



For decades we have
ignored the principles
of “place”

Unsustainable

Benefits of Place

- Social
- Economic
- Psychological



Relationship of Business to Talent to Place

Not just any workers, ***talented workers.***

Business
Needs
Talent



Talent
Wants
Place

Not just any place, ***quality places.*** Talented workers can live almost anywhere they want. They choose quality places.



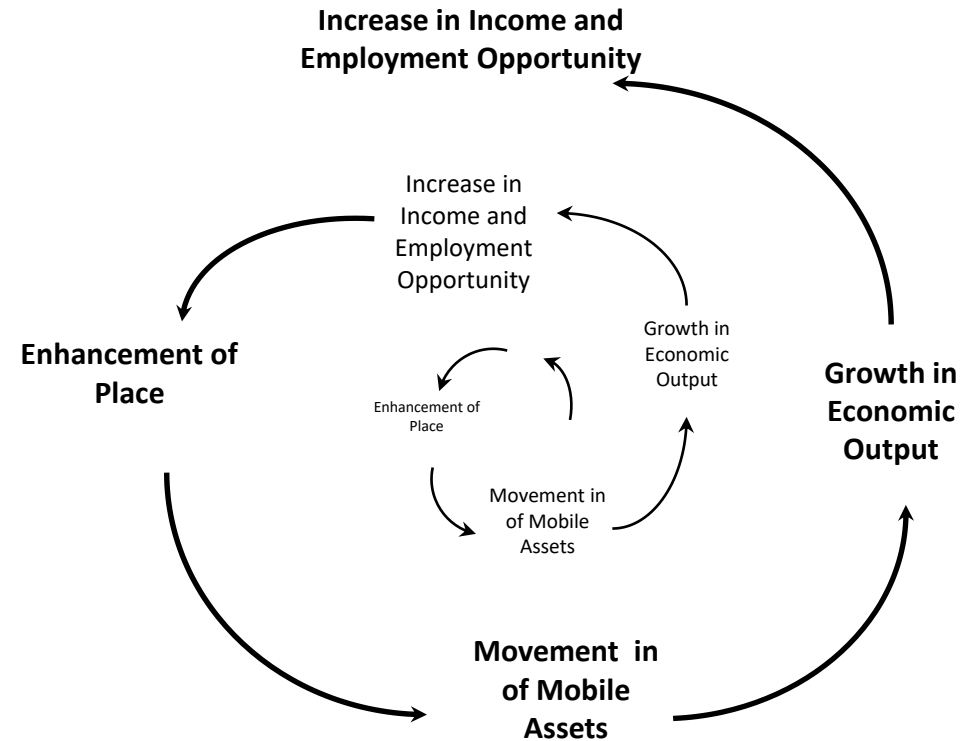
Place
Needs
Business



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

Building Critical Assets for Placemaking

- **If place is improved through QFA strategies to attract MA.**
- Then the economic output of the region (Q) improves
- This creates I and \bar{E} which further enhances place
- This attracts more Mobile Assets and the cycle repeats.
- This time in an upward spiral builds New Economy output.



$$P = f(I, \bar{E}, FNA, QFA, MA)$$

Investment decisions are made by **people** in terms of their time, talent or money, based upon an assessment of the anticipated benefit or return.

Institutions and businesses also make **investment decisions** according to their own interests and balance sheet objectives, but even these interests are increasingly being directly influenced **by place**.

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Who are Talented Workers?

- Knowledge workers
- Artists and creatives
- Entrepreneurs
 - Of any age, and are often immigrants



