

GROWING MICHIGAN TOGETHER



GROWING MICHIGAN TOGETHER COUNCIL

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American Planning Association
Michigan Chapter
Creating Great Communities for All



MICHIGAN ASSOCIATION OF PLANNING

ANDREA BROWN, AICP | EXECUTIVE DIRECTOR

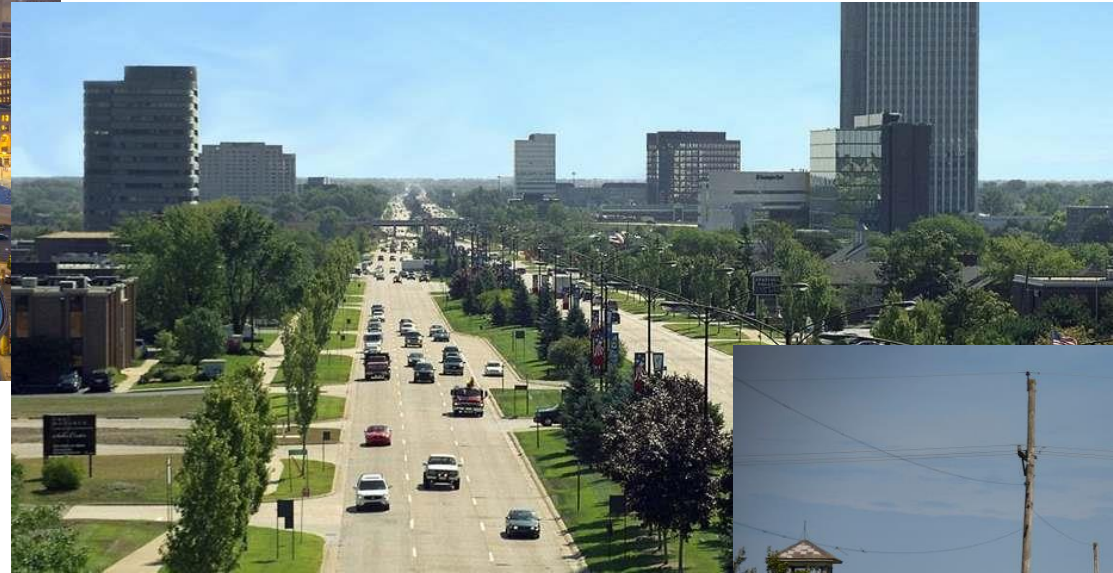




INTRODUCTION TO PLACEMAKING

- Michigan is composed of more than 1,800 local units of government
- Each one has its own character, from urban cities like Detroit and Grand Rapids to medium and small cities like Alpena and Manchester to urbanized Pittsfield Township and rural townships across the state.
- Community character DEFINES a community and its residents
- This IS Place, unique, home.

DIFFERENT PLACES FOR DIFFERENT PEOPLE



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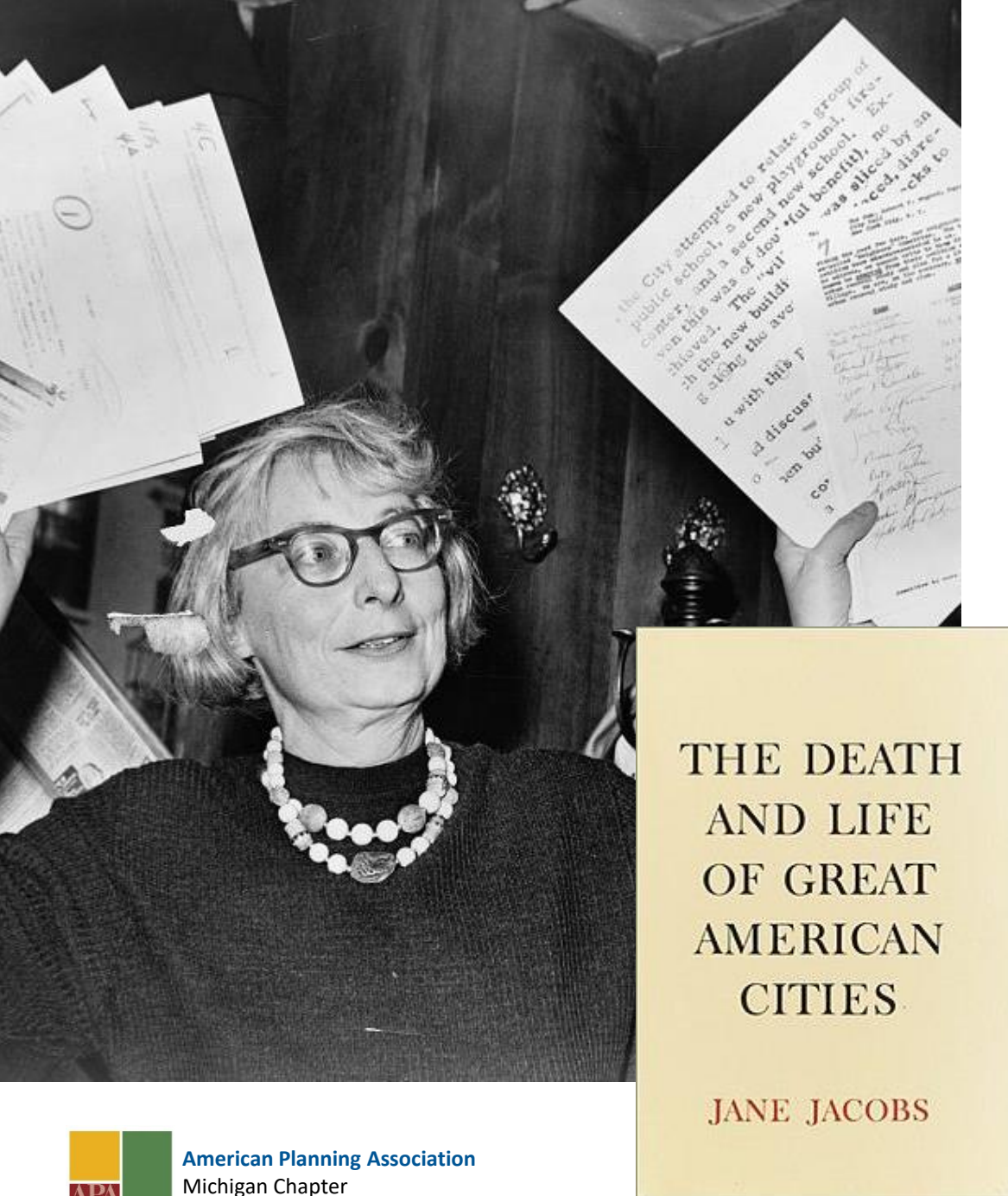
INTRODUCTION TO PLACEMAKING

- **Placemaking** is a multi-faceted approach to the planning, design and management of PUBLIC SPACES.
- It capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that improve community vitality and promote people's health, happiness, and well-being.
- It CAN be political due to the nature of place identity.
- It is both a process and a philosophy that makes use of planning and design principles.



