

# Economic Gardening and Placemaking:

## Planners at the Forefront

October 21, 2011



---

---

---

---

---

---


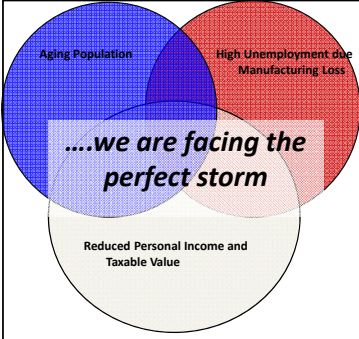
---

---

### Setting the Stage

1. Michigan has lost revenue and jobs
2. We're facing a **New Economy...**

*.....SO....we've heard this before...Now What?*



MAP 10/21/2011

---

---

---

---

---

---

---

---

### New Economy Requires New Strategies

1. How do we strategize in this New Economy?



MAP 10/21/2011

---

---

---

---

---

---

---

---

### New Economy Requires New Strategies

2. What role do planners have in forming and implementing these new strategies?

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Part I:

What is the Knowledge Based Economy and How Does Economic Gardening Work?

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Shift to Knowledge Based Economy

- Old Ways vs. New Ways
- Recruitment vs. Entrepreneurship
- Characteristics of Knowledge Based Economy
- Characteristics of Workers

MAP 10/21/2011

---

---

---

---

---

---

---


---

### Old Ways vs. New Ways

---

Manufacturing

- Fossil fuel dependent
- Regions won because they held a fixed competitive advantage
- Attracting companies



MAP 10/21/2011

---

---

---

---

---

---

---


---

### Old Ways vs. New Ways

---

Manufacturing

- Environmental considerations were of lesser importance
- Cost was key
- A high quality physical environment was a luxury



MAP 10/21/2011

---

---

---

---

---

---

---


---

### Old Ways vs. New Ways

---

Knowledge-Based

- Sector diversity is desired & clustering of related sectors is targeted
- Communications dependent
- Attracting educated people is the key
- Quality places with high quality of life matter



MAP 10/21/2011

---

---

---

---

---

---



---

---

### Old Ways vs. New Ways

Knowledge-Based

- Places rich in talent & ideas
- Physical & cultural amenities
- Bold partnerships among businesses, government, & non-profit sector



MAP 10/21/2011

---

---

---

---

---


---

---

---

### Recruitment vs. Entrepreneurship

- Emphasis of Economic Development-shift from Hunter to Grower
- Increased recognition of "Economic Gardening" as approach in new economy



© Original Artist  
Reproduction rights obtainable from  
www.Cartoon-Stock.com

MAP 10/21/2011

---

---

---

---

---


---

---

---

### Characteristics of Knowledge Based Economy

- Demand for broadband access
- Greater emphasis on education and skills
- Increasing regional collaboration



MAP 10/21/2011

---

---

---

---

---

---

---

---

### Characteristics of Knowledge Based Economy

- Greater importance of community amenities and quality of life
- Companies move to talent



MAP 10/21/2011

---

---

---

---

---

---

---

---

### Characteristics of Workers

- Mobile
- Move to location, then find job
- Want to work in attractive environments / communities



Mayor George Heartwell demonstrates Wi-Fi connectivity at Calder Plaza

MAP 10/21/2011

---

---

---

---

---

---

---

---

**Investment Environment**

**Creating**

**Partnering**

**Stimulating**

Your community's Investment Environment revolves around three spheres which you have the ability to influence...

In most communities this is how these spheres were weighted

MAP 10/21/2011

---

---

---

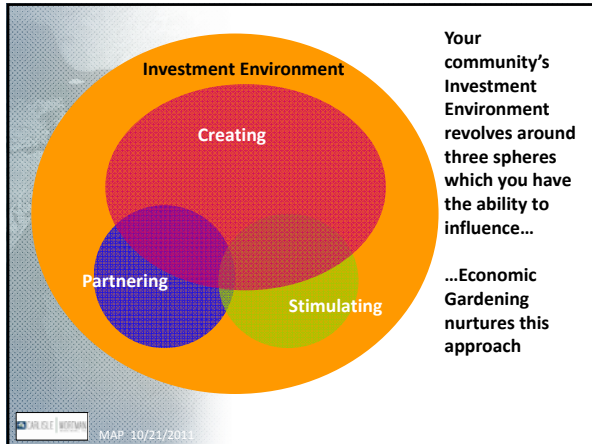
---

---

---

---

---



---

---

---

---

---

---

---

---

- ### Economic Gardening
1. Providing critical information.
  2. Developing and cultivating an infrastructure, which includes quality of life.
  3. Developing connections between businesses and the people and organizations that can help take them to the next level
- ...Creating environment of investment
- MAP 10/21/2011

