



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

**Entry Name** Michigan MI-Place Partnership Initiative

**HFA** Michigan State Housing Development Authority

**Submission Contact** Mary Lou Keenon

**Phone** 517-373-0011

**Email** keenonm@michigan.gov

**Program Contact** Jeff Bickert

**Phone** 517-241-3270

**Email** bickertj@michigan.gov

Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

**HFA Michigan State Housing Development Authority (MSHDA)**

**Entry Name** Michigan MI-Place Partnership Initiative

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input checked="" type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

**Michigan State Housing Development Authority**  
**Category: Special Achievement**  
**Entry Name: The Michigan MI-Place Partnership**

**Description of the MI-Place Partnership Initiative**

The MI-Place Partnership Initiative is a collaborative effort of the Placemaking Partnership Subcommittee of the gubernatorial created Intergovernmental Coordinating Committee (ICC) and the multi-stakeholder (about forty organizations) Sense of Place Council (including for example, the Michigan Municipal League (MML), the Community Economic Development Association of Michigan (CEDAM), Habitat for Humanity, Michigan Arts Council, Michigan State University, Small Business Association of Michigan (SBAM), etc. State agencies that are most involved in this collaborative include: the Michigan State Housing Development Authority (MSHDA), Michigan Economic Development Corporation (MEDC), Michigan Department of Transportation (MDOT), Michigan Department of Agriculture and Rural Development (MDARD), Michigan Department of Natural Resources (MDNR), Michigan Department of Environmental Quality (MDEQ), and the Michigan Fast Track Land Bank Authority. The Initiative maintains a website: [www.miplace.org](http://www.miplace.org). Following is the official description of the MI-Place Partnership Initiative from the website:

*“Michigan is at the forefront of a national movement embracing placemaking policies in 21st century downtown community and neighborhood planning. The movement is founded on the understanding that people, companies and talent do not move to specific communities – they move to regions. Being globally competitive as a region requires understanding, mapping and pooling regional resources and assets.*

*It means local governments, the private sector, schools, higher education and nongovernmental and civic organizations must all work cooperatively to market the region. Our job begins by working together to build and maintain quality places. Thriving communities and successful regions are places that are attractive to employees, places where connections can happen, where productivity and creativity increase and where professional networks foster collaboration and innovation.*

**State Support to Strategic Local Placemaking Economic Development -- The MI-Place Partnership Initiative:**

Neighborhoods, cities and regions are awakening to the importance of place in economic development. They are planning for a future that recognizes the critical importance of quality of life to attracting talent, entrepreneurship and encouraging local businesses. Competing for success in a global marketplace means creating places where workers, entrepreneurs and businesses want to locate, invest and expand. This work has been described as a sense of place, or place-based economic development, or simply placemaking. Economic development and community development are two sides of the same coin. A community without place amenities will have a difficult time attracting and retaining talented workers and entrepreneurs, or being attractive to business. The goal is the creation of the types of regional and community placemaking improvements necessary to attract and retain talent and that includes: a wide range of housing choices (including workforce, affordable, rental and owner-occupied housing), quality public infrastructure, mixed-use development, pedestrian orientation and many amenities (including green and blue infrastructure, bicycle paths and trails, entertainment venues, etc.).

Achievement of this goal requires development of toolkits to assist local officials and stakeholders and provision of direct technical assistance to those that need and request it;

broad education/training of state and local government staff and officials and key stakeholders about what placemaking is and how to effectively engage in it; preparation of regional and local strategic action plans for targeted placemaking improvements; local engagement and local action; targeted state technical assistance by key state agency consultants to assist local officials resolve barrier and gap problems; and specific local project action plans need to be prepared that meet the requirements of all involved.

### **Michigan's Governor has Appointed MSHDA as the Lead Agency**

In three of the four special addresses Governor Snyder made to the Michigan Legislature in 2011 and 2012, he addressed the critical role that placemaking can play in talent attraction and retention in Michigan. He approved creation of the MI-Place Partnership Initiative and named MSHDA as the lead state agency to guide its implementation. This was in recognition of the significant leadership MSHDA has provided in the last decade on linking community development, redevelopment and economic development, and because of its close work with the external Sense of Place Council that MSHDA has helped to nurture for the last five years. A three-year strategy involving the Michigan Municipal League and various entities at Michigan State University was developed with MSHDA early in 2012. The first year is nearly complete.

### **First-Year Work Accomplishments**

The first year of effort to implement the MI-Place Partnership Initiative by Team MSU and the Michigan Municipal League was very busy. Much was accomplished. Highlights include:

- Creation and rollout of the first comprehensive curriculum on Placemaking ever developed anywhere in the nation. This six-module series (over 2,200 slides) is available at three levels (teacher/practitioner – 300 level; interested stakeholder – 200 level; and introductory – 100 level). Teaching time for all six modules varies from 36 hours (about six hours per module at the 300 level) down to 6 hours (about one hour for each module at the 100 level).
- About 2,500 persons were exposed to the curriculum between July 1, 2012 and June 30, 2013 (about 800 of those are registered in programs to be delivered in June 2013); and another 2,500 are targeted for the rest of 2013.
- About 50 trainers have been trained in one or more of the six modules and approximately another 15 will be trained in June 2013.
- Work with six major state agencies to train over 300 of their staff in Placemaking.
- Identification of existing state grant and loan programs that could be modified to assist local placemaking without statutory or rules changes.
- Establishment of criteria to guide state agencies in making grant, loan and technical assistance decisions based on local commitment to Strategic Placemaking principles as taught in the Placemaking Curriculum.
- Creation of 25 PlaceMarket case studies of placemaking in action at the local level in Michigan by the MML and another dozen by members of the Sense of Place Council (which are all being added to the [miplace.org](http://miplace.org) website, and,
- Completion of four PlacePlans by MML and MSU to demonstrate how planning can be used to identify and prepare for local placemaking implementation efforts.