Strengthening Place

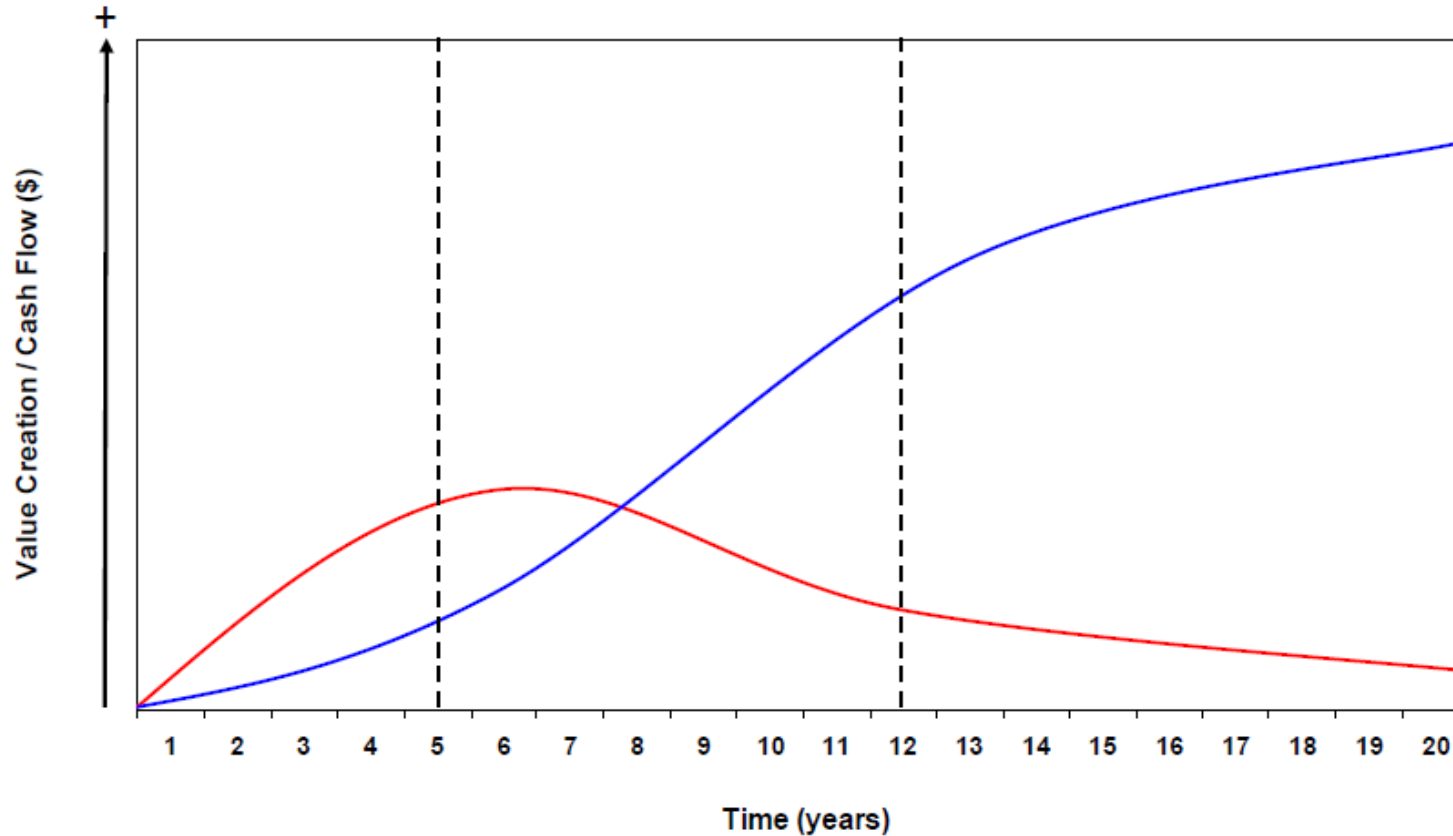
- Helps Business Attract Employees
- Increases Customer Base
- Incubates Workforce Collaboration
- Reduces Population Fluctuations