---

---

---

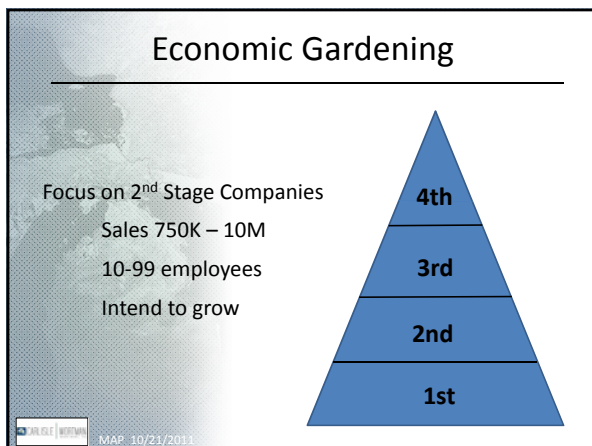
---

---

---

---

---



---

---

---

---

---


---

---

---

### Nurturing the Garden

- Resources / Incubators / Loan Programs / Broadband
- Social Networking / Events / Organizations
- Culture / Promotion / Collaboration / Education
- Placemaking / Maintaining Quality Communities



MAP 10/21/2011

---

---

---

---

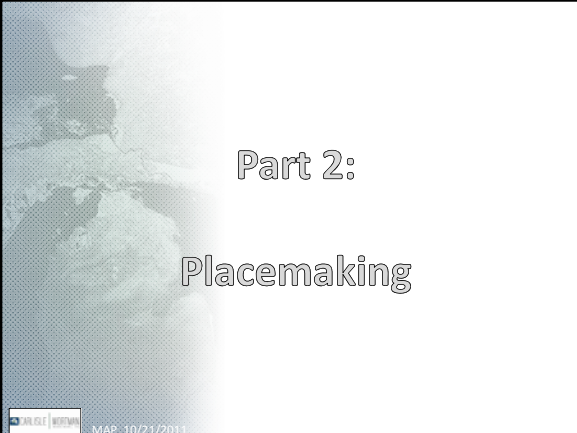
---

---

---

---

### Part 2: Placemaking



MAP 10/21/2011

---

---

---

---

---

---

---

---

### What is Placemaking

*Placemaking is a term used to describe the process and result of creating a **unique place**, or a place with **unique features** that people want to use, to be in, to enjoy, and/or to remember, usually because it was **interesting or pleasurable***

-PLACES: Forum of Design for the Public Realm (journal)  
-PPS: Project for Public Places (non-profit organization)



MAP 10/21/2011

---

---

---

---

---

---

---

---

## Placemaking

- Fundamental to creating quality jobs
- Local people are experts at knowing how to bring people and places together.
  - Downtowns
  - Waterfronts
  - Farmers Markets
  - Community centers
  - Main streets
  - Libraries
  - Parks



MAP 10/21/2011

---

---

---

---

---

---

---

---

## Creating Quality Public Places

- Emotional Dimension / Functional Dimension
- Interaction of people / building / areas
- Let the community be the expert
- Placemaking can start in small steps
- Every community has assets, which can be enhanced



MAP 10/21/2011

---

---

---

---

---

---

---

---

## Placemaking and Quality Communities

- Range of housing options
- Walkable neighborhoods and open space
- Mix of land uses
- Open space, recreation, and farmland preservation



MAP 10/21/2011

---

---

---

---

---

---

---

---

### Placemaking and Quality Communities

- Alternative forms of transportation
- Compact urban form
- Access to technology
- Physical sense of place and placemaking