## Summary of Work under this Proposal

This Scope of Work (SOW) covers the period of July 1, 2013 – June 30, 2014. The first two SOWs covered the period of July 1, 2012 – June 30, 2013. The first SOW involved creation of a draft Placemaking curriculum and involved only the MSU Land Policy Institute (LPI). The second scope of work covered refinements to the Placemaking curriculum, along with targeted education, coordination, policy and implementation activities by various partners at MSU (Team MSU) and the Michigan Municipal League (MML). These activities ranged from assistance to state agencies with implementation of Placemaking strategies to preparation of dozens of case studies of Placemaking in action, to creation of local PlacePlans to prepare communities for future Placemaking projects. Amendments in March and April 2013 to the second contract, shifted resources out of some tasks that required less effort and into others that required more effort.

The second year from July 1, 2013 – June 30, 2014 proposes to:

- Complete the classroom based rollout of the curriculum to reach a minimum of 5,000 persons; Develop a book that incorporates the Placemaking curriculum;
- Continue assisting state agencies with implementation of Strategic Placemaking through their individual grant, loan and technical assistance activities;
- Expand the number and range of PlaceMarket case studies; and
- Expand the application of PlacePlans to include additional urban areas, where appropriate.
- Some research and tool development activities are also involved in this SOW.

## Summary

Gov. Rick Snyder is clear that placemaking is a priority for Michigan. The MIplace Partnership Initiative offers a blueprint for moving the governor's ideas forward by supporting strategic local placemaking efforts that promote economic development. For Michigan, place is the bottom line:

MSHDA answered the administration's "call to action" to transform Michigan, and our work promoting placemaking in Michigan has already marshaled significant state, regional, local and private resources to produce substantial physical improvements in targeted areas in a relatively short time. Not only was MSHDA's response in answer to an extremely important state need, we have achieved the intended results and continue to do so. Our high-tech job growth rate nearly doubled the rate of gain for all private jobs. We are one of only four states showing job gains in construction. Newsweek's Daily Beast named Michigan the Number 1 state for job growth in 2012. We rank 4<sup>th</sup> among all states in the nation in economic recovery and rank 1<sup>st</sup> in the availability of skilled labor, according to the 2012 Top States for Doing Business Survey by Area Development Magazine. Michigan has a high demand for affordable housing, including in Midtown Detroit – a magnet for young and mid-career professionals, where they find 96 percent occupancy rates. As you can see, the benefits far outweigh the costs since the partnership depends on the skills and talents of the many partnerships that have contributed to the MI-Place efforts. During the next two to six years, successful execution will depend on the continued support from state agencies and private partners to provide various levels of assistance, and MSHDA is uniquely positioned to continue leading these efforts that will bolster the upward economic spiral that began with the formalized establishment of the Michigan MI-Place Partnership.

**Michigan State Housing Development Authority**  
**Category: Special Achievement**  
**Entry Name: The Michigan MI-Place Partnership**

**Curriculum:** The Michigan State Housing Development Authority (MSHDA), the Michigan Municipal League (MML), the MSU Land Policy Institute, and other statewide organizations launched the MIPlace Partnership Initiative and a companion 'Placemaking Curriculum' with the purposes of helping Michigan communities learn how to implement placemaking as a strategic economic development initiative in the New Economy. The curriculum teaches what each community can do to help restore prosperity to Michigan and enhance the quality of life for everyone in the community. The following is a list of curriculum courses/modules available around the state.

<b>DATE</b>	<b>EVENT</b>	<b>PRESENTATION/Modules</b>	<b>PRESENTERS</b>	<b>AUDIENCE #</b>
Dec 10,2012	MCDA	101, 102, 103; three hours	Jamie	45
January 10	Habitat Directors - Lansing	101 with policy; version 2.01	Julie	30
January 17	Habitat Directors-Higgins Lake	101 with policy; version 2.01	Tom Williams	19
January 21	Habitat Construction Mgrs	101 with excerpts from 201; 90 min; version 2.01	Tom Williams; Nicole	21
Jan 25	Lansing Rotary	101 (former 099)	Gary	50
Jan 25	MAR Achieve Conf	101 slides chosen by Kathie F – 1 hr; version 2.01	Gil White	50
Feb 5	ULI - Locus		Jim and Gary	
Feb 8	MAP Student Planning Conf; East Lansing	101 (several sessions)	Mark Jacob Maurer	54 50
Feb 9	Smart Growth; Kansas City	101 (?)	Gil, Jamie, Kathy, Jim	155
Feb 11	DEQ Leadership	101 – 30 minutes	Mark and Jim	15
Feb 13	DOT leadership	101 – 30 minutes	Mark and Jim	34
Feb 13	Advantage Livingston	201	Glenn	25
Feb 13	Michigan Legislative Consultants Clients	101	Arnold	28
Feb 15	Grand Ledge leadership group	101	Joe	
Feb 19	CD Staff	101	Jermaine and Debbie	
Feb 19	MEDA	Update MIplace	Jim and Arnold	170
Feb 15	New Legislators MML ELA Frankenmuth	101	Arnold	30
Feb 28	Co Allocation Grantees	100 with policy 30 minutes	Jason Ball	
Feb 28	Sault Ste Marie developers and community developers	101	Julie G Jessica W MEDC rep	30
Feb 27 – March 1	MRPA Conference	100	Arnold	40
Mar 1	MRPA Directors Summit	Brainstormed how to become leaders in Placemaking in their	Julie HS	40

