



# PLACEMAKING AS AN ECONOMIC STRATEGY

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# THE QUALITY OF A PLACE

Quality places are essential to attracting and retaining talented workers, and where they concentrate jobs are also plentiful. Place matters and quality places matter most of all.

Quality places rarely occur accidentally. They are the result of hundreds of deliberate incremental decisions by local elected and appointed officials, landowners, businesses, urban planners, urban designers, nonprofit organizations, and citizen volunteers, which usually over a long period of time.



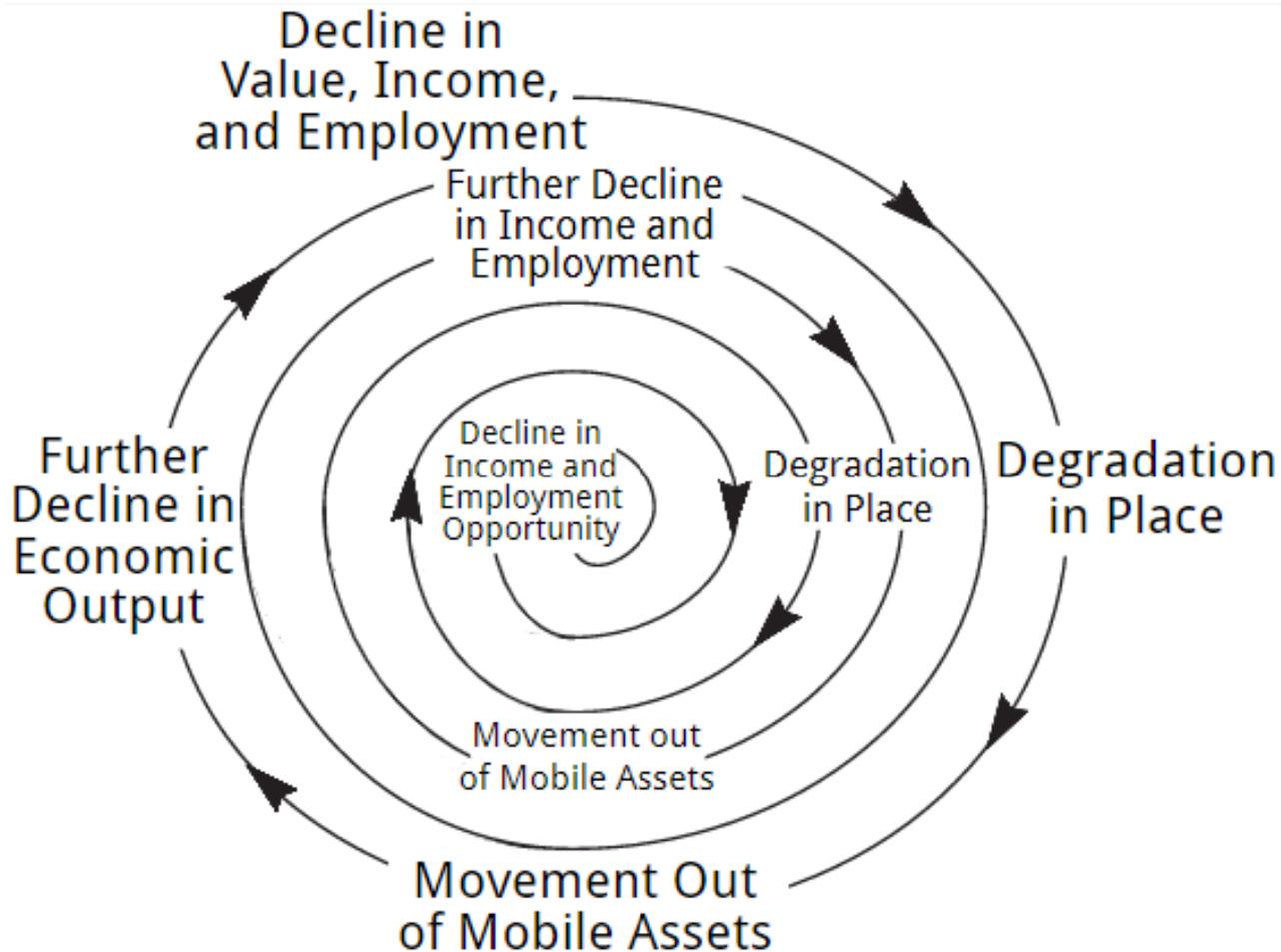
# WHAT IS PLACEMAKING



A process of creating a quality place where people want to live, work, play, shop and visit.



Simple in concept: People want to live in a mixed-use place which contains the amenities, resources, networks, and opportunities to support their lifestyles.