MAP 10/21/2011

---

---

---

---

---

---

---

---

### Placemaking and Economic Gardening

- Companies locate near talent and quality communities/places
- Companies are moving to talent
- Talent wants to work in attractive and creative places/ quality communities



Campus Martius, Detroit

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Placemaking and Economic Gardening

- Easier to recruit new talent to areas of quality community places
- Placemaking can influence entrepreneurship and job growth



Grand Haven

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Michigan is Leading the Way in Placemaking

*“Competing for success in a global marketplace means creating places where workers, entrepreneurs, and businesses want to locate, invest and expand.”*

-The Governor’s Special Message on Community Development and Local Government Reforms to the Michigan State Legislature, March 21, 2011



---

---

---

---

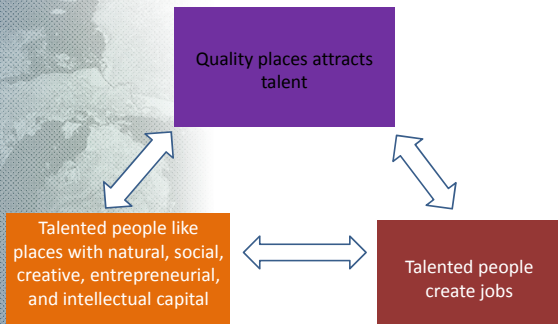
---

---

---

---

### Place as an Economic Driver



---

---

---

---

---

---

---

---

### Campus Martius-Detroit

Campus Martius Park is many things:

- Detroit's Gathering Place
- The Crossroads of Downtown Detroit
- Our Town Square
- The City's Signature Landmark
- A Catalyst for Downtown Development
- A Place Where the Community Celebrates

-Campus Martius website



---

---

---

---

---

---

---

---

### Mark's Carts-Ann Arbor

- Ethnic food with courtyard gardens
- Community gathering place at lunch



MAP 10/21/2011

---

---

---

---

---


---

---

---

### Holt Plaza-Delhi Township

- *DDA sponsored public plaza*
- *Increased economic activity*
- *Reduced vacancies in adjoining commercial center*



MAP 10/21/2011

---

---

---

---


---

---

---

---

### Calder Plaza-Grand Rapids




**Festival of the Arts**  
Venue:

- Food, art, music, dance, poetry, film, and more

**ArtPrize Venue:**

- \$250,000 first prize
- Attracts 500,000 people to Grand Rapids
- Stimulates local businesses



MAP 10/21/2011

---

---

---

---

---

---

---

---

Bath Township, Dewitt Township, City of Dewitt,  
Watertown Township

- Part of Creating Entrepreneurial Communities program (CEC)
- Agricultural Focus
  - Farmers Market
  - Farms to School Lunch Program
  - Marketing and Distribution
  - Community Kitchen



MAP 10/21/2011

---

---

---

---

---

---

---

---

Part 3:

Case Studies  
*City of Troy*  
*Pittsfield Township*

MAP 10/21/2011

---

---

---

---

---

---

---

---

Troy

- Mark F. Miller AICP/PCP, Director of Economic & Community Development, City Manager's Office, City of Troy

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Troy

---

- Assess the existing conditions, policies, plans and ordinances
- Get your own planning and economic development team and tools in order
- Move quickly
- But realistically it takes years to change
- Move outside of the planning box
- Take bold steps

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Troy

---

- Get your planning & zoning tools together
- Big Beaver Corridor Study
- Big Beaver Design Guidelines – FBC introduced
- Master Plan
- Zoning Ordinance – Hybrid Elements
- Sustainable Design Option

MAP 10/21/2011

---

---

---

---

---

---

---

---

### Troy

---

- Stop being a just a community planner
- Create an environment of invest
- Solve problems
- Zucker Systems Study
  - Development Approval Improvements
- Bold and creative actions
- Restructure how you do business day to day

MAP 10/21/2011

---

---

---

---

---

---

---

---

## Troy

- Economic development observations
- Create an environment of investment
- Problem solving skills
- Inventory assets
- Core Team: Automation Alley, Walsh College, Chamber, Oakland County,
- Find the right person to run economic gardening program

MAP\_10/21/2011

---

---

---

---

---

---

---

---

## 2010 Pittsfield Master Plan

**Vision:** Establish a new standard for mainstreaming non-motorized transportation, dense mixed-use and infill development within a non-urban township context.