Pape, Grand Rapids

RESULT = GREATER LONG-TERM VALUE

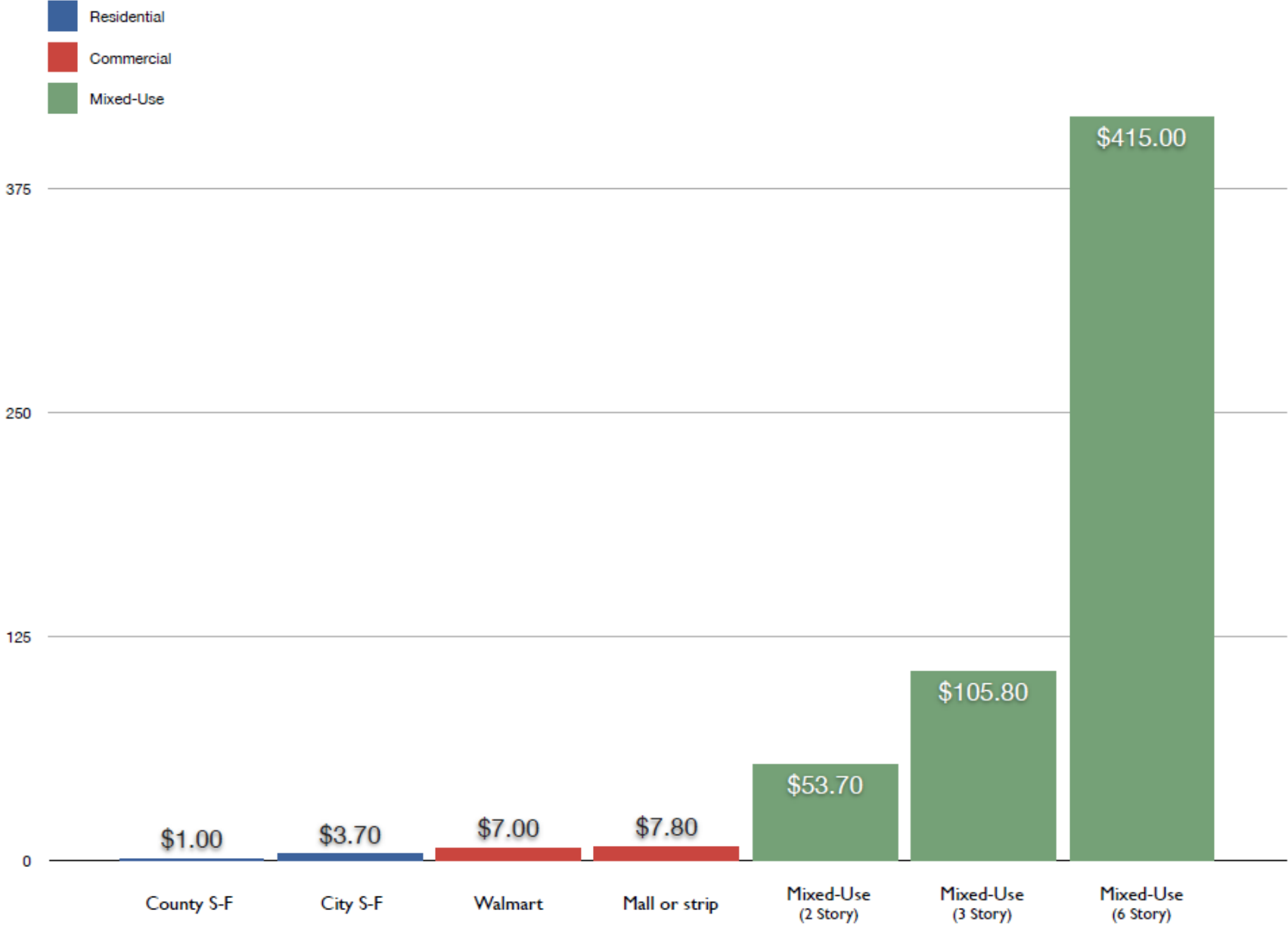
Financial Characteristics of Mixed-Use Areas with Critical Mass (Blue)
versus traditional Suburban Development (Red)