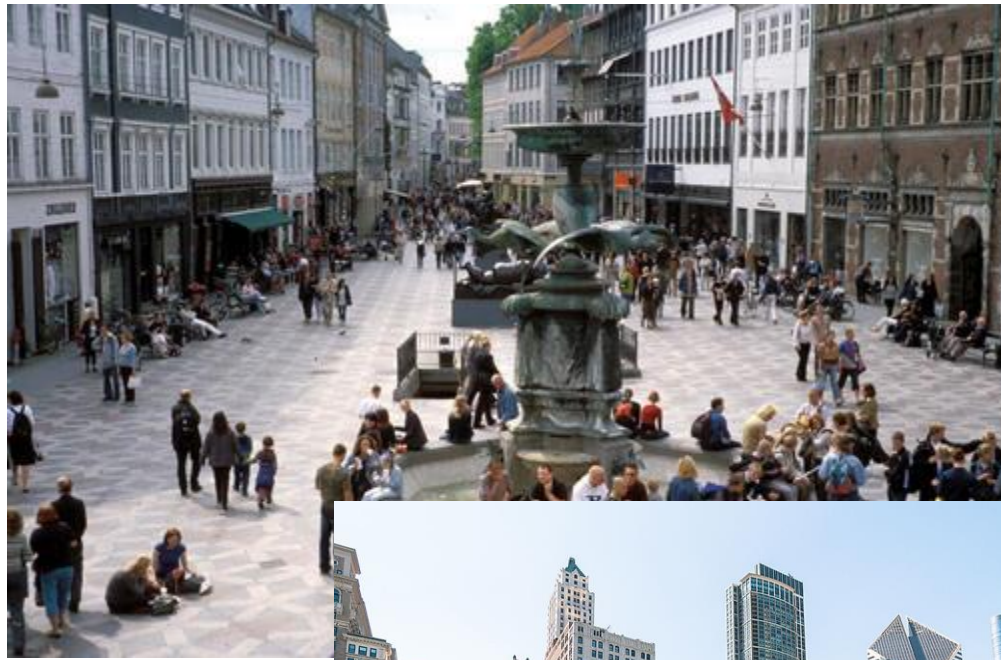
ORIGINS OF PLACEMAKING

- The concepts behind placemaking originated in the 1960s, when writers like Jane Jacobs and William White offered groundbreaking ideas about designing cities that catered to people, not just to cars and shopping centers. Their work focused on the importance of lively neighborhoods and inviting public spaces.



EVOLUTION OF PLACEMAKING

- By the 1970's the term came into use by landscape architects, architects, and city planners to describe the process of creating public squares, plazas, parks, streets and waterfronts that will attract people because they are pleasurable or interesting.
- The fabric of a community plays an important role in the design process. The term encourages disciplines involved in designing the built environment to work together in pursuit of qualities that they each alone are unable to achieve.



PLACEMAKING IN MICHIGAN NOT NEW



- Cities of Promise
- Cool Cities
- Land Use Leadership Council
- New Economy Initiative

CONTEMPORARY PLACEMAKING

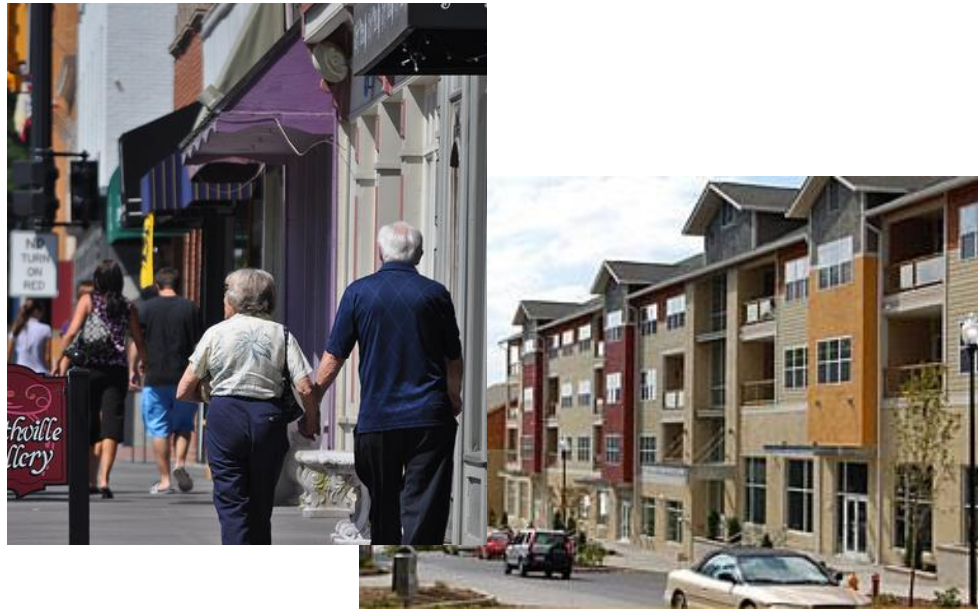
Fred Kent, American Urbanist, and owner of Project for Public Spaces, advanced Placemaking as a contemporary approach to creating places of lasting value. He was a close advisor to the Michigan Sense of Place initiative.



