

Indiana Office of Community and Rural Affairs

Placemaking in Indiana Colette Childress, Project Manager

Vision

Bedford, Indiana



OCRA works with Indiana communities to build **relevant** and **economically thriving** places where people want to live, grow, work and play.

Mission



OCRA works with local, state and national partners to **provide resources** and **technical assistance** to aid communities in shaping and achieving their vision for community and economic development.

Impact

OCRA was created in 2005 when the Department of Commerce was split apart. We are one of five agencies who report to Lt. Governor Suzanne Crouch.

- Since 2005, more than **\$820 million** in funds secured for Rural Indiana.
- In 2017, OCRA awarded grant funding to **93** Indiana communities to total more than **\$28 million** with **\$53** local dollars leveraged to aid these projects.
- OCRA awarded more than **100** grants.



Infrastructure

Wastewater/Drinking Water,
Stormwater Improvement



Capacity Building

Stellar Communities,
Transformational
Strategies,
Impact! Main Street



Office of
**COMMUNITY &
RURAL AFFAIRS**

Four Competencies



Quality of Place

Blight Clearance, Public
Facilities, Quick Impact
Placebased, Main Street
Revitalization,
Historic Renovation,
Placemaking
Workshops

Economic Development

Site Certified,
Indiana Main Street





Strategic Plan for Rural Indiana

The Indiana Office of Community and Rural Affairs works with Indiana communities to build relevant and economically thriving places where people want to live, work and grow.

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&
RURAL AFFAIRS

Guiding Principles

- Retain, attract and develop talent in our rural communities.
- Incite and encourage regional collaboration in rural planning processes.



Strategic Plan for Rural Indiana

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Strategic Framework

- 1** Provide opportunities and programs focused on our people and place-based investments.
- 2** Expand OCRA's role as a Center of Excellence.
- 3** Build capacity of rural leadership.
- 4** Support economic growth and preservation in the Downtown and commercial districts.
- 5** Facilitate strategies to address rural broadband access.

Placemaking in Rural

“The **place is** becoming **more important**
than **product.**”

- National Association of Realtors

Placemaking in Rural

“The easiest way to think about rural placemaking is in a regional context. Just the presence of rural areas with distinct identity surrounding more densely populated areas adds appeal and can be a population and economic development attractor.

Michigan State University



Placemaking Impact

Placemaking IS Economic Development

“Economic Development is really the result of creating places where people want to be.”

Oklahoma City Mayor Mick Cornett

Placemaking in Rural

How do you **STOP** the **Brain Drain?**

Placemaking in Rural

“By bringing in new ideas, businesses, amenities, and social spaces, small towns can help foster place attachment”

PPS-Placemaking on Main Street: Revitalizing Rural August, 2016

What is Placemaking?

- **Community** specific, inspired and driven
- **Want** to be where you are, where you live
- **Partnership** makes it stronger
- **Impact** to the economy and population
- **Everyone** can play a role
- **Temporary** is acceptable and encouraged



Reuse, Reimagine, Revision, Reengage



Reuse, Reimagine, Revision, Reengage



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Reuse, Reimagine, Revision, Reengage



Artist Laurie Lundquist



Reuse, Reimagine, Revision, Reengage



Artist Christian Moeller

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Artist Christian Moeller

Reuse, Reimagine, Revision, Reengage



Rethink and Reuse



City of New Jersey

Reuse, Reimagine, Revision, Reengage



Artist Ashley Holder

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Price Breakdown (estimate)

- Lowes Plant Hooks: \$26.91
- Treated board: \$6.37 or free scrap
- Offer-up stools: \$40

Total: \$73

Be sure to get approval from appropriate local and state officials prior to any alterations!

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This



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This



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See super hydrophobic coating

Sponsored ⓘ



Rust-Oleum Clear,
Flat, Water...

\$33.34

MSC Industrial...



4000 Ultra-Ever
Dry Bottom Coa...

\$47.25

Thor Spill and...
Free shipping



Rust-Oleum
Neverwet Boot...

\$14.99

Bed Bath & Bey...
★★★★★ (18)



Rust-Oleum
Neverwet Clear...

\$14.98

Lowe's
📍 Store pickup



UltraTech 4000
Ultra-Ever Dry...

\$49.00

Amazon.com
Free shipping

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Reuse Reimagine Revision Reengage



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Community History Meets Unique Experience



One Thing Leads to Another...