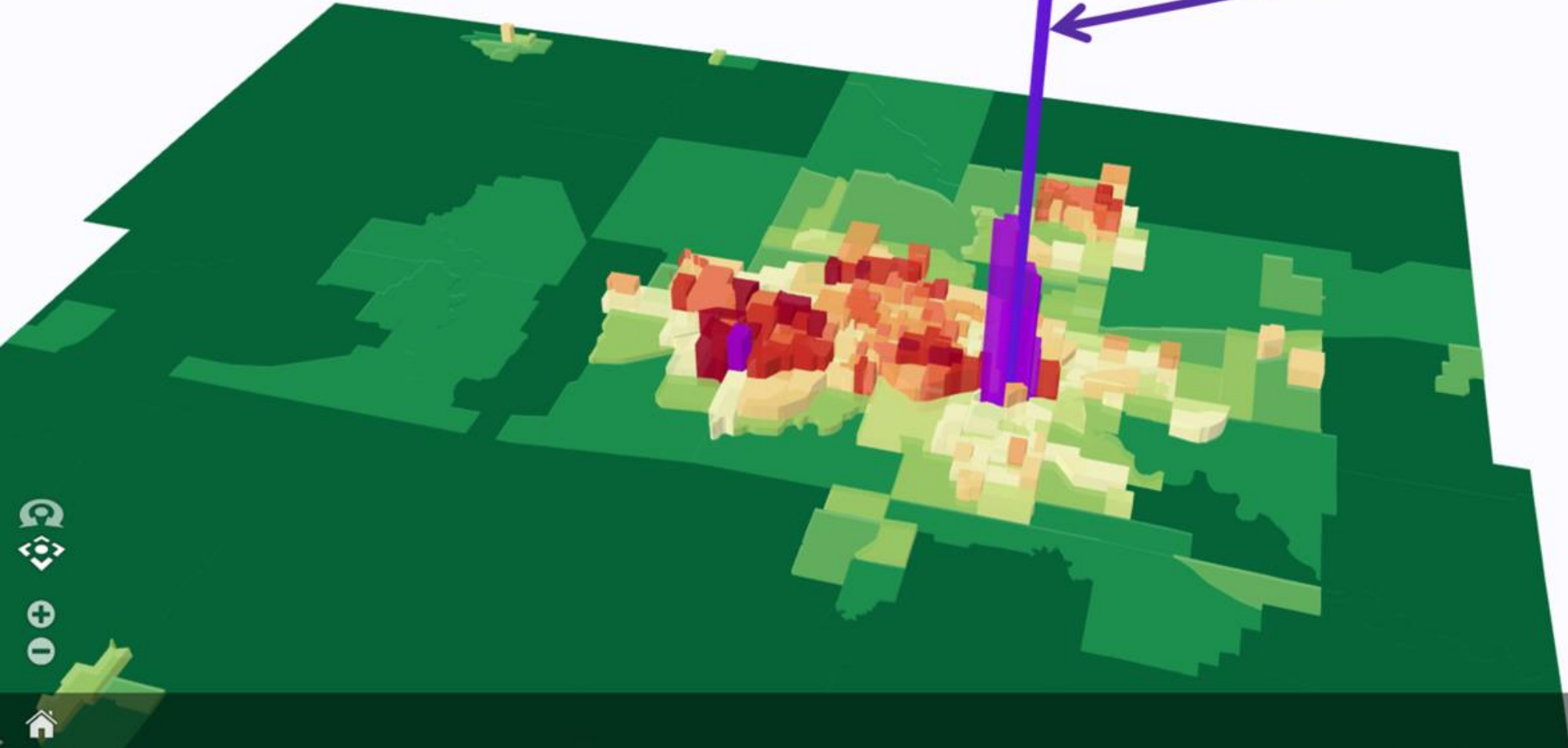


SOURCE: The Brookings Institution

County Property Taxes/Acre

Ratio Difference of 15 City Sample Set





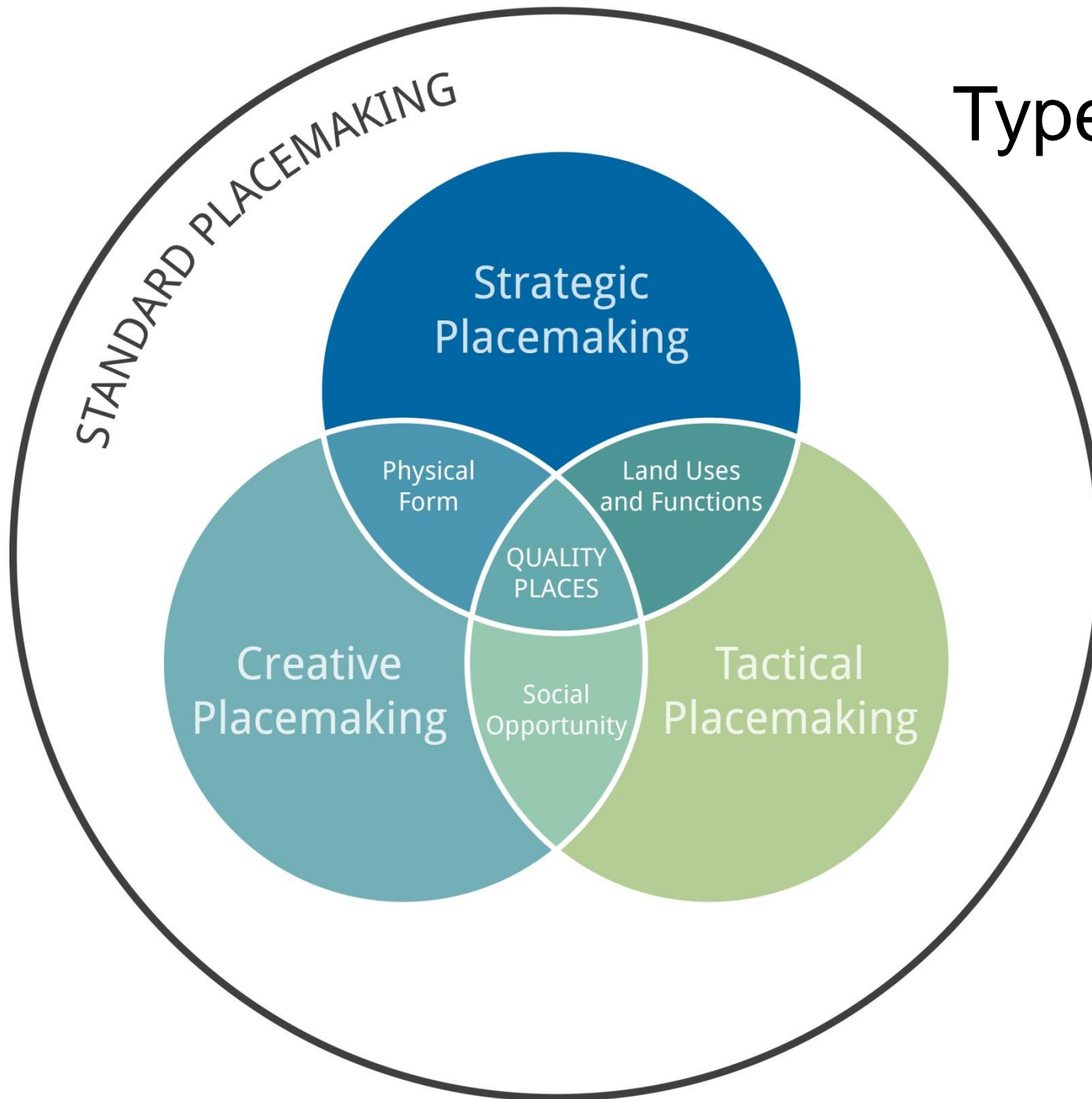
Information

retail tax blocks_Gen15Shape11

Attributes

block acres	105
county property taxes	2118525
employment 2010	17969
employment per acre	171.1300048828125
jobs + population	18075
parcel acres	64
population + employment per acre	172.13999938964844
population 2010	106
population per acre	1.0099999904632568
property tax value	322000000
property value per acre	7666667
sales and property value per acre	9380931
taxable acres	42
taxable retail sales	71999107
taxable sales per acre	1714264

Types of Placemaking



Placemaking Has “Hard,” “Soft,” and “In-Between” Dimensions

- Quality Places have three critical dimensions: Good Form (Hard), Good Activity (Soft), and Good Land Use or Function (In-Between)
- The “Hard” and “Soft” dimensions can support a wide variety of Land Uses and Functions, but buildings designed for single uses and features inappropriate for their place on the Transect are often difficult to adapt to other uses.
- Whereas, buildings with Good Form are adaptable to a range of Land Uses and Functions.
- The only sustainable and resilient option is Good Form and Good Social Activity supporting a variety of Land Uses and Functions.

