in 2012

80% of Echo Boomers prefer cities

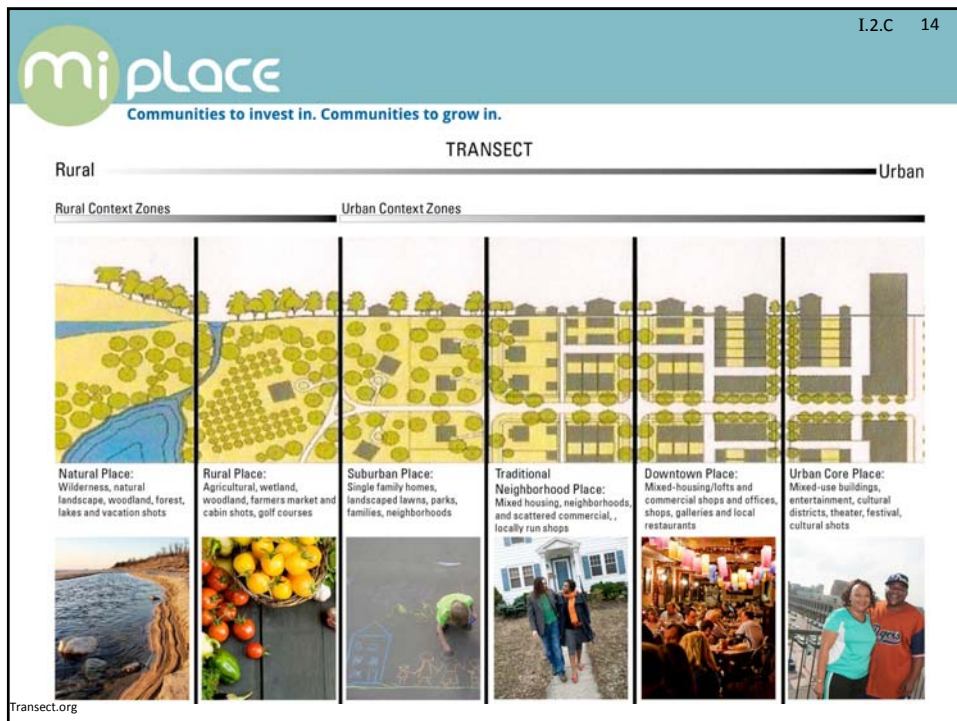
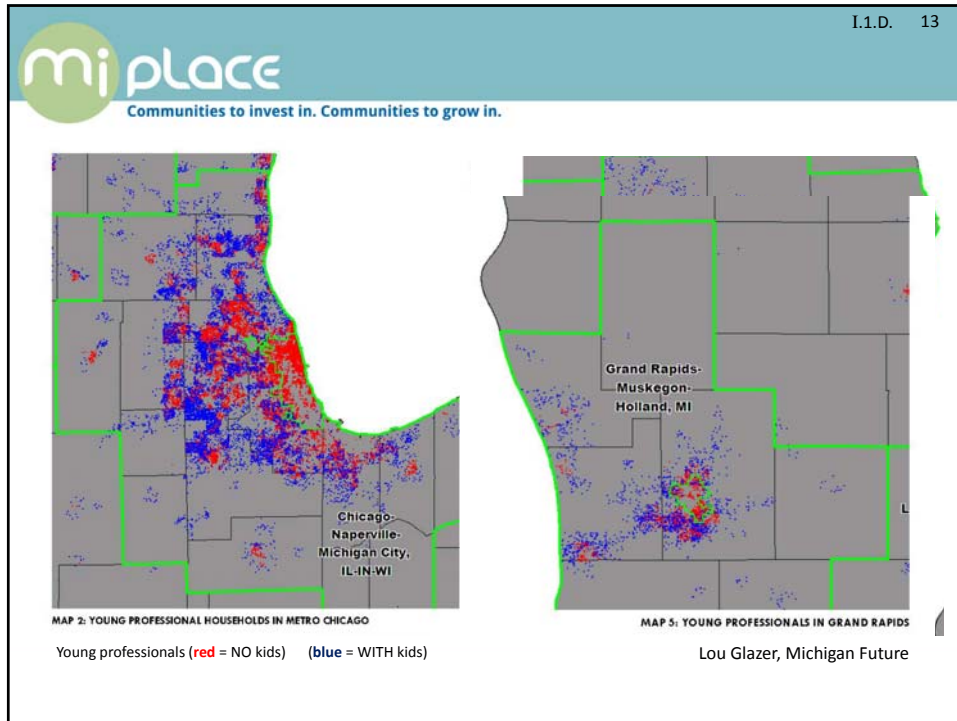
1.5M New renters between March 2011 and 2012