PLACEMAKING TODAY

Over time, the practice has evolved to much more than just public space renovation and “street activation.” Placemaking is now more broadly integrated into planning and economic development, including

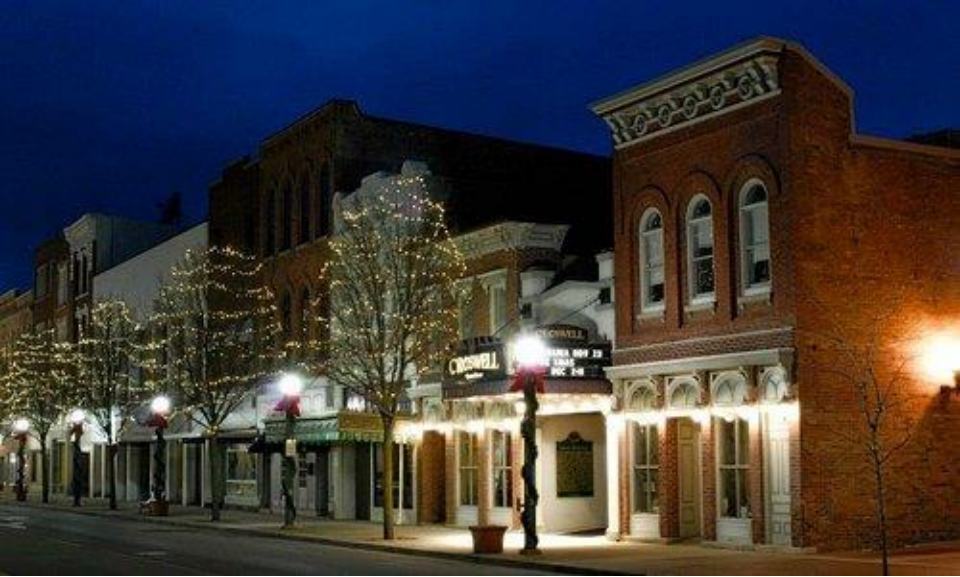
- development of public and private spaces
- fostering innovation and entrepreneurialism
- investing in smart, multimodal transportation systems
- encouraging mixed use developments
- Integrating a wide variety of housing types across a range of cost metrics
- integrating walkability elements





PLACEMAKING IN MICHIGAN

A SHORT HISTORY



PLACEMAKING

Placemaking is about improving the quality of public spaces and the lives of the people who use them



Put into practice, placemaking seeks to build or improve public space, spark public discourse, create beauty and delight, engender civic pride, connect neighborhoods, support community health and safety, grow social justice, catalyze economic development, promote environmental sustainability, and of course nurture an authentic sense of place.



EMERGENCE OF PLACEMAKING IN MICHIGAN

In Michigan, placemaking emerged because the MML and key state partners like the Michigan State Housing Development Authority (MSHDA), Michigan Economic Development Corporation (MEDC), and Michigan State University (MSU), among others.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

They realized that the old models of creating economic prosperity were no longer relevant and that communities needed hope in the face of an increasingly desperate funding and revenue environment.

EMERGENCE OF PLACEMAKING IN MICHIGAN

The Michigan Sense of Place Council was established in 2007 to improve the state's quality of life and economic competitiveness by creating vibrant regions, downtowns, and neighborhoods where people want to live, work, and open businesses.

- The Council was established in partnership with the Michigan State Housing Development Authority (MSHDA) and the Michigan Municipal League (MML)
- It is a broad consortium of private and public sector leaders ranging from state agencies to municipal organizations and non profits.



Elements of Quality Places

- Mixed-uses
- Public gathering places
- Dense and walkable design
- Strong technology and communication systems
- Multiple transportation options
- Historic structures and community heritage
- Mix of businesses
- Recreation spaces and natural areas
- Inclusive and welcoming to all
- Culturally and socio-economically diverse
- Safe and healthy
- Quality educational institutions
- Arts, cultural, and entertainment amenities
- Multiple and mixed-income housing options



Characteristics of Quality Places

Quality Places have characteristics that are the result of good FORM:

- Mass, density and scale appropriate to place on transect
- Human scale – designed for people
- Walkable – pedestrian-oriented, and bikable
- Safe and people friendly
- Connected
- Welcoming
- Encourages activity– stumbling into fun





Characteristics of Quality Places (con't)

Good FORM characteristics

- Allows authentic experiences
- Accessible – ability to easily circulate within, along and between public places
- Comfort – perceptions about cleanliness, character and charm
- Quiet, unless they are designed to be otherwise
- Sociability – have a physical fabric where people can connect with one another
- Civic engagement – they promote and facilitate
- Resilient and sustainable



Creating, or Recreating, Places with a Strong *Sense of Place*

- Placemaking is about creating or transforming places that people *cannot wait to leave to ones they don't want to leave*.
- That goes for not only our older central cities, and many small towns, but our suburbs and rural areas as well.

Happy people is the result of effective Placemaking!





What is Placemaking?

Placemaking is the process of creating Quality Places that people want to live, work, play and learn in.

- That requires engaging and empowering people to participate in the process.
- This includes a wide range of projects and activities and is pursued by the public, non-profit and private sectors on a piecemeal basis, over a long period of time – potentially, forever.
- It is Incremental – it is authentic



Placemaking Examples

Examples include:

- **Projects** – downtown street and façade improvements, neighborhood-based projects such as residential rehabilitation, residential infill development, small scale multi-use projects, park improvements, etc.
- **Activities** – events in public places



Purpose of Placemaking

To create places that people care about and where they want to spend time. These high-quality places are active, unique locations that are interesting and visually attractive, people-friendly, safe, walkable and bikeable, provide mixed uses of businesses and housing, and offer creative amenities and experiences.



WHY PLACEMAKING NOW



WHY IS THIS IMPORTANT NOW?

Michigan's stagnate or declining population over many decades (the decline is not new, we've lost congressional seats in the last 5 censuses)

Aging population. Michigan is now the 14th oldest state, and our old are getting older.

Loss of critical young talent: College educated young people are leaving the state

Michigan cities have been losing talent and businesses to competing places that have more to offer.

Places like Chicago or Denver or Austin or Raleigh-Durham that *have* invested in transit, mixed-use developments, range of housing options and alternatives, and engaging public spaces.

Many Michigan communities simply do not have the amenities to attract talent

And placemaking in Michigan was born to remedy these challenges!

Demographics are Changing

Household Type	1960	2000	2010	2040
USA				
HH w/ Children	48%	36%	30%	26%
HH w/o Children	52%	64%	70%	74%
Single/Other HH	13%	26%	27%	34%
Michigan				
HH w/ Children	49%	36%	29%	25%
HH w/o Children	51%	64%	71%	75%
Single/Other HH	12%	26%	28%	36%

Since the end of WWII, we built places based on the assumption of 50% HH with children, that trend is long gone!