DATE	EVENT	PRESENTATION/Modules	PRESENTERS	AUDIENCE #
		communities		
April	MAP Board		Jim, Mike Kapp	
March 11	Brighton Township govt staff	101	Glenn	15
Mar 14	MEDC staff	101 and 102 3 hour	Mark	Est 21
March 19	MSHDA CD Staff	102 - 45 minutes	Julie Gardner	Est 15
March 18 - 29	MAC Legislative conf			
March 21	Transportation Bonanza MAP			
Mar 25	DNR Leadership	101	Mark/Jim	20?
Mar 21 Lansing May 22 Kalamazoo June 6 Marquette July 25 Gaylord Sept 12 Saginaw Oct 15 Detroit	Regional Placemaking Tools Workshops -	101	MEDC, MI Land Bank, DNR, DEQ, MDOT, Jessica williams	Est 50
Mar 26	Habitat Directors UP	101	Brad; Tom Williams	6
April 4	CEDAM Trainings	201 AM; 204 PM	Brian AM; John Iacoangeli pm	16
May 9		202 AM; 203 PM	Brian	
May 30		205 AM; 206 PM	Julie AM; Jamie PM	
June 12		206 AM; 201 AM	Jamie/Brian	
March 27 May 16	MRPA members	101 and 102 105 and 106	Glenn Pape Julie Pioch	35
April 9	MML Capital Conf	101,102,103 ; 3 hour session	Mark	30
April 15	CD staff	Module 103	Karen	15?
April 23 2 – 2:45 3 – 3:45	Mich Rural Council Conference	2 sessions: 101 and 102	Arnold 101 Jim 102	55 39
April 24	Mid Mich Mortgage Lenders	101	Joe	
April 26	Grandville/Jennison Chamber	101 45 min	Arnold	50?
April 26	MTA bd	101	Mark	20
April 29 – May 1	BMCC	Placemaking in Michigan: 1. What residents want 2. What communities want 3. What communities have	Julie HS Marybeth Graebert Various local communities and state agency folks	63 110 47
May 9	MI Humanities Council Board Meeting, DTW	30 minutes – background on MIplace Partnership (slimmed down 101) and SOPC	Joe	


<b>DATE</b>	<b>EVENT</b>	<b>PRESENTATION/Modules</b>	<b>PRESENTERS</b>	<b>AUDIENCE #</b>
May 9	MHPN Annual Conference	100	Jim and Arnold	
May	Construction Specialists Institute	?	Jim	
May 21	CD staff	104	Sue DeVries	
May 22	Regional Placemaking Tools Workshop Kalamazoo	101	MEDC, MDNR, MDEQ, MSHDA, SHPO	
May 23	MAP Spring Institute			
May 30	Leadership West Michigan	Modules 1 - 6	Mark and two local experts	Est 40
May 30	MEDA Inside Economic Development Toolbox Workshop			
May 29 – June 1	CNU Salon	?		
June 13	Citizen Planner Kellogg Center	Modules 1 – 6	Brad, Mark?	
June and Sept	Mi Historic Preservation Network Workshops	101		
June ?	Green Communities Conf			
June 6	Regional Placemaking Tools Workshops - Marquette	101	MEDC, MI Land Bank, DNR, DEQ, MDOT,	
July 25	Regional Placemaking Tools Workshops - Gaylord	101	MEDC, MI Land Bank, DNR, DEQ, MDOT,	
Aug 6 - 9	National Extension Tourism Conf - Detroit			
August 20 – 23	MEDA Annual Conference in Grand Rapids			
Sept 12	Regional Placemaking Tools Workshops - Saginaw	101	MEDC, MI Land Bank, DNR, DEQ, MDOT,	
Sept 18 – 20	MML Convention, Detroit			
Oct 15	Regional Placemaking Tools Workshops - Detroit	101	MEDC, MI Land Bank, DNR, DEQ, MDOT,	
Oct 2 – 4, 2013	MAP Annual Conference			

## Examples of Placemaking Curriculum Resource List Books

A Legal Guide to Urban and Sustainable Development for Planners, Developers and Architects	Daniel K. Slone, Doris S. Goldstein and W. Andrews Gowder	John Wiley & Sons	2008
A Resident's Guide for Creating Safe and Walkable Communities – (Free web resource) <a href="http://safety.fhwa.dot.gov/ped_bike/ped_cmunity/ped_walkguide/index.cfm">http://safety.fhwa.dot.gov/ped_bike/ped_cmunity/ped_walkguide/index.cfm</a>	Federal Highway Administration and US Dept. of Transportation	Federal Highway Administration and US Dept. of Transportation	February 2008
A World of Giant Cities: The Metropolis Era - Volume 1	Mattei Dogan and John D. Kasarda	Sage Publications, Inc.	1988
Building Foundations: Housing and Federal Policy	Denise DiPasquale & Langley C. Keyes	University of Pennsylvania Press	1990
Charter of the New Urbanism	Congress for the New Urbanism	McGraw-Hill	1999
Cities and Forms on Sustainable Urbanism	Serge Salat	CSTB Urban Morphology Lab in Paris	2012
Cities of Tomorrow: An Intellectual History of Urban Planning and Design in the Twentieth Century	Peter Hall	Blackwell Publishers	1988-1993
City Rules: How Regulations Affect Urban Form	Emily Talen	Island Press	2011

