

Placemaking as an Economic Development Tool

PLACEMAKING AS AN ECONOMIC DEVELOPMENT TOOL



MICHIGAN STATE UNIVERSITY | Land Policy Institute

The ultimate guidebook on placemaking. Geared specifically toward Michigan, this guidebook seeks to assist neighborhoods and communities with quickly reshaping their thinking and acting on how effective placemaking will greatly enhance community and economic development.

This guidebook includes the research that justifies placemaking, identifies the elements (good form, public engagement) and planning processes of placemaking, regulatory tools to achieve it, and then provides a comprehensive look at each of the four types of placemaking to use to create new quality places in your community.



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

With an emphasis on economic aspects, the guidebook is particularly valuable for Michigan and other Midwest and Great Lakes states that are attempting to reshape their communities to again be competitive for people and workers in the global New Economy.

Appropriate for municipalities of all shapes and sizes. Local policy makers, professionals, civic and business leaders, and others will find enormous value in understanding their role in creating a large number of quality places with a strong sense of place, because PLACE MATTERS!



Available online at: <http://landpolicy.msu.edu/resources/pmedtguidebook>.