Placemaking Has “Hard,” “Soft,” and “In-Between” Dimensions (con’t)

- “Hard” is the PHYSICAL FORM dimension (buildings, streets, sidewalks, bike paths, plazas, boulevards, etc.)
 - If the physical FORM is not right, then getting social engagement will be very difficult, if not impossible
 - Retrofitting is also very difficult and expensive if FORM is not right
- “Soft” is the SOCIAL/CULTURAL OPPORTUNITY dimension (the emotional dimension – why people want to be there)
 - Even if there is Good Form, without appropriate Land Uses and Functions, it is hard to get Good Social/Cultural Activity
 - Granted, with enough effort, one can get Good Social/Cultural Activity even with bad Form or Function, but it is hard to sustain

Activities, Form, Land Uses & Functions

“Soft Side” Activities Social/Cultural Opportunity

- Festivals, parades, exhibits, performances
- Outside eating and drinking on public sidewalks
- Movies in the park
- Outdoor amphitheater productions
- Public art displays or creation events
- Etc.

Activities Occur in Physical Buildings and Places (which support a variety of Land Uses & Functions)

- Art museums, orchestra and concert halls, theaters, outdoor amphitheaters
- Town squares, boulevards, parks, streets, civic buildings (and other public gathering places)
- Other public and some

