EFFECTIVE PLACEMAKING FOR WATERSHED COMMUNITIES

Mark A. Wyckoff, FAICP
Interim Director,
MSU Land Policy Institute
wyckoff@msu.edu
Major Contents of this Presentation

1. Brief History
2. Placemaking Overview
3. Opportunities to Engage as a Stakeholder
4. Examples from Around Michigan
5. Questions
Brief History
Thanks

Special thanks is extended by MSU Land Policy Institute to the following organizations without whose assistance the Placemaking curriculum and guidebook would not have been possible:

- MSHDA – financial, vision and leadership assistance
- MSUE – co-creator and educator assistance
- MML – partner and leadership assistance
- SOPC – partnership, collaborative and leadership assistance
Placemaking Overview
What is Placemaking?

Placemaking is the process of creating quality places where people want to live, work, play, shop, learn or visit.

Photos by the Michigan Municipal League/www.mml.org; Harry Burkholder, LIAA (bottom left); Mark's Carts, LLC (top right)
Types of Placemaking

- **Standard Placemaking**
  - Strategic Placemaking
    - Physical Form
    - Land Uses and Functions
    - Quality Places
    - Social Opportunity
  - Creative Placemaking
  - Tactical Placemaking
What are Quality Places?

Quality places are places with good form, function and social opportunity. Quality places have a lot of activity and a strong sense of place.

Photos by the Michigan Municipal League/www.mml.org (left); Allen Market Place (center); and Downtown Detroit Partnership (right).
Quality Urban Places are….

Walkable & Bikeable  Pedestrian-Oriented  Mixed-Use

Transportation Friendly  Full of Housing Options

Photos by the Michigan Municipal League/ www.mml.org; Boyne City downtown (top right)
Quality Rural Places are….

- Natural
- Green
- Blue
- Quiet
- Productive

Photos by Sleeping Bear Dunes Visitors Bureau, MSUE, Tyler Borowy, Michigan Municipal League/ www.mml.org, MSU Kellogg Biological Station
Quality Rural Places Complement Nearby Urban Places & Vice Versa

• Rural landscape provides opportunities for visual, aural and tactile relief from the harder urban landscapes
  • Greener landscape with different scenes for walking or biking
  • Quieter landscape for contemplation and appreciation of natural resources
  • Opportunities for hunting, fishing, bird watching and other natural resource recreation

• Rural landscapes are the home to important economic activities that are based on the natural resources:
  • Agriculture
  • Forestry
  • Mining
  • Tourism

• These economic activities both support and are dependent upon economic activities in nearby villages, cities and/or suburban townships.
• Interdependence across the transect
Quality Rural Places Complement Nearby Urban Places & Vice Versa (continued)

• These are interdependent places.

• Cities need to have quality places to attract and retain talented workers and businesses.

• Rural townships need to preserve the natural character of rural places to provide a broader range of housing, recreation and tourism opportunities.

• Small towns in rural areas need to continue to meet the business needs of farms, forests, mines and tourists, and the rural homeowners that live there.

• Each must approach economic development from a mutually interdependent perspective.
Urban-Rural Interdependency

- Forests, lakes, rivers, other recreational lands:
  - Attract sightseers and tourists, hunters, fishermen, entrepreneurs, people with skills.
  - They are serviced in the small towns, and rural resorts across Michigan.
  - Each is dependent on the other.
Urban-Rural Interdependency (continued)

- For some it will mean placemaking projects:
  - Immediate strategies in cities and small towns
  - OR improvements must be made to rural connecting infrastructure
  - OR protect green infrastructure, open space, agriculture, or forest assets
  - May be something new is built to benefit them all
    - New bridge, port, rail yard, airport, high speed broadband connection
Who are Talented Workers?

• Knowledge workers
• Artists and creatives
• Entrepreneurs
  • Of any age, and are often immigrants
Concentrations of Talented Workers is Key

Message is the same no matter how it is stated:

• Traditional businesses need/follow talent.
• Talented workers want quality places.
• Quality places are created through targeted Placemaking.
• Lack of talent = LACK OF QUALITY PLACES.
• Michigan needs many more quality places!

Enhancing the quality of places is something that every community can improve on.

Photo by Leisa Thompson, courtesy of the City of Ann Arbor, DDA
Note: a small town is T4 whether it is in a very rural area, or near a large city.
Suburban Place
Traditional Neighborhood Place

Photo courtesy of David Trumpie
Downtown Place
Michigan Small Town Transect
Place Matters!

• It should be apparent, but Place matters and Quality Places matter most.

• This is because Quality Places evoke a strong sense of place which engenders affection and commitment from the people who live there, as well as serve as a magnet to bring visitors and new residents who want to enjoy the same sense of place.

• Over time, as more and more places in a community are improved, the quality of life in the whole community increases, and its ability to attract and retain talented workers increases.
Opportunities for Watershed Organizations to Engage as a Stakeholder
Linking Watershed Protection/Improvement to PM

• Generally what you may want to achieve is: sustainable water resources management by integrating placemaking w/ BMPs, water oriented activities, runoff control, etc.