- Builds upon the intrinsic link between placemaking, quality of life, attraction / retention of talent, aging in place, attractiveness to businesses.

[pittsfield-mi.gov/masterplan](http://pittsfield-mi.gov/masterplan)

---

---

---

---

---

---

---

---

	Placemaking	Economic Success
<b>Transportation &amp; Land Use</b>	Explicate a cohesive and logical land use pattern supported by a robust multi-modal transportation network that interconnects retail, commercial, recreational, cultural and residential spaces.	<ul style="list-style-type: none"> <li>- Participate in regional efforts to support transit-oriented development (TOD)</li> <li>- Provide complete pedestrian facilities.</li> </ul>
<b>Great Neighborhoods</b>	Support and expand upon the diversity of housing options in a manner that controls sprawl.	Support diversity of housing types that will support a diverse talent pool for local businesses and ensure neighborhoods are developed within close proximity to amenities that make our community 'livable' such as employment centers and schools.
<b>Successful Economy</b>	Promoting economic vitality along specific corridors and commercial vibrancy within defined nodes.	<ul style="list-style-type: none"> <li>- Recognize that the quality of place in Pittsfield is an economic driver.</li> <li>- Continually monitor and provide feedback to business owners on economic development initiatives in the Township.</li> <li>- Improve the physical appearance and functionality of the Township and make it more attractive to employers and workers.</li> </ul>

---

---

---

---

---

---

---

---

Placemaking	Economic Success
<p><b>Green</b> Spearheading local and regional stewardship of our environment via infill development, preserving valuable open spaces, multi-modal transportation and use of alternative energy sources.</p>	<p>Promote sustainability as a component of economic development:</p> <ul style="list-style-type: none"> <li>- Opportunities for public-private partnerships in the green sector.</li> <li>- Recognize businesses that make strides in becoming more sustainable and businesses that are developing green technologies.</li> </ul>
<p><b>Arts &amp; Culture</b> Celebrate our community's cultural heritage via historic preservation while promoting arts at public gathering spaces, business districts and incorporating it into a township-wide way-finding system.</p>	<p>- Increase vibrancy of business districts through incorporation of local art work.</p> <p>- Art in storefronts and vacant buildings.</p>
<p><b>Open Space, Agriculture &amp; Natural Resources</b> Protecting our heritage of vast, open green spaces by minimizing development pressure on rural and natural environments.</p>	<p>Economic viability of agriculture:</p> <ul style="list-style-type: none"> <li>- Roadside stands</li> <li>- Small scale arts and crafts outbuildings</li> <li>- Farmers' markets</li> <li>- Nurseries &amp; greenhouses</li> <li>- Small scale bio-fuel production</li> </ul>

---

---

---

---

---

---

---

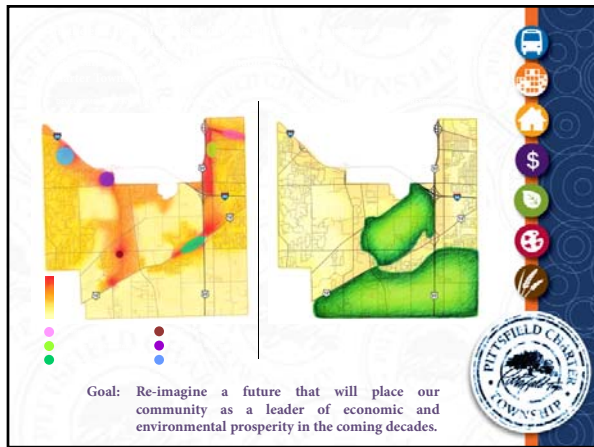
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

Richard Carlisle, President  
[RCarlisle@cwaplan.com](mailto:RCarlisle@cwaplan.com)

Don Wortman, Vice-President  
[DWortman@cwaplan.com](mailto:DWortman@cwaplan.com)

Carlisle/Wortman Associates  
 734-662-2200  
 CWAPLAN.COM

MAP 10/21/2011

---

---

---

---

---

---

---

---

---

---

---

---