The MI-Palace Web site: [www.miplace.org](http://www.miplace.org)

Home | MI Place

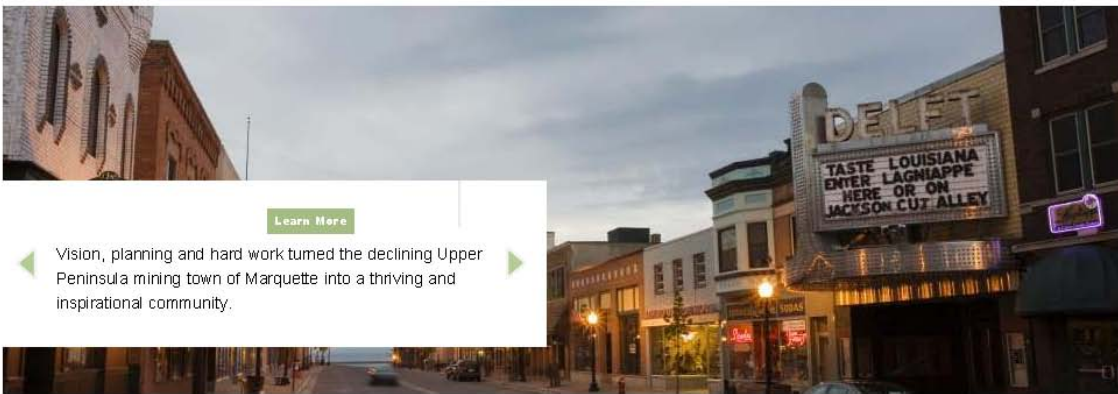


Communities to invest in. Communities to grow in.™

Facebook Twitter PURE MICHIGAN™

Get Started

Home | Placemaking | Downtowns & Neighborhoods | Resources | News | Events | About MIplace



Learn More

Vision, planning and hard work turned the declining Upper Peninsula mining town of Marquette into a thriving and inspirational community.

## Investing in Michigan Communities

### Building a stronger Michigan together

What defines a community? It's the common ground where people gather—from housing, 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. [Read more](#)

## Latest News

### You can now follow us on Twitter!

MIPlace is on Twitter and welcome followers. Please follow the subsequent link and keep connected with the latest discussions and thoughts regarding Placemaking. <https://twitter.com/MIPlaceNews>

[more news](#)

**Michigan State Housing Development Authority**  
**Category: Special Achievement**  
**Entry Name: The Michigan MI-Place Partnership**

**Case Studies Example: Revolve**



## Project Details:

**Name:**

Revolve

**Date:**

2012–Present

**Categories:**

Live,Work,Play  
Built Environment

**The Gist:**

Revolve is a pop-up retail initiative that partners community leaders, building owners, entrepreneurs, and artists to activate vacant storefronts with transformational businesses and art installations. Businesses have included eateries, galleries, and clothing shops, among many other entrepreneurial ventures.

## Project Scope:

**Challenge:**

How can we fill vacant spaces or enliven neighborhoods when little to no market demand exists?

**Overview:**

Inspired by the pop-up revolution in cities throughout Europe, Revolve seeks to foster this model by building upon the evolution and vibrancy of Detroit’s neighborhood business districts through a series of temporary-use projects. The program collaborates with entrepreneurs, community leaders, and property owners to collectively transform neighborhoods, starting with the West Village. Revolve also provides resources and project management to implement these projects and leverage short-term investments into sustainable long-term investment. Revolve’s end goal is to fill the spaces with full-time paying tenants, punching life into the city’s retail scene and creating vibrancy on once-sleepy streets.

**Accomplishments:**

- > Invested over \$540,000 and created 40 new jobs in the first year for The Villages.
- > Provided a safety net for two culinary entrepreneurs to test additional businesses.
- > Launched the establishment of four new permanent retail businesses in The Villages: CraftWork restaurant and bar, Red Hook coffee shop, Detroit Vegan Soul, and Tarot and Tea
- > Created buzz about Detroit’s retail and business revitalization.
- > Enlivened vacant storefronts and put people and art where sidewalks stood empty.
- > Spiffed up, cleaned, and renovated abandoned spaces for retail.

**Organization:**

Revolve is a program of the Detroit Economic Growth Corporation. While there is a single project manager coordinating the program, many volunteers including artists, business owners, and designers support the projects during the construction and deconstruction phases. It is very much a collaborative effort.

**Budget:**

Pop-ups executed by Revolve range from \$5,000 to create a 5,000 sqft coffee shop to no cost at all for some events, especially those with substantial volunteer support. Revolve relies on matching grants to help bolster their projects, and the program has committed an additional \$40,000 to develop participants' brand and marketing platform.

**Funding:**

In several cases, the program has also used crowdsource funding to bring projects to interested neighborhoods. This funding model worked particularly well in Lafayette Park, where neighbors wanted a coffee shop just around the corner from where they live and work. Revolve has also had significant grant support from local foundations to help build out projects as well as private investment from building owners.

**Participants:**

The entrepreneurial community in Detroit is thriving. Revolve relies upon diverse participation to keep the experiences new and innovative. Culinary artists, fashion designers, performance artists, and traditional retailers have joined the pop-up revolution. Revolve projects attract customers and support from local neighborhoods, but there is also a citywide and regional draw.

**Inspiration:**

Pop-up is an affordable and sexy solution for economic development and a catalyst for long-term investment and economic growth. Revolve never loses sight of its end goal to have the experiences be permanent. Its structure allows businesses to experiment and to change the conversation, experience, and perspective in a neighborhood, frequently adding liveliness to its character and investment in its economy.