Strategic Placemaking

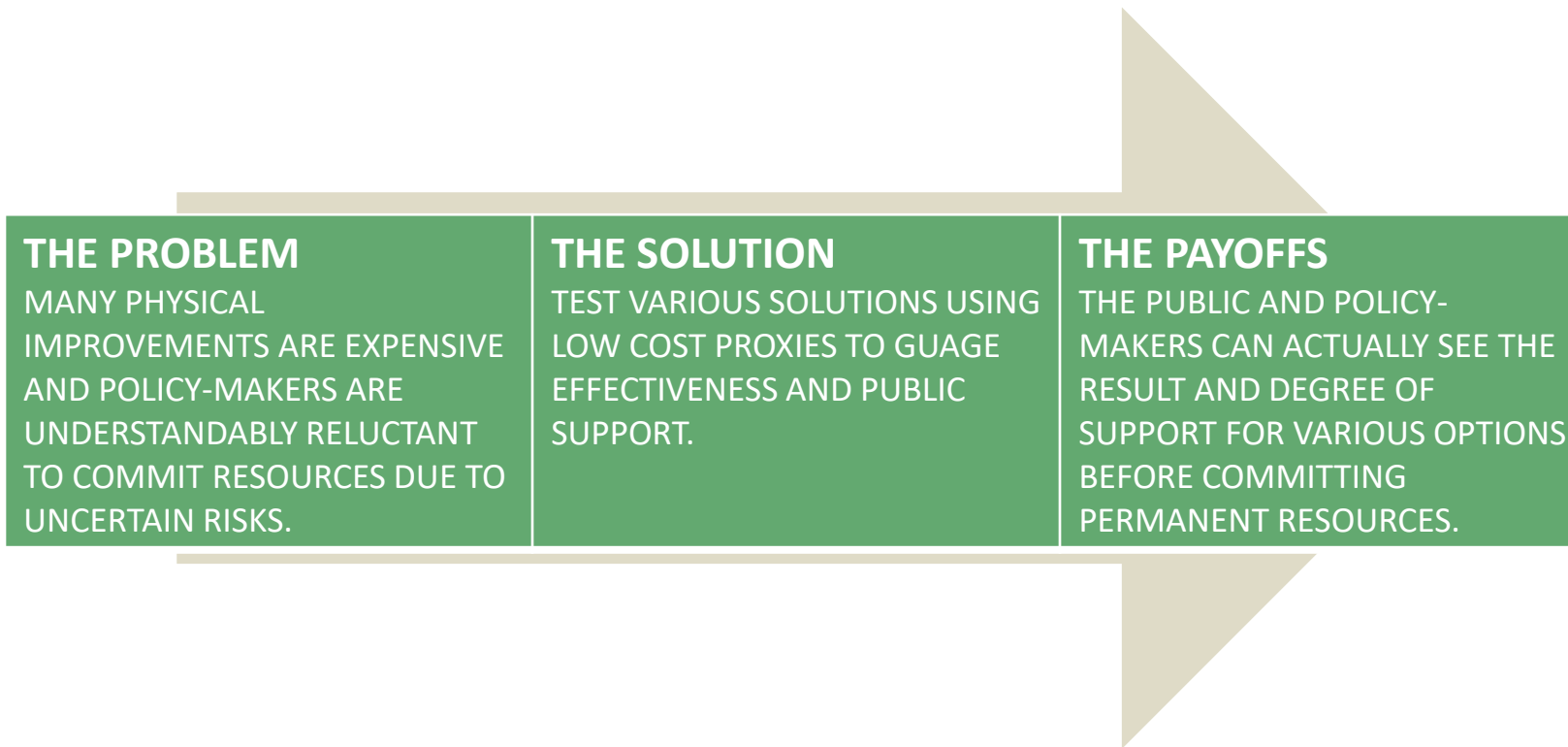


Most closely associated with the efforts of the Michigan Mlplace Partnership Initiative, as designed by the Land Policy Institute at MSU, the Michigan State Housing Development Authority and the Michigan Municipal League.

More Targeted Definition of Placemaking

- ***Strategic Placemaking*** is targeted to achieving a particular goal in addition to creating Quality Places.
- It aims to create Places that are *uniquely attractive to talented workers* so that they want to be there and live there, and by so doing, they create the circumstances for substantial job creation and income growth.
 - This embraces a wide range of projects and activities and would be pursued by the public, non-profit and private sectors on a targeted basis over at least 10 - 15 years.

Tactical Placemaking



Most closely associated with the efforts of the Streets Plans Collaborative as documented in **Tactical Urbanism**, volumes 1 and 2; and those of the Project for Public Spaces under the Lighter, Quicker, Cheaper rubric.

Tactical Placemaking

- Tactical Placemaking is the process of creating Quality Places that uses a deliberate, phased approach to change that begins with a short term commitment with realistic expectations that can begin quickly (and often at low cost).
- It targets public spaces (RoWs, plazas, etc.), is low risk, with possibly high rewards.
- It can be used continuously in neighborhoods with a mix of stakeholders; can transform over a long period.
- It includes a mix of small projects and short term activities (like LQC activities).



Creative Placemaking by Ann Markusen & Anne Gadwa, for the National Endowment for the Arts, 2010.

Creative Placemaking

- *“In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities.”*
- *Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”*

Stronger retail sales.

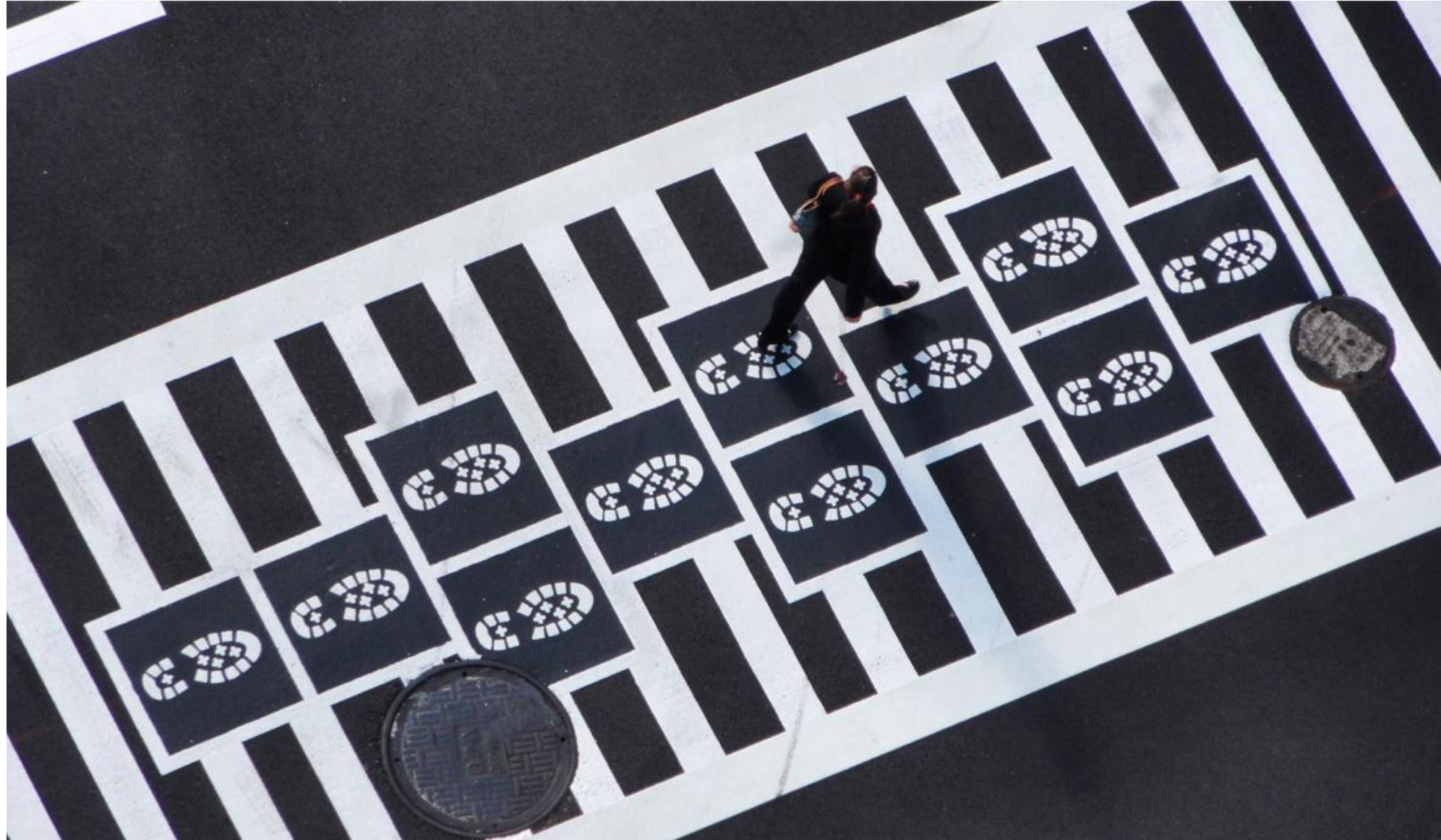
Stores find it easier to attract customers when they are in locations that provide a diverse, vibrant environment.



Walkability is Critical in Places



- Small towns, dense neighborhoods and downtowns all need to be very pedestrian oriented. That means:
 - Sidewalks
 - the Higher the density the more basic retail and service shops must be within a quarter mile of residents (grocery store, pharmacy, bank, etc.)































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Note Key

1. Concrete Paving (Standard Concrete, Colored Concrete, Exposed Aggregate Concrete)
2. Concrete Planter Curb
3. Ornamental Bollards
4. Ornamental Light Poles and Hanging Flower Baskets
5. Planters with Perennials and Seasonal Flower Displays
6. Sustainable Planting
7. Concrete Crosswalk Paving
8. Asphalt Roadway Paving
9. Concrete Intersection Paving (Standard Concrete, Colored Concrete)
10. Bench Seating
11. Moveable Bistro Seating
12. On Street Parking
13. Street Trees
14. Ornamental Light Poles