• This is often pretty boring or at least not sexy to many of the key stakeholders who are focused on economic development

• So, how do you get there as an engaged stakeholder?

• Focus on lake, riverfront and harbor communities,

• Focus on trail towns, linked trail systems, conservation activity areas
Focus on lake, riverfront and harbor communities, conservation activity areas

Allegan, 4,998
Riverfront Development
Trail towns, linked trail systems

Flint, 102,434
Grand Traverse Greenway
Traverse City: Your Bay... Your Say

Small Town Design Initiative

Michigan State University
Iron Ore Heritage Trail

• 48-mile long greenway from Republic Township through Marquette ending in Chocolay Township
• Approx. $2.5 million project
SE Michigan Greenways
Benefits of a Greenway System

• Recreation
• Conservation
• Transportation
• Water Quality
• Educational
• Economic
The Regional Greenway Network Vision

Legend:
- Significant Open Space
- Existing or Partially Existing Greenway
- Planned or Proposed Greenway
- Schematic Greenway
- Cities and Villages
- County Boundaries

Lake Huron
Lake St. Clair
Lake Erie

Map prepared by:
The Greenway Collaborative, Inc.
October 1999
Up North Trails Collaboration

Up North Trails is a collaborative initiative dedicated to promoting and marketing Northern Michigan’s recreational assets and communities. This growing coalition, lead primarily by NEMCOG, NWMCOG, the Land Information Access Association (LIAA), and the Top of Michigan Trails Council seeks to develop an unified brand that embodies the “Up North” identity.

At least 50 governmental agencies (federal, state, regional and local), non-profit organizations, and educational institutions have signed on as participants for this initiative.
Alpena Maritime Trail
North Country Trail and its Trail Towns

*What designates a community as a “Trail Town”?*

North Country Trail Association defines a Trail Town as:

“A community through which the North Country Trail passes that supports hikers with services, promotes the Trail to its citizens and embraces the Trail as a resource to be protected and celebrated.”

NCTA has designated four MI communities:

- Wampum, MI
- Middleville, MI
- St. Ignace, MI
- Petoskey, MI
Grayling Trail Town Master Plan
Grayling Trail Town Master Plan

Amenities

Gateway

Trailhead
ID what water based and activity based assets (surface water recreation and sensitive lands protection) do they have, then connect the dots.
Rural placemaking: The Breezeway

Second improve access to water resources (visual, physical, handicap, by mode)

Photo credits: www.ridethebreezeway.com
Rural placemaking: The Breezeway
Rural placemaking: Kaleva, Michigan

Photo credits: Kaleva.com

CC BY-SA 3.0

Roadsideamerica.com

Kaleva.com
Use these Opportunities to…..

- Explain ways water and sensitive land resources are spoiled: soil erosion and sedimentation, leaking septic tanks, overuse, unwise development, etc.
## Where Will You Help Target Placemaking?

<table>
<thead>
<tr>
<th>Township Type/Transect #</th>
<th>Targeted Location &amp; Project Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Rural Township (T1, T2)</td>
<td>• Improved visitor and handicap access to rivers, lakes, animal sanctuaries</td>
</tr>
<tr>
<td></td>
<td>• New trails connecting local towns or waterways</td>
</tr>
<tr>
<td></td>
<td>• Protection of scenic vistas and natural areas</td>
</tr>
<tr>
<td>Surrounds a Village (T2, T3)</td>
<td>• Work directly with the village on downtown façade, sidewalk furniture, street tree, signage and related public improvements.</td>
</tr>
<tr>
<td>(Every $ increase in village tax base increases the township tax base as well).</td>
<td>• Improve visual appearance of main entry’s into the village.</td>
</tr>
<tr>
<td></td>
<td>• Improve amenities in village/township parks.</td>
</tr>
<tr>
<td>Abuts a Small City (T2, T3)</td>
<td>Same as above</td>
</tr>
<tr>
<td>Abuts a Medium Sized City (T2, T3, T4)</td>
<td>Same as above, plus...</td>
</tr>
<tr>
<td></td>
<td>• Over time, changes form of strip commercial areas next to city by building out to property line and putting parking in the rear.</td>
</tr>
<tr>
<td></td>
<td>• Participates in provision of transit services.</td>
</tr>
<tr>
<td></td>
<td>• Ensures a wide range of housing types and price ranges.</td>
</tr>
<tr>
<td></td>
<td>• Works with county road commission to provide striped bike paths and to implement Complete Streets principles.</td>
</tr>
<tr>
<td>Is a Large Suburban Township (T4, T5)</td>
<td>Does all the above and creates a public central place, increases density at major nodes and works with neighbors to implement placemaking on major corridors.</td>
</tr>
</tbody>
</table>

### What type of placemaking projects are each of those listed above?
Credits

• Prepared by: MSU Land Policy Institute
  552 W. Circle Drive
  Human Ecology Bldg., Rm 112
  East Lansing, MI 48824
  (517) 432-8800
  lpi@landpolicy.msu.edu

• This presentation is based on Placemaking Curriculum 5.0, Dec. 2015; which in turn is
  • Based on Placemaking Guidebook, Dec. 2015 – Download for free at www.landpolicy.msu.edu