**Actions Taken:**

- 1) *Have Urgency.* The Revolve team always considers working quickly and effectively. Make a three- to six-month timeline for your pop-up project and get started. Come up with a definitive start and end date and use this to your advantage. There is no time to waste when working on a temporary projects.
- 2) *Consider Context.* Each Revolve project is site-specific. Pop-up is also an opportunity to test-run small businesses, expand existing businesses in second locations, or have a temporary showcase. Choose neighborhoods with strong community organizations, good building owners, market demand, and bubbling entrepreneurial interest. Whether your goal is to fill a block of vacant buildings with pop-up tenants or host a single-day event, consider the following questions:
  - Where should we pop up?
  - What does this community need?
  - Who could benefit from a pop-up in the community?
  - Who will participate?
  - What impact would you like to have on the physical space?
  - What impact would you like to have on the surrounding neighborhood?
  - When would be the best time to start?
- 3) *Make It Legal.* Revolve uses legal contracts that have been modeled after the City of Pittsburgh's pop-up program. These documents include: (a) Agreement between building owner and tenant and (b) agreement between Revolve, building owner, and tenant. The license agreements describe the pop-up experience, owner requirements, free rent and/or electricity, and outline a 30-day notice for vacancy.
- 4) *Find Committed People.* Dedicated property owners, entrepreneurs, and community leaders are key partners for successful pop-up projects. Revolve projects have been a pretty easy sell, especially if there is a 2:1 matching grant on the table for property build-out, a commitment to innovative marketing, and additional business resources for participants.
- 5) *Spread the Word.* Revolve spends a good bit of time and energy building its brand and its marketing campaigns. Pop-up is a great way to experiment and change the conversation and experience in a neighborhood in person and online.
- 6) *Construct.* Revolve relies heavily on volunteers during this phase of the project. Friends, family members, neighbors, and creatives band together to create cool spaces and experiences. All construction projects have challenges, and you have to be prepared to roll with the punches. Seek advice from local experts and borrow tools, equipment, and furniture to cut down on project costs and promote community ownership.
- 7) *Showcase the Experience.* Plan an opening event that will attract a variety of participants and really highlight the new business or activity. Recruit artists and consider unexpected ways to animate the space and street to attract foot traffic.
- 8) *Continue Marketing Efforts.* Revolve consistently promotes new content about their pop-up projects through social and traditional media. Word of mouth will always be the strongest recruitment technique, but it is important to document and share stories about the project.



- 9) *Celebrate*. Enjoy what you have created. At this stage in the game, it is important to reach out to your partners and thank them for their hard work and dedication.
- 10) *Deconstruct*. Recruit volunteers that experienced the pop-up to help you deconstruct. This is often a popular event as family and friends will come by to retrieve borrowed furniture or grab the last cup of coffee with the team. Always leave the space in better condition than when you found it.
- 11) *Pause Before Pop*. Evaluate your experience and consider your successes and failures. Pop-ups allow you to understand what works and determine what could succeed in the neighborhood. Maybe the location needs to be shifted or the idea was not a great fit, but you are one step closer to a long-term solution.

#### Lessons Learned:

*You Get Out What You Put In..*

“Engage with more people, find the right tenant, and it will be a better experience.”

*Failure is OK...*

“There is limited risk with pop-up, so evaluate your choices and find the experience empowering.”

#### Experts:

Michael Forsyth, *Revolve Director*, [mforsyth@degc.org](mailto:mforsyth@degc.org)

#### Similar Projects:

Project Pop-up

Pop-up City

#### Documents:

› Revolve Pop-up Guide- Coming Soon

**Michigan State Housing Development Authority**  
**Category: Special Achievement**  
**Entry Name: The Michigan MI-Place Partnership**

**Example of MI-Place Brochures: Detroit**



Communities to invest in. Communities to grow in.™



*Imagery courtesy of Michigan State University, Issue Media Group and Doug Coombe.*  
147-120717



“The MIplace Partnership Initiative offers a blueprint on how Michigan can move forward to better support strategic local placemaking efforts that promote economic development.”

– Governor Rick Snyder

# Building a Better Michigan Through Placemaking

Michigan is at the forefront of a national movement known as placemaking. It is a simple concept based on a single principle—people choose to live in places that offer the amenities, resources, social and professional networks, and opportunities to support thriving lifestyles.