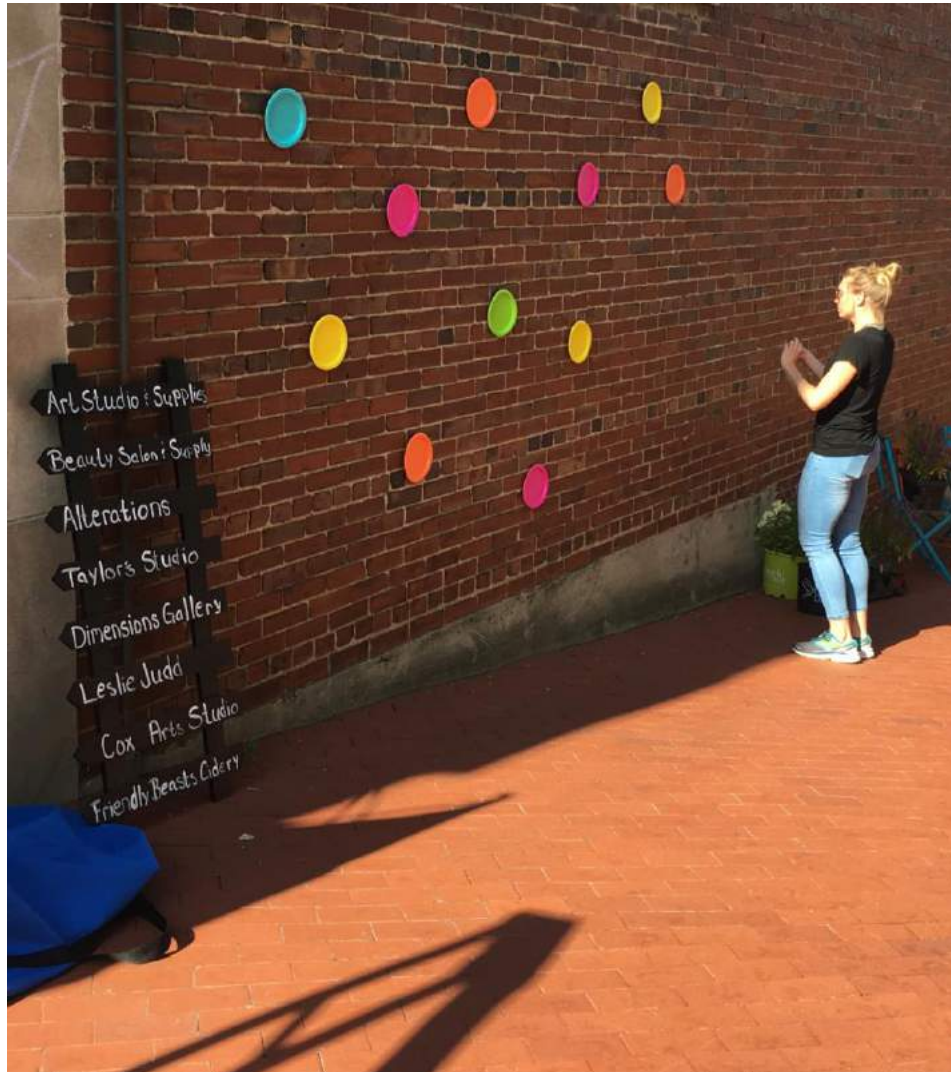
One Thing Leads to Another...



One Thing Leads to Another...



Unsure? To Expensive? To Permanent?



Unsure? To Expensive? To Permanent?



Finding a Theme



Finding a Theme



Finding a Theme



The role **downtown storefront's** play in placemaking

CONSUMER PERCEPTIONS RELATED TO RETAIL STORE APPEARANCE

SHOPPERS SAID...



...stores' external appearance influences their decisions about where to shop.

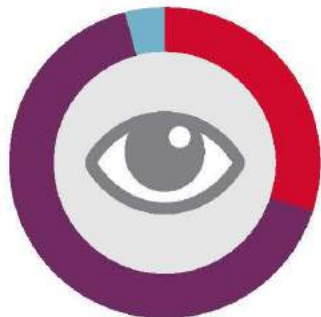


...they avoided a store because of a dirty appearance from outside.



...they won't enter a store that doesn't "look like a place I would normally shop."

IMPORTANCE OF BUSINESS APPEARANCE



30% Extremely important

66% Somewhat important

4% Neither important or unimportant

Storefronts

Why Your Storefront Matters

From a business perspective, does the quality of your storefront really matter? The short answer is **Yes!**
If we think about the journey of potential customers to your storefront today...

- 1 Mobile technology allows people to do whatever they want, when they want and where they want.



- 3 People are choosing and seeking out *places* that make them feel good, that are inviting, that deliver a compelling experience, and that foster social connections.



- 2 Since people no longer **HAVE** to travel to shop, be entertained, get information and more, they end up only going to *places* where they **WANT** to go.



- 4 Your competitive advantage against big box and online retailers is to have your storefront (and the business within) be one of these places.

Storefronts

Online Retailers and Big Box

Assumes experience of shopping is horrible and should take as little time as possible

Extensive product information

Limitless selection and price comparisons

Speed (in purchasing)

Parking access

Consistency: always the same

In and out convenience

Forgettable

VS

VS

VS

VS

VS

VS

VS

VS

Small-scale Bricks and Mortar Retailers

Assumes experience of shopping should be enjoyable and the journey is part of the benefit

Touch, trial, sensory stimuli of actual product

Curation and in-person service

Speed (in obtaining the item)

Walking and biking access

Unique: customized with something new every time

Opportunities for social interaction and lingering

Creation of memories and emotional attachment

How To: Friendly Storefront

1. Follow the **Desire Lines**
2. Create a **Place to Site**
3. Give **Surprise and Delight**
4. Engage the **5 Senses**
5. Inviting **Transitions**
6. Borders that **Bind**

What Have We Learned

If people have positive and useful experience in a place, then they will:

1. Space is **frequently used**
2. Frequent use creates a **routine or habit**
3. Routines and habits create a **relationship**
4. Relationship and desire to be creates **value**

What Have We Learned





METRICS

H HD
HISTORY.COM

Drill Down



Drill Down



Importance of Looking Big Picture



Importance of Looking Big Picture



Perspective Change



Perspective Change



How Do I Engage?



Next Step

- Grab a **friend, family member** or **coworker**
- Find an area to **walk around** or **visit**
- Think about:
 - How could I **transform** this space **with \$10**
 - How could I **transform** this space **with \$100**
 - How could I **transform** this space **with \$1,000**
 - How could I **transform** this space **with \$10,000**
- **Collect** those ideas
- **Share them** with each other, share them with elected officials, share them with the community
- **Contact** OCRA!

Questions & Answers



Follow us at [@IndianaOCRA](https://www.instagram.com/IndianaOCRA)