American Generations (as of 2013)

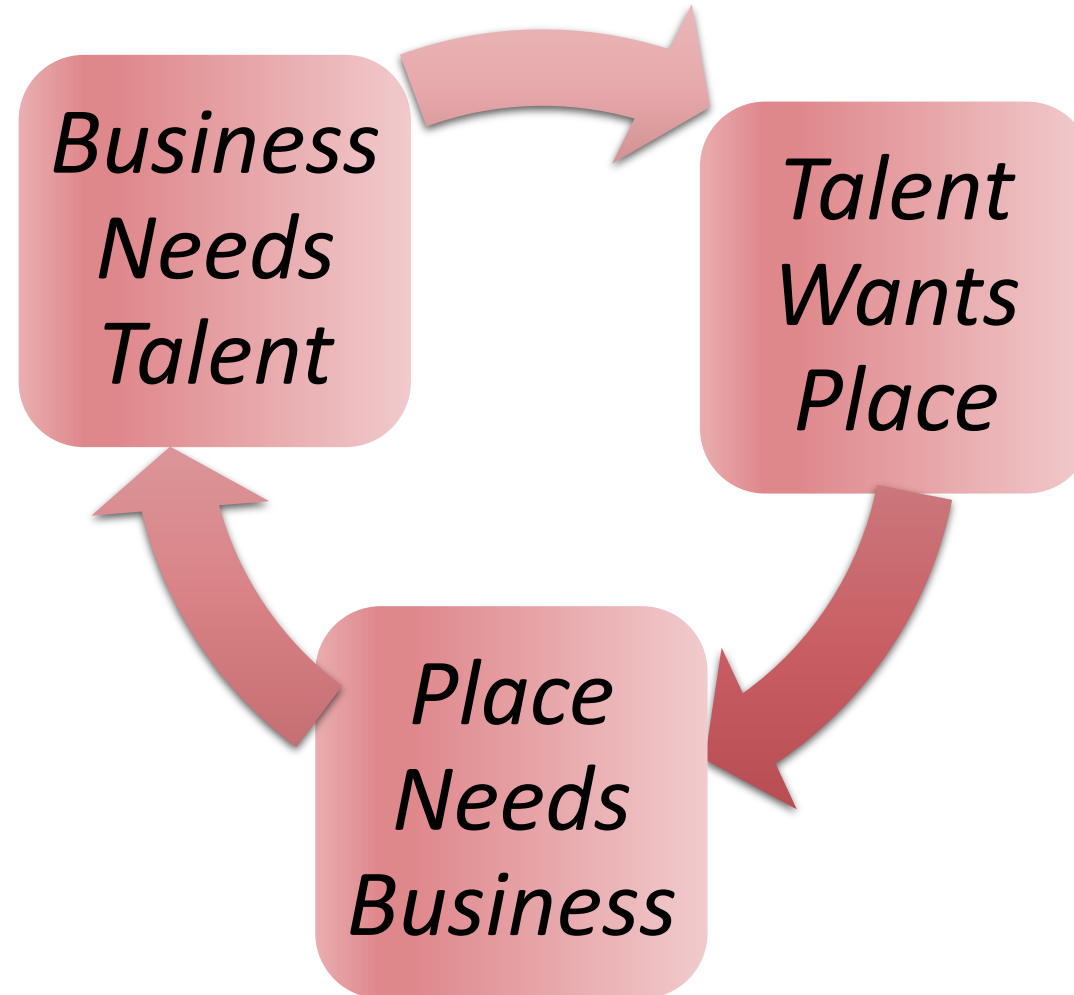
- Greatest Generation: 88+ (born before 1925)
- Silent Generation: 68-88 (born 1925-1945)
- Baby Boomers: 47-67 (born 1946-1965)
- Generation X: 33-47 (born 1966-1980)
- Millennials: 13-32 (born 1981-2000)
- Generation Z: less than 13 (born after 2000)
- **The Millennial Generation was the largest generation in the USA in 2010, and by 2012 it was in Michigan as well. It is NO LONGER THE BOOMERS!**
- **88% of the Millennials want to live in urban neighborhoods.**



Talented Workers are Foundational to Michigan's Future

Rich Karlgaard, publisher of *Forbes* magazine, summed it up well:

“Start with this proposition: The most valuable natural resource in the 21st century is brains. Smart people tend to be mobile. Watch where they go! Because where they go, robust economic activity will follow.”





Who are Talented Workers?

- Knowledge workers
- Artists and creatives
- Entrepreneurs
 - Of any age, and are often immigrants
- Talented workers look for dense urban activity centers with lots to do and people around to interact with





What are Talented People Looking for?

Quality Places to Live, Work and Play

- **Active/dynamic living environment** with lots of fun:
 - Entertainment, recreation, cultural amenities, social interaction, and diverse cultural and ethnic experiences.
- **Amenities driven**: parks, outdoors, clubs, sports, hunting, fishing, waterways, greenery, etc.
- **Diverse lifestyle choices**:
 - Multi-modal transportation (**especially transit**), housing type and range of prices, density range.
- **Business and entrepreneurial opportunities**:
 - Creativity, risk taking, good market for innovation, high wage jobs.



Market Preferences are Changing

- What Millennials and many Gen X'ers want is not what Boomers wanted.
- Millennials grew up in the suburbs, they want a denser urban environment with more choices.
- They don't drive as much and far fewer even have drivers licenses.
- They like mass transit, they ride bikes a lot and want green space, entertainment and amenities in abundance and close by.
- They are MOVING OUT OF MICHIGAN TO GET THESE AMENITIES



Community Preference Survey

Public preferences:

- 47% prefer to live in a city or a suburban neighborhood with a mix of houses, shops, and businesses.
- 88% say neighborhood is a bigger consideration than house size, and
- Public schools, sidewalks, or places to take walks are top community characteristics wanted.

Belden, Russonello & Stewart, LLC. **The 2011 Community Preference Survey: What Americans are looking for when deciding where to live**, commissioned by the National Association of Realtors, March, 2011.



Percentage of Movers Indicating a Preference for These Community Attributes



Community Attribute Preferences

Likely Movers



The Denver Investment Strategy

Employers will follow the workforce. For a city to remain economically competitive in the future, it must attract the millennial generation, the future workforce. Nationally, employers recognize that the millennial generation is more likely to choose **to live and work in or near an urban center**. Mountains and oceans have become secondary to downtown amenities.

The Downtown Denver Partnership released a report that details city building efforts — including amenities, transportation infrastructure, educated population, residential growth, innovation and entrepreneurship, and emerging green economy — that make the urban core of the Mile High City an attractive place for these younger workers.

—Tami Door, Downtown Denver Partnership

the vision elements

To achieve a vibrant, economically healthy, growing and vital downtown, Denver must be committed to a sustained effort in each of the elements: **Prosperous, Walkable, Diverse, Distinctive and Green**. The strategies and projects in each category are critical for Downtown Denver to remain competitive within regional, state, national and international markets.









2014 Conceptual rendering of Columbia Park neighborhood in The District, Detroit



CREATING PLACE TO INCREASE POPULATION AND ATTRACT NEW RESIDENTS

Contemporize Transportation Systems

- Plan for and invest in sustainable, multi modal transportation infrastructure – Green Streets, road diets, roundabouts, bike infrastructure, protected lanes, trails, sidewalks, bus rapid transit, trains, regional systems, complete streets

Transit Bus and Rail

- Provide frequent service (include shelters)
- Locate stops at key destinations and along high pedestrian traffic routes
- Keep well-lit and clean
- Allow integration with cyclists



Complete Streets = Walkability

All modes of travel are accommodated within the transportation network.

Urban CS include:

- sidewalks,
- bike lanes,
- special bus lanes,
- comfortable and accessible public transportation stops,
- frequent and safe crossing opportunities,
- median islands,
- accessible pedestrian signals, curb extensions,
- narrower travel lanes.

Rural CS

A complete street in a rural area might just be a highway with a wide paved shoulder.

- Obviously, this will look quite different from a complete street in a highly urban area, but both are designed to balance safety and convenience for everyone using the road.



Invest in Sustainable Infrastructure

- Consider the legacy and social costs of new utility infrastructure
- Continuing to build outward into rural areas can remove prime farmland from production
- Greenfield development makes commutes longer, and is land consumptive (since these pipes typically serve primarily Single Family homes and strip commercial) = fewer households per acre and a higher cost to serve each HH.
- Accelerate alternative energy infrastructure development
- Focus on infrastructure resilience – capacity calculations are often still based on pre-climate change data, and must be adjusted for stormier weather events. Storm water management is particularly important.
- Require Capital Improvements Plans and Asset Management Programs.





Provide a Variety of Housing Options Across All Price Points



Provide a Variety of Housing Options Across All Price Points

Too Much of This



Not Enough of This





Shift to Attached Residential Housing

- Homeownership is declining and will continue to decline.
- When those aged 65 and older move, 80 % vacate single-family houses, but only 41 % move into single-family units while the rest - 59 % -- move into multi-family buildings.
- Because the largest age cohort is Baby Boomers and they are just reaching this age, the impact will be huge over the next 20 years.

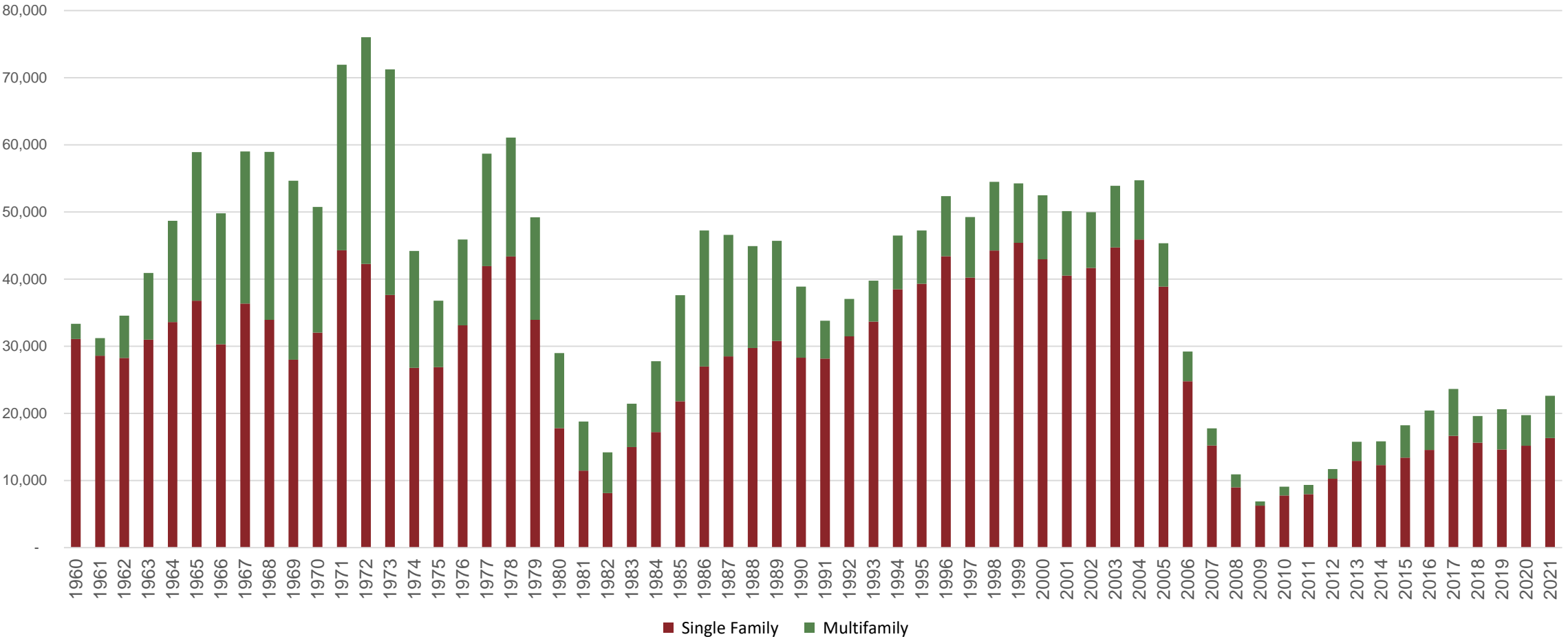


IMPACTS OF THE HOUSING CRISIS

- Construction rates have **not returned** to pre-Great Recession levels
- In Michigan, state population grew by only 2% between 2010-2020, but **households projected to increase by 3.7%** by 2030
- Compared to rate of 1968-2000, from 2000-2020, an additional **5.5 million** housing units should have been constructed nationwide
- **Shortage** of *at least* 150,000 housing units in Michigan by 2045 if trends continue

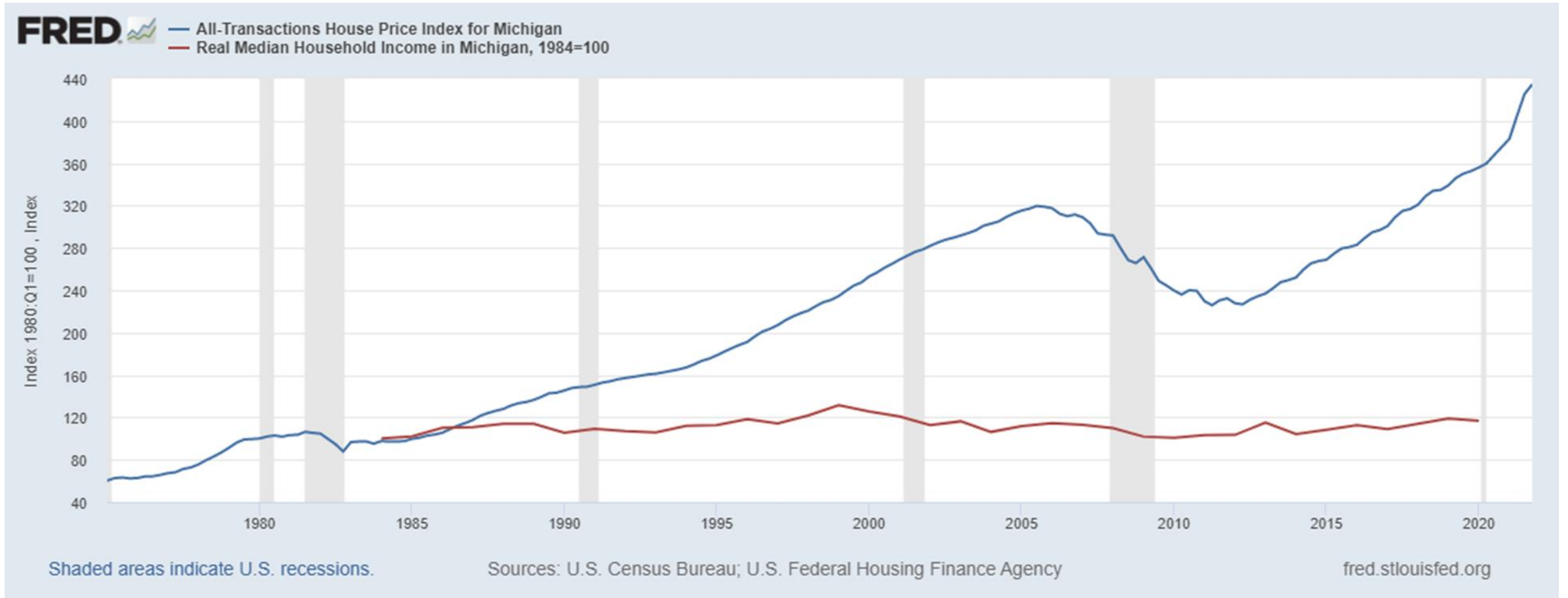


Building Permits in Michigan, 1960-2021





Affordability Gap



Short's Brewing Co. purchases Bellaire Inn in response to northern Michigan housing crisis

The northern Michigan brewery will use the 26-unit motel to provide temporary, transitional housing for summer workers who can't find a place to live



Brian Manzullo
Detroit Free Press

Published 12:35 p.m. ET April 22, 2022 | Updated 1:39 p.m. ET April 22, 2022

WHY DOES THIS MATTER?

- Housing shortage **strangles economic growth**
- There are **equity** and fair housing implications
- Choice: zoning is a market intervention **limiting personal and market freedom** about where and how to live
- Current codes **out of sync** with reality of market conditions and household types and preferences
- Michigan Zoning Atlas Project

Households by Type in Michigan, 2020



Households by Type		Percent
Household with no spouse/partner present		46%
	Living Alone	30%
Married-couple or cohabitating couple		54%
Households with 1 or more <18 years		28%
Households with 1 or more 65 years +		31%

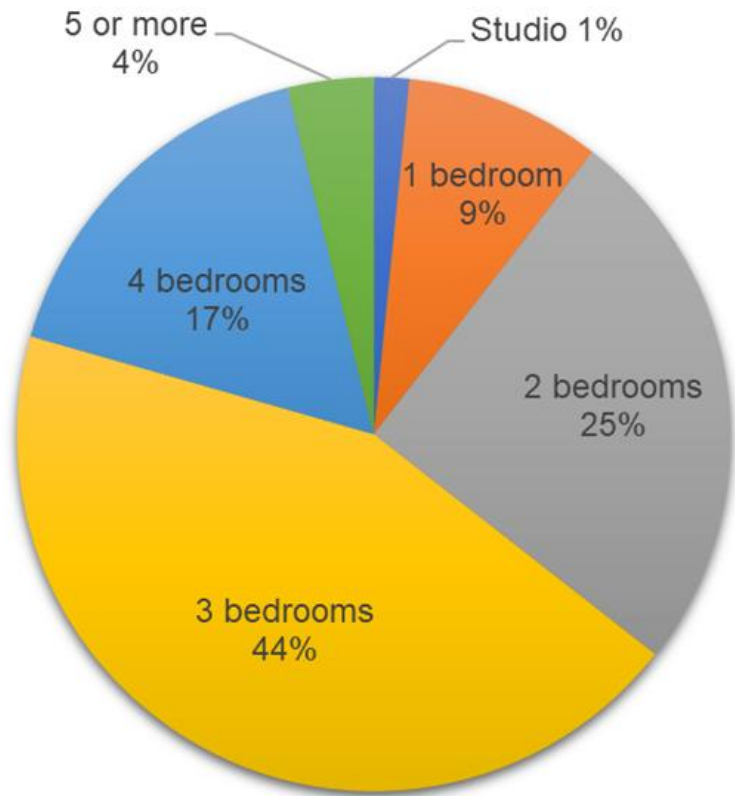
CHANGING DEMOGRAPHICS AND PREFERENCES

- **Nearly 1/3rd** of Michigan households are comprised of people living alone
- **More than half** of our households are two adults without children at home
- Most of the housing stock in the US was built in the 1950s for families with kids at home
- These patterns of housing development continued even though family composition patterns have changed significantly.
- A little more than **one-quarter** of all households have children at home
- YET...

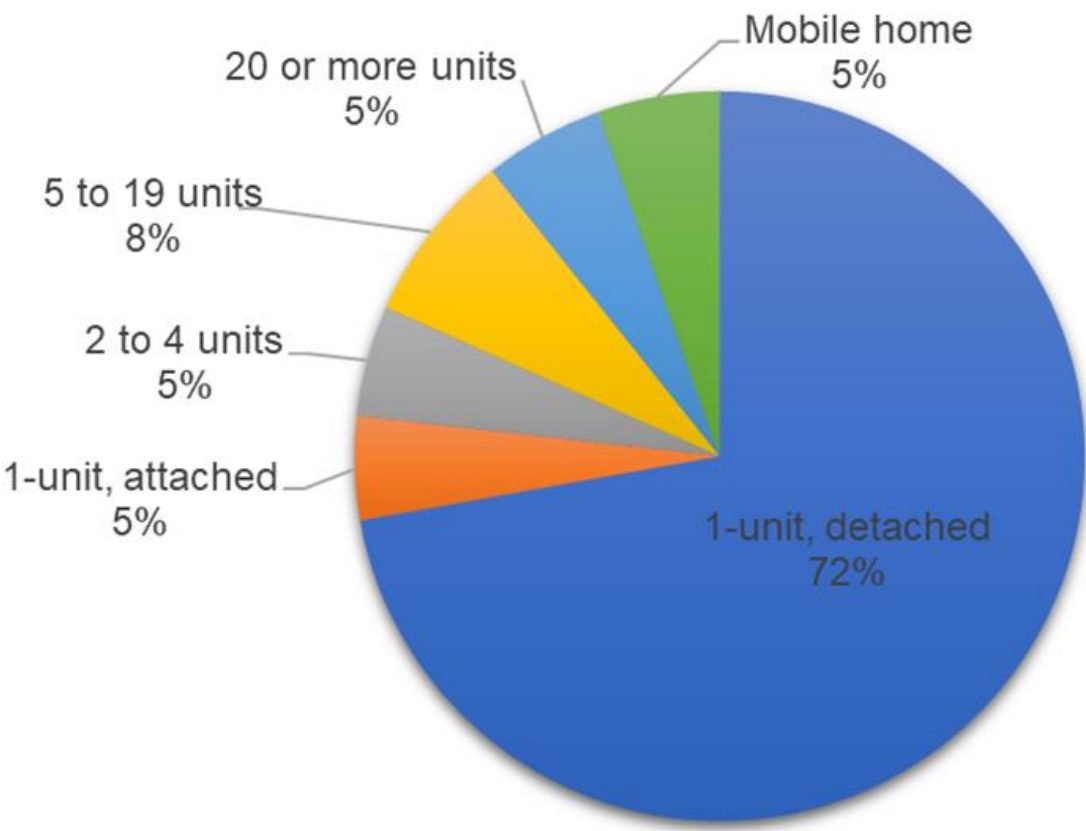


Most of our housing has 3+ bedrooms and a yard

% Number of bedrooms in Michigan housing units, 2020

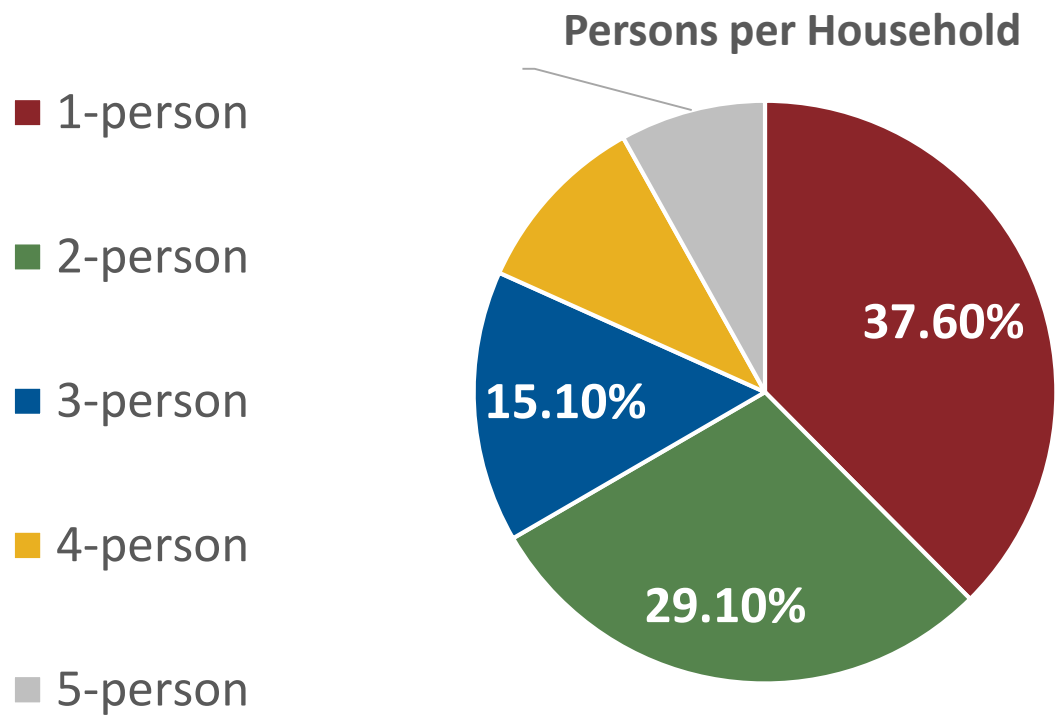


% Housing units by type in Michigan, 2020





67% of all households in Michigan are comprised of just 1 or 2 people.





Housing Future Current and Future Populations

Who are the Target Households?

Younger Singles and Couples
Empty Nesters and Retirees

What are their Housing Preferences?

What Does This Look Like?
A Vision for YOU . . .

Rental Lofts/Apartments
For-Sale Lofts/Apartments
For-Sale Townhouses/Rowhouses
For-Sale Live-Work Units



Mixed-Use Buildings



Mansion Apartment Buildings

Rowhouses



Live-Work Flexhouses





Zoning Reform for Housing Choice and Supply

- Most Zoning Codes do not allow for any of the housing typologies shown in the last slides
- Most Zoning Codes favor Single Family Zones
- Missing Middle Housing – which typically includes a range of the most acceptable non single family housing typologies – is excluded from most communities
- Not In My Back Yard (NIMBY) is a huge detriment to inclusion of other than single family homes in a community.
- The MAP Zoning Reform Toolkit provides municipal level regulatory fixes.

BUT . . .

. . . State level regulatory reforms to increase housing supply are critical to meet the needs of the talent class we hope to attract to our state.

This could include

- Accessory dwelling units
- Missing middle housing typologies
- Eliminating parking mandates
- Use by Right and Administrative Approvals



Missing Middle Housing Types



If the community wants to focus on talent attraction and retention as a foundation of Placemaking, there is a particular set of housing types that are often missing. They are the Missing Middle Housing Types shown here.



Michigan Small Town Transect





PROGRAMS FOR PLACEMAKING



Redevelopment Ready Program and Michigan Main Street (MEDC)

- MMS recognizes that historic buildings have Good Form that need preservation and that many main streets are Quality Places. Program works to sustain this through: Organization; Promotion; Design; Economic Restructuring.
- RRC program helps communities get ready for major redevelopment.





Revitalization and Placemaking Program (RAP) (MEDC)

The Revitalization and Placemaking 2.0 program will provide access to gap financing for place-based infrastructure development, real estate rehabilitation and development, and public space improvements. RAP 2.0 received an appropriation of \$100 million in the budget supplemental SB 7 signed by Gov. Whitmer on Feb. 1, 2023.

- The Revitalization and Placemaking Program (“RAP 2.0 Program”) is an incentive program that will proactively deploy \$100 million in state funding ... to invest in projects that enable population and tax revenue growth through rehabilitation of vacant and blighted buildings and historic structures, rehabilitation and development of vacant properties, and development of permanent place-based infrastructure associated with social zones and traditional downtowns, outdoor dining, and place-based public spaces.
- This tool provides access to real estate and place-based infrastructure development gap financing in the form of grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million for public space place-based infrastructure per project, and grants of up to \$20 million to local or regional partners who develop a subgrant program.

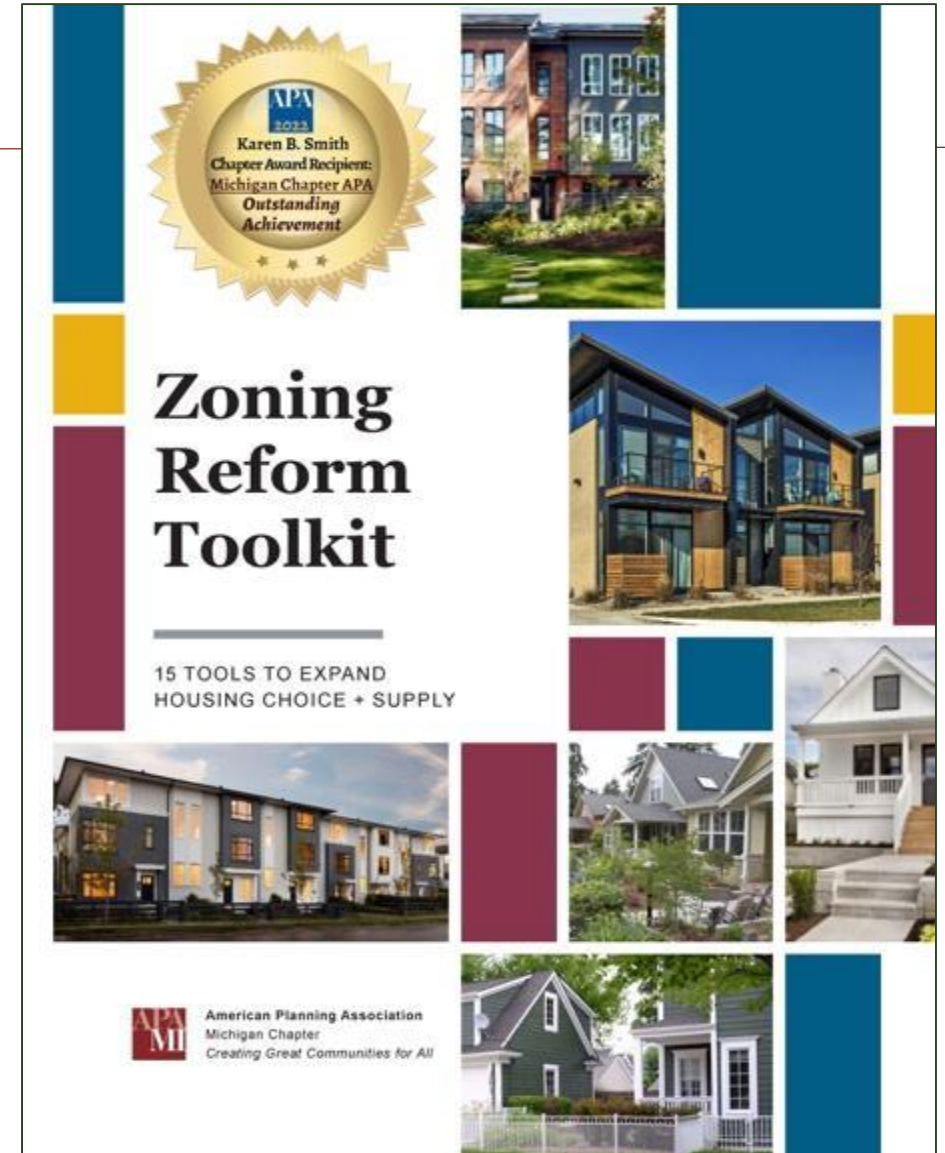


Missing Middle Housing Program (MMHP)

- The Missing Middle Housing Program (“MMHP”) is a housing production program designed to address the general lack of attainable housing and the housing challenges ... by increasing the supply of housing stock to support the growth and economic mobility of employees by providing cost defrayment to developers investing in, constructing, or substantially rehabbing properties targeted to Missing Middle households.
- MMHP is funded by State appropriated American Rescue Plan (ARP) Funds from the U.S. Department of the Treasury. \$50 million of ARP funding was initially dedicated in March of 2022, with an additional \$50 million of ARP funding in January 2023, for a total of \$100 million dedicated to the Missing Middle Housing Program.
- Missing Middle grants are designed to help reduce construction costs by funding gaps in eligible projects.
- The grant amount is limited to the actual labor and material cost of the construction or rehabilitation with a maximum award of \$80,000 per unit for projects of less than 12 units (i.e. 11 units or less) and \$70,000 per unit for all others.
- Each geographic partnership region throughout the state will receive a minimum amount of funding as shown to the chart located at Tab E – Housing Partnership Regions.

Grants for Planning and Zoning

- The 2024 State budget included a **\$5M allocation for grants to local units of government** to help cover the costs associated with pro-housing zoning/land use reforms such as outlined in the Michigan Association of Planning Zoning Reform Toolkit for Housing Choice and Supply
- Michigan Economic Development Corporation (MEDC) and MSHDA are developing program criteria





MDARD Office of Rural Development

Rural Readiness Grant Program (RRGP)

- Provides rural communities (via tax-exempt organizations) with up to \$50,000 to support collaborative planning and capacity initiatives.
- These are competitive, reimbursement grants support and invest in underserved areas and populations by providing reimbursement grant funding for capacity building activities, development readiness initiatives, partnership and plan formation, and cross sector collaboration.



MSHDA Statewide Housing Plan

- MSHDA released its first-ever Statewide Housing Plan on September 7, 2022.
- The plan discusses eight priorities: equity and racial justice, the housing ecosystem, homelessness, housing stock, older adult housing, rental housing, homeownership, and communication and education.
- Regional Housing Partnerships have already emerged and are making plans for the 15 RHP Regions



THANK YOU

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