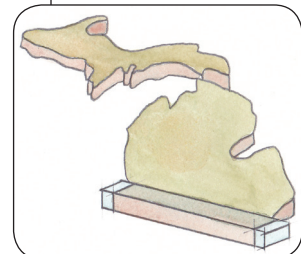
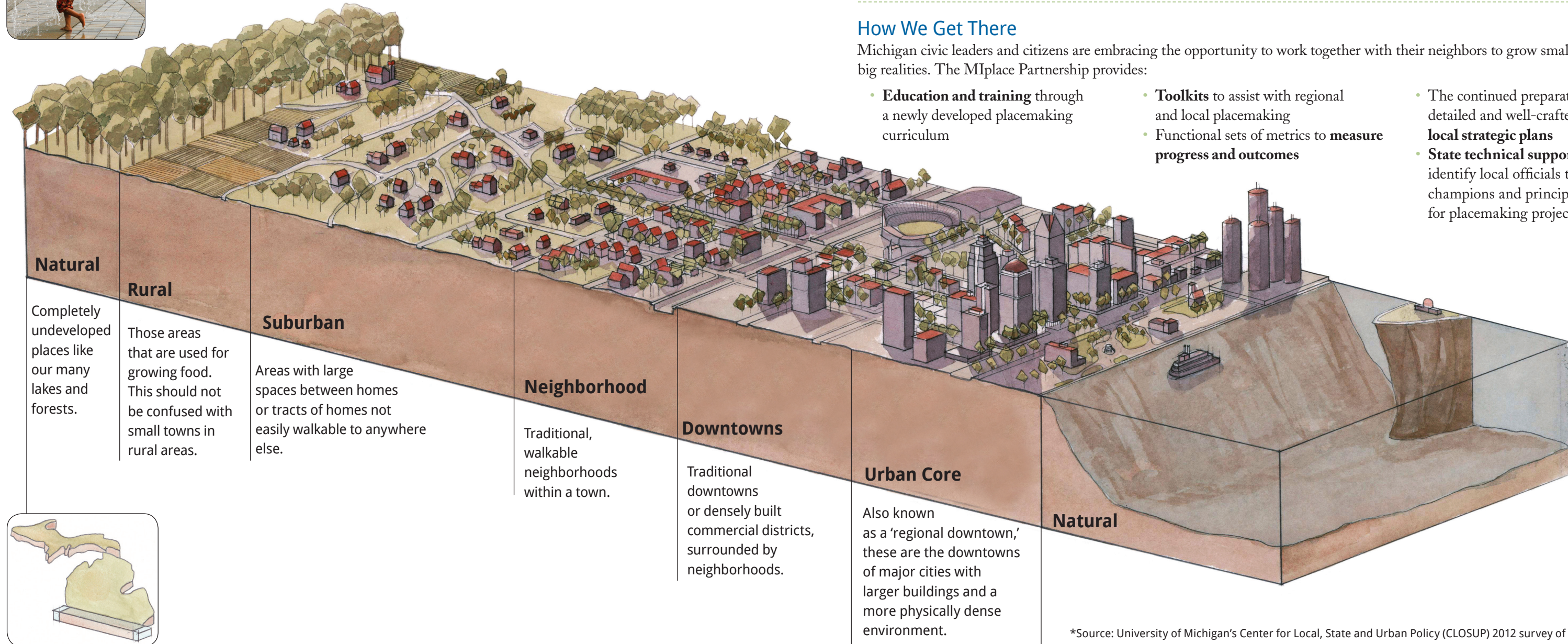
Michigan's leaders have embraced placemaking. We understand that vibrant, successful regions promote economic activity and will help build a better Michigan. To get there, we need to re-examine the importance of the everyday settings and experiences that shape our lives—the downtowns, waterfronts, parks, plazas, main streets, neighborhoods, markets, campuses and public buildings that share where and how we live and interact.

*Placemaking enhances our ability to transform towns, cities and regions.*



## The Changing Face of Place

Place occurs in many forms, from natural areas to dense urban cores. Michigan is blessed with a diverse array of unique great places that generally can be categorized as: Natural, Rural, Suburban, Neighborhood, Downtowns and Urban Core.



## The MIplace Partnership Initiative

The MIplace Partnership Initiative will be the gathering place for our placemaking work. We aim to significantly improve the quality of key places in targeted Michigan communities.

This effort will:

- Elevate placemaking as Michigan's new way of thinking about and reshaping existing development programs
- Require the cooperative expertise of several state agencies
- Move forward within state government's current fiscal operations and continue without additional budget resources

Almost half of Michigan's cities are engaged in placemaking programs/projects for economic development purposes, with 62 percent of respondents saying that they have some or complete confidence in placemaking as an economic development tool.\*

## MIplace Partnership Fundamentals

Essential types of regional and community placemaking improvements are fundamental to attract and retain talent and business, including:

- Housing choices
- Transportation choices, including public transit and pedestrian orientation
- Quality public infrastructure
- Mixed-use development
- Historic preservation
- Amenities, such as green and blue infrastructure, entertainment venues, trails and bike paths

Our work promoting placemaking in Michigan marshals significant state, regional, local and private resources to produce substantial physical improvements in targeted areas.

## How We Get There

Michigan civic leaders and citizens are embracing the opportunity to work together with their neighbors to grow small dreams into big realities. The MIplace Partnership provides:

- **Education and training** through a newly developed placemaking curriculum
- **Toolkits** to assist with regional and local placemaking
- Functional sets of metrics to **measure progress and outcomes**
- The continued preparation and use of detailed and well-crafted **regional and local strategic plans**
- **State technical support** to help identify local officials to serve as the champions and principal facilitators for placemaking projects

## Placemaking Vision into Placemaking Action

Powerful collaborative efforts are already under way to advance Michigan's placemaking objectives.

To succeed, Michigan must:

- Identify ways to better coordinate more state resources around placemaking
- Better organize state government to become a more effective partner with local governments and the private sector to finance and aid placemaking economic development projects
- Successfully use tools, including the MIplace Partnership Initiative, to create more vibrant communities



Learn more at [MIplace.org](http://MIplace.org)—Michigan's one-stop shop for everything placemaking—what it is, where it's happening across the state, and how to get started.

MIplace.org offers inspirational first-hand accounts of Pure Michigan placemaking success stories, rich photography and videos, and the opportunity to engage in lively group discussions through the MIplace Facebook page at [facebook.com/MIplace2012](https://facebook.com/MIplace2012).

\*Source: University of Michigan's Center for Local, State and Urban Policy (CLOSUP) 2012 survey of local government.

**Michigan State Housing Development Authority**  
**Category: Special Achievement**  
**Entry Name: The Michigan MI-Place Partnership**

**News about MI-Place**

# A Case for Place

By creating places that attract people, Michigan is using the concept to boost communities.