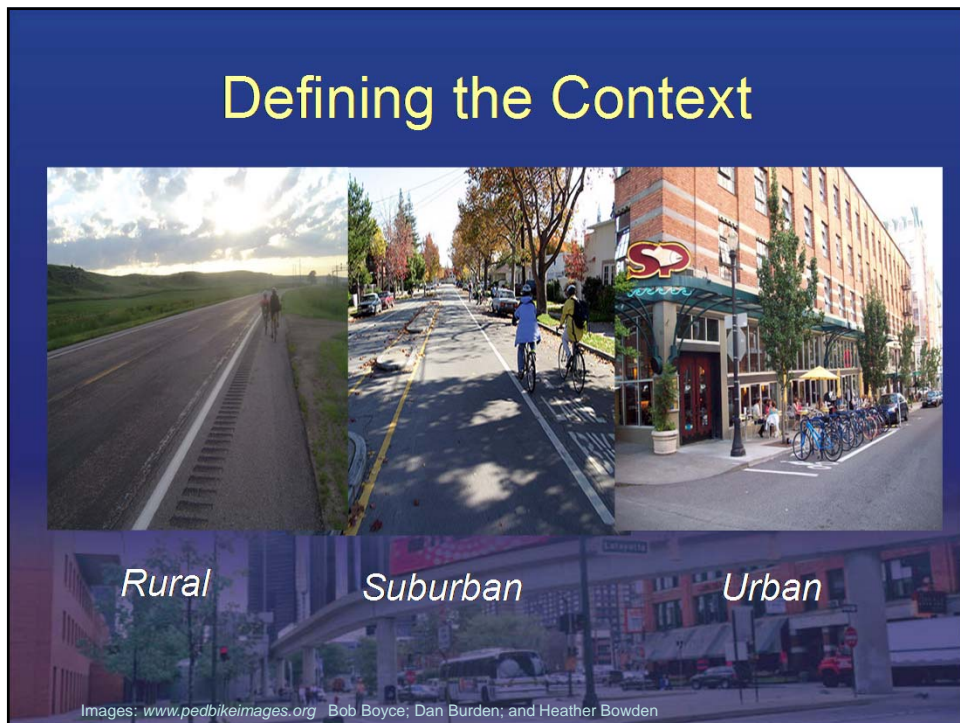
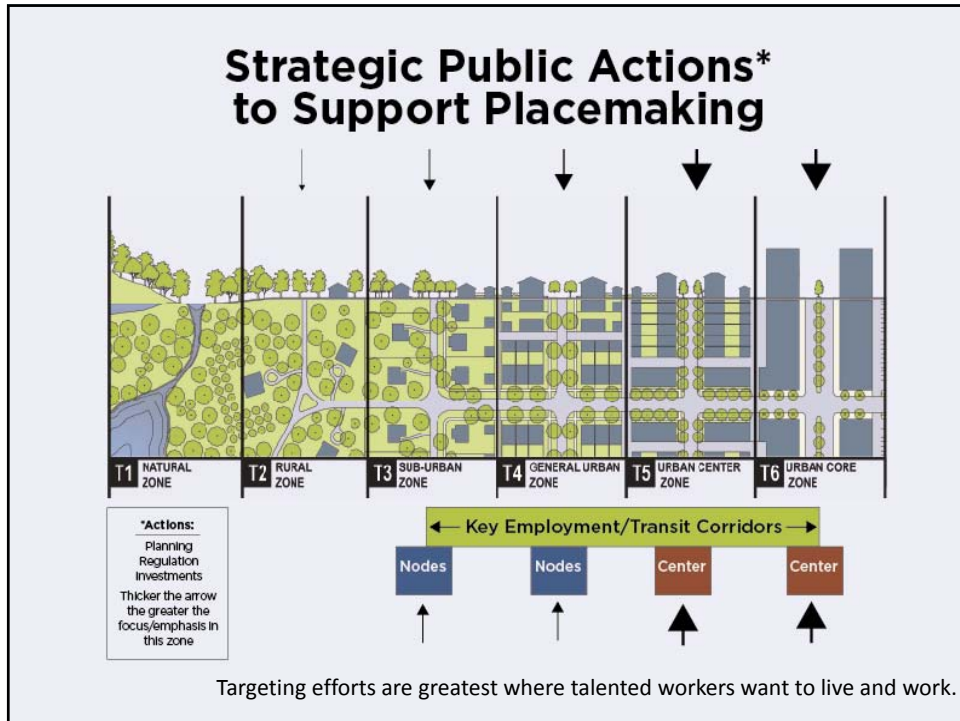
Apartment communities are becoming more dense, averaging **200** units per acre, up from **150**

