Smart Growth in Michigan

Presented by:
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2006 creation by MSU & the WKKF to serve as the Go-To Place:
- A “Brainbox” for Land, Place & Prosperity Science.”
- “Knowledge center for Michigan’s Transformation”.

Mission:
- Integrated research, outreach & engagement.
- Science-based strategies for Michigan’s repositioning.

Teambuilding to solve policy problems at the state & local levels.
- We have to do forward looking work.
- From reactive land use strategies to proactive place policies.
Michigan’s Climate Action Plan

Land Use Planning Goals:

1. Reduce low density development and the conversion of greenfield open land to development 25% by 2015, 50% by 2025, and 80% by 2050.

2. Encourage communities to utilize an “infill” approach for both new and redevelopment projects by focusing on areas where infrastructure already exists.

3. Work to ensure that at least 60% of new/future statewide growth utilizes more compact development or transit-oriented development design.
What are the Ten Smart Growth Tenets?

1. Foster distinctive, attractive places with a strong sense of place.
2. Create walkable neighborhoods.
3. Create a range of housing opportunities and choices.
4. Mix land uses.
5. Provide a variety of transportation choices.
6. Preserve open space, farmland, natural beauty, and critical environmental areas.
The Ten Smart Growth Tenets (Continued)

7. Strengthen and direct development toward existing communities.
8. Take advantage of compact building design.
9. Encourage community and stakeholder collaboration.
10. Make development decisions predictable, fair and cost-effective.

For more information:
www.smartgrowth.org and www.smartgrowthamerica.org
How Does Smart Growth Fit the New Economy?

- High quality, high amenity living environments are key to attracting knowledge workers (entertainment, cultural attractions, green space, pedestrian orientation, transit, bike paths, mixed-use development and other livable community elements).
<table>
<thead>
<tr>
<th>Old Economy</th>
<th>New Economy</th>
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<tbody>
<tr>
<td><strong>Inexpensive place to do business was the key.</strong></td>
<td>Being rich in talent and ideas is the key.</td>
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<td><strong>Attracting companies was the key.</strong></td>
<td>Attracting educated people is the key.</td>
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<tr>
<td><strong>A high-quality physical environment was a luxury, in the way of attracting cost-conscious businesses.</strong></td>
<td>Physical and cultural amenities are key in attracting knowledge workers.</td>
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<tr>
<td><strong>Success = fixed competitive advantage in some resource or skill.</strong></td>
<td><strong>Success = organizations and individuals with the ability to learn and adapt.</strong></td>
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<td><strong>Economic development was government-led.</strong></td>
<td><strong>Partnerships with business, government and nonprofit sector lead change.</strong></td>
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<td>Industrial sector (manufacturing) focus.</td>
<td>Sector diversity is desired, and clustering of related sectors is targeted.</td>
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<td>Fossil fuel dependent manufacturing.</td>
<td>Communications dependent.</td>
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<td>People followed jobs.</td>
<td>Talented, well-educated people choose location first, then look for a job.</td>
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<tr>
<td>Location mattered.</td>
<td>Quality places with a high quality of life matter more.</td>
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<tr>
<td>Dirty, ugly, and a poor quality environment were common outcomes that did not prevent growth.</td>
<td>Clean, green environment and proximity to open space and quality recreational opportunities are critical.</td>
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It is all about Placemaking!

- Talented, well-educated people who are key to success in the New Economy are attracted to quality living environments. They like amenities and lots of other people around.
- Making a wide variety of quality living places is what local planning is all about!
Current Situation - Retail

- Chasing the “right” mix of demographics
- Incentives for disinvestment
- Easier to build on a greenfield site than redevelop
Current Situation - *Downtowns*

- Downtowns became auto dominated
- Disincentives for redevelopment
- Disconnected with population
Types of Redevelopment

- **Greyfield**
  - Properties that have been developed, and have infrastructure in place, but whose use is outdated or blocks access to the best continued use or redevelopment of the real estate.

- **Brownfield**
  - Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

- **Historic**
  - Buildings and sites with historical and cultural value which cannot be profitably reused because of their layout and/or because the cost of preserving their historical/cultural aspects is too high.