Courtesy of the Michigan Municipal League

By Tracey C. Velt

When you think of Michigan, it's natural that you think of automobiles. "We're the auto-centric capital of the world," says Gilbert M. White, a REALTOR® and placemaking consultant in Haslett, Mich. "We [the state of Michigan] were good at producing sprawl and now we want to build people habitat," he says.

"Michigan remains a state with some small industries that revolve around manufacturing. That won't change," says James Tischler, community development division director for the Michigan State Housing Development Authority in Lansing, Mich. "But we need to diversify now that the recession is over. The current administration has established a high priority for re-establishing prosperity in the state."

They'll do that through placemaking, a growing international movement that capitalizes "on a local community's assets, inspiration and potential, ultimately creating good public space that promotes people's health, happiness and well being," according to the Project for Public Spaces.

## In the Beginning

"Out of the recession came a governor who readily embraced this movement," says Tischler. So, the state started benchmarking, not just economic policies, but talent, as well.

"The data was startling. When you research where the millennials and entrepreneurs were migrating, they were moving to a number of metros. Where in those metros they were going, got us to recognize place," he says. "They're not going to the suburbs, and that's a national trend."

In fact, the NATIONAL ASSOCIATION OF REALTORS® (NAR) and the Michigan Association of REALTORS® (MAR) confirmed that trend in recent studies. All of this led to creating places in Michigan cities and

Placemaking is a growing international movement that capitalizes on a local community's assets, inspiration and potential.

If we save our cities, by definition, we save our farms, fields and crops. Placemaking brings more people to our cities, increasing job growth and economic prosperity.



downtowns that would attract people. From renewing a park to full-scale place planning, this concept will, according to Tischler, "help us ecologically. If we save our cities, by definition, we save our farms, fields and crops. It also brings more people to our cities, increasing job growth and economic prosperity."

White agrees. "Michigan is uniquely qualified because we recognize the need to change our economic model," he says.

## It's Working

Placemaking as a concept is working in Michigan, says Tischler. "Would you believe that in the past two years there have been more than 11,000 new workers in downtown Detroit? There are 35,000 residents, 42 percent of whom are millennials. Residential vacancy in downtown Detroit is at 4 percent, and in midtown Detroit it's at 2 percent," he says. "Our No. 1 concern is that there's not enough supply for the demand."

Much of that, says Tischler, is thanks to Rock Ventures, the development arm of Quicken Loans, which owns 17 buildings in downtown Detroit. Rock's placemaking plan is centered on creating six distinct and unique destinations that draw people to the region, give them an experience that will make them want to return frequently and where they will want to spend more time.

"Their strategy is to bring in a couple thousand millennial interns each summer. About half stay. This summer they're ramping up pop-up retail which is adding to the activity mix, and it's all about placemaking," says Tischler.

Because placemaking begins at the community level, it made perfect sense for the REALTOR® Association to get involved. After all, REALTORS® are the

Because placemaking begins at the community level, it made perfect sense for the REALTOR® Association to get involved.

eyes and ears of communities. “Real estate is local,” says Kathie Feldpausch, senior vice president of the Michigan Association of REALTORS®. “REALTORS® are in the neighborhood all the time and are aware of or directly involved with the groups doing these projects. They sell place.”

White agrees, “Consumer preferences and demographics are changing. There are opportunities for REALTORS® based on the fact that the market is demanding information on desirable places with great people habitats. Just look at the popularity of Walkscore.com, and you’ll see what I mean.”

### Micro-Level Placemaking

With that in mind, MAR decided to support placemaking on a micro level. The association adopted Lighter Quicker Cheaper (LQC), a concept promoted by the organization Project for Public Space, which offers small grants to community members and organizations so that they can do smaller placemaking projects in their communities. Grants provided by MAR, with funding from NAR, of \$500 to \$1,500 are given to projects deemed

suitable for the LQC concept. The idea, says Feldpausch, “was that these smaller projects would energize the project as a whole. You must go through incremental steps first, and the best use of our resources was as a supplement to the larger projects.”

White adds, “The LQC model is a bottoms-up approach to placemaking. We’re taking small, incremental steps where the community resident is the expert, not the planner, politician or engineer. This is directly connecting the REALTOR® with those people living in these communities on a daily basis. If you’re successful with it, you increase values and demand because you have better neighborhood.”

Placemaking is essential for real estate, says White, because, “As a matter of public policy, and for a variety of reasons — social, economic and environmental — the state of Michigan recognizes the importance of creating and maintaining great places. And, who better in the private sector to lead the way than the REALTOR® community?”

## Placemaking is essential for real estate.



Photos courtesy of the Michigan Municipal League



Photos courtesy of the Michigan Municipal League

## Placemaking is already happening all over Michigan.

The first phase of MAR’s LQC concept was implemented in Lansing in fall 2012. Each of the chosen projects had a REALTOR® sponsor, a clear concept and a community-wide resolve to see it through, according to Feldpausch.

Grants were given to individuals and community organizations for projects that would contribute to bringing people to a specific area. For example, one grant went to Friends of Reutter Fountain Park in downtown Lansing. They used the money to hold weekly concerts to encourage people to visit the park and the famous fountain. Another grant went to the Lansing Downtown Neighborhood Association to use for homemade and highly designed signs to announce meetings and encourage residents to attend.

“We have a park across from our office that is underused, why not hold a weekly yoga class?” says Feldpausch. “Building place doesn’t always mean building; you can use the built form that’s already there and encourage its use. By doing this, you don’t have empty streets and that translates into safety.” In fact, she says, projects can happen in a big city or a small town and be rural or urban. There are no boundaries.