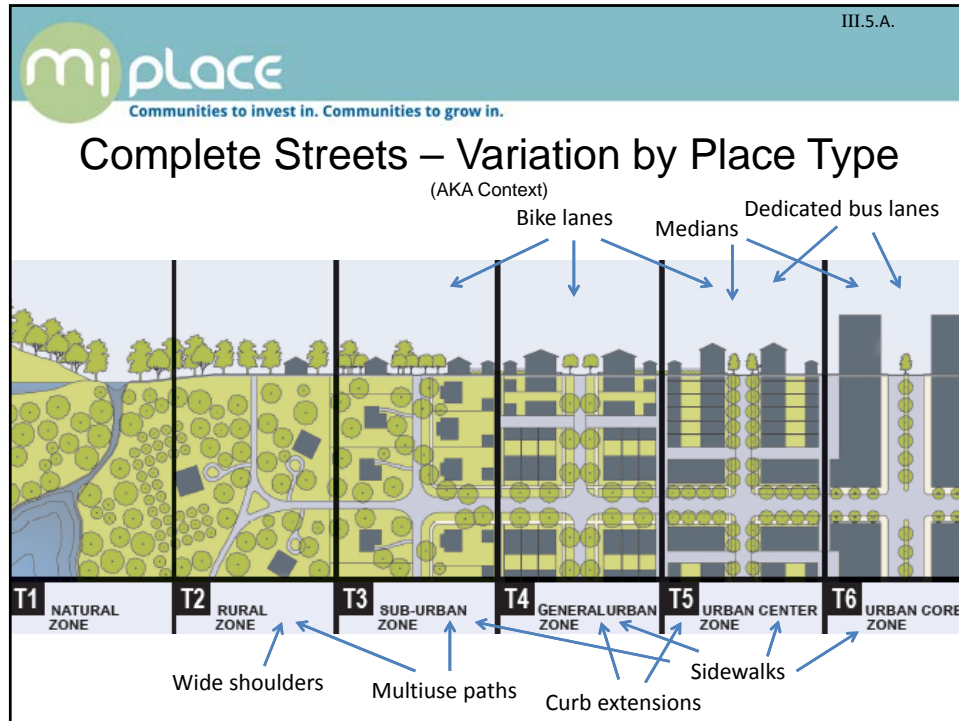
Apartment sizes are becoming **smaller** to meet urban constraints- the net average square feet is falling from **800** square feet to **702** square feet

Ditching the suburbs to rent in the city - it's a whole new version of the **American dream**

Source: RentCafe.com, 2012







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Definition of Strategic PLACEMAKING

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- **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?