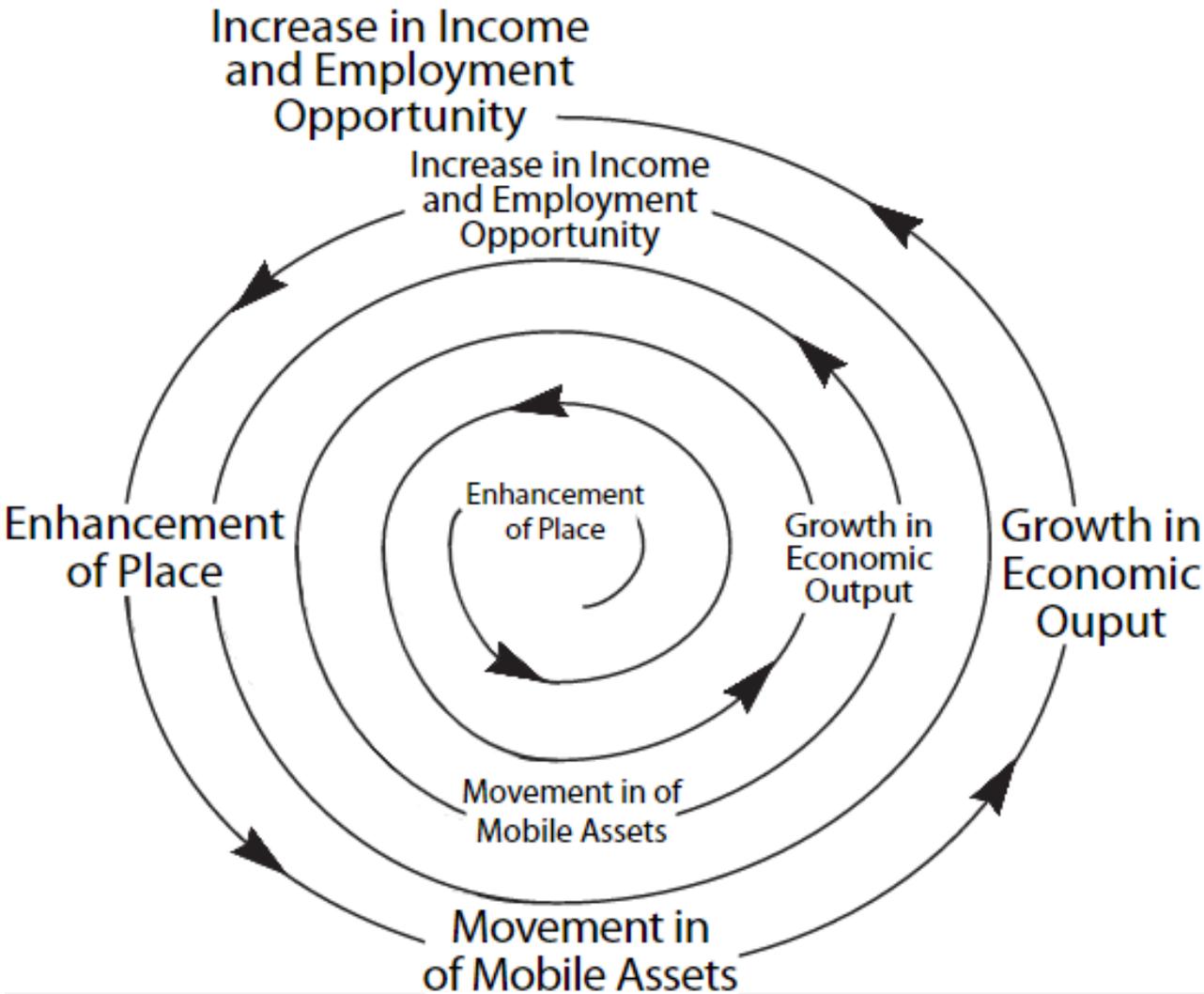


## DECLINE OF PLACE AND ASSET DECAY

Source: Adelaja, S., C. McKeown, and B. Calnin. (2010). Michigan's Critical Assets: An Atlas of Regional Partnerships and Placemaking for Prosperity in the Global New Economy. East Lansing, MI: Land Policy Institute, Michigan State University. Available at: [http://landpolicy.msu.edu/resources/michigans\\_critical\\_assets\\_an\\_atlas\\_for\\_regional\\_partnerships\\_and\\_placemakin](http://landpolicy.msu.edu/resources/michigans_critical_assets_an_atlas_for_regional_partnerships_and_placemakin); accessed June 23, 2022.



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## GROWTH OF PLACE

Source: Adelaja, S., C. McKeown, and B. Calnin. (2010). *Michigan's Critical Assets: An Atlas of Regional Partnerships and Placemaking for Prosperity in the Global New Economy*. East Lansing, MI: Land Policy Institute, Michigan State University. Available at: [http://landpolicy.msu.edu/resources/michigans\\_critical\\_assets\\_an\\_atlas\\_for\\_regional\\_partnerships\\_and\\_placemakin](http://landpolicy.msu.edu/resources/michigans_critical_assets_an_atlas_for_regional_partnerships_and_placemakin); accessed June 23, 2022.



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# FACTORS TO CONSIDER

- Not a complete solution in itself
- Gateway to other programs
- Part of an outcome of other community development processes
- Integrate cultures into placemaking processes
- Catalyst for community improvement



Often, farmers markets struggle with marketing and recruiting customers. By adding arts activities and demonstrations, families are more likely to come because children can have an activity to do while family members spend money at vendor booths.

# FARMERS MARKET FESTIVAL



## **COMMUNITY FLOWER GARDEN**

**Many people grow and tend beautiful flowers on their own properties. Have a “flower drive” to collect bulbs and seeds from residents to create a legacy flower garden in a public space.**



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Using clear, uncomplicated prompts, encourage residents to take interesting photos of downtown. The results are incredible. Not only does this process allow for creativity, displays each participant's individuality and shows how they find different aspects of downtown interesting.

# DOWNTOWN PHOTO CHALLENGE



## ARTISAN MARKET

Artisan Markets build community through the arts. The market can feature local artisans, food vendors, small businesses, and musicians who are all community members and essential in a community's economy. The market allows for people to build relationships by mingling, shopping, and supporting the local economy in an innovative and grassroots way. The community also benefits beyond the market's footprint through dollars spent at local eateries, shops, gas stations, and even at established places of entertainment, such as community theatres, arcades, or campgrounds.



**Restoration of small parks that may have been neglected. Depending on the characteristics of the population near those parks, it may be time for new playground equipment, or a new area for sports. This is a placemaking project that can build community identity and a stronger sense of place.**



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## COMMUNITY DRIVEN PAINTING COLLAGE

Community members painted collage tiles which were then used as art in a local Mexican cafe which was struggling after COVID-19.



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Animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired”

Markusen & Gadwa, 2010





Questions?



# CONTACT INFORMATION

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