Phase one was so successful that MAR is ready to launch phase two with six local associations across the state.

“They’ll use the template we developed to run the program at the local association level,” she says. Once phase two is up and running, MAR plans to give NAR the template so that other associations can download the packet of information and implement the LQC grant program at their local association.

### Age Old Concept

The truth, says Tischler, is that placemaking is already happening all over Michigan. “Our strategy is to link them together, then model how the processes and activities occur to encourage more activity from a state level in developing the model.”

It’s vital that communities have both the strategic-level placemaking and the micro-level placemaking happening. “Even some award-winning architectural and landscape designs fail miserably in placemaking. If you’re not attracting people, it’s not a great people habitat,” says White. By bringing in both the community residents and the strategic thinkers, these places will help rehabilitate neighborhoods.

## It’s vital that communities have both the strategic-level placemaking and the micro-level placemaking happening.

Great form along with the concepts of placemaking increase activity.

“A study conducted by the Knight Foundation and Gallup shows that how you feel about your community is vital to its growth. Those communities that had the highest satisfaction scores (community attachment scores) also had the highest growth in gross domestic product (GDP),” says White.

The truth, says Tischler, is “people have an inherent sixth sense when it comes to great places. It must have great form, which is the arrangement of mass and space within

a neighborhood.” Great form, he says, along with the concepts of placemaking, increase activity.

Of course, when any community has activity, it increases the livelihood of local businesses and prosperity. “Quite simply, placemaking is a simple concept with huge impacts,” says White. ●

Tracey C. Velt is an Orlando-based freelance writer specializing in business and real estate

Quite simply, placemaking is a simple concept with huge impacts.

## Some Other Examples of MAR Placemaking Projects

### Historic Building Connections

Preservation Lansing is recognizing those who have taken on urban blight and made the old new again. The group will award plaques to one residential and two commercial building renovation projects and celebrate the successes with “Porch Parties” at each, inviting the public, city leaders and associated business to come together and spread the word that renovation builds strong cities.



### Neighborhood Art Installation

One of Lansing’s oldest neighborhoods, Genesee, is recreating itself and making a place for some nearly-lost-art by nationally known artist W. Robert Youngman. The six concrete panels will grace the neighborhood’s Corner Community Garden and may be the only remaining panels from the original 1972 Washington Square urban renewal project.



### Barnes Street Community Garden

Combining seven accessible raised-bed gardens, a commissioned sculpture, meeting space and a working shed, this new community garden will serve the entire neighborhood. The project is part of ongoing placemaking activities to create a new sense of place within the Village Summit Community and will provide fresh produce as well as a meeting place for all to enjoy for years to come.



### Trowbridge Village Neighbor Station

Capitalizing on past efforts to beautify the busy Trowbridge area, the project will create an oasis by transforming an existing covered walkway into a public area for sharing books, games, skills and friendship. A local artist will engage children to help with murals, volunteers will install comfy artistic furniture and the local grocery store will help keep the space clean.



### Old Town Honorarium Sculpture Park

Former Old Town Mayor Robert Busby will be memorialized when residents install a statue of him in once-blighted Burchard Park, the first of many sculptures to come. This community-wide project will include landscaping and flower beds using plants collected by volunteers and from Busby’s own gardens. The sculpture park will become a welcoming space among other Old Town attractions like the Brenke Fish Ladder, Cesar Chavez Plaza and the River Trail.



### Historic Dimondale Walking Tour

Significant aspects of Dimondale’s 164-year history will be featured on a walking tour with the installation of new signage and benches throughout the village. Signs will depict significant buildings and events from the past while embracing the present and the future with QR codes linking smart phone users to the village’s website. The tour will tie a rich past with a bright future, expressing the community’s culture and pride.



### Farmers’ Market Expansion

The South Lansing Community Development Association will expand and enhance the market with local performers, hot food vendors, interactive children’s activities and local business resources. These activities will boost social interaction at the already vibrant market.



# miPLACE Partnerships

Communities to invest in. Communities to grow in.

## Interdepartmental Collaboration Committee Placemaking Partnership Subcommittee



Michigan State Housing  
Development Authority (MSHDA)



Michigan Department of  
Natural Resources (MDNR)



Michigan Department of  
Transportation (MDOT)



Michigan Land Bank Fast  
Track Authority (MLBFTA)



Michigan Economic  
Development Corporation (MEDC)



Executive Office of the Governor



Michigan Department of  
Environmental Quality (MDEQ)



Michigan Department  
of Agriculture and Rural  
Development (MDARD)

## Sense of Place Council

### State Agencies

ArtServe Michigan

Community Economic Development  
Association of Michigan (CEDAM)

Great Lakes Capital Fund (GLCF)

Habitat for Humanity

Inner-City Christian Federation (ICCF)

Issue Media Group (IMG)

Lansing Economic Area Partnership (LEAP)

Michigan Economic Developers  
Association (MEDA)

Michigan Townships Association (MTA)

Michigan Association of Planning (MAP)

Michigan Association of Realtors (MAR)

Michigan Fitness Foundation

Michigan Future, Inc.

Michigan Historic Preservation Network  
(MHPN)

Michigan Land Bank Association (MLBA)

Michigan Municipal League (MML)

Michigan Recreation & Parks Association  
(MRPA)

Michigan State University-Center for  
Community and Economic Development  
(MSU CCED)

Michigan State University-Land Policy Institute  
(MSU LPI)

Michigan Suburbs Alliance (MSA)

Presidents Council (State Universities of MI)

Small Business Association of Michigan  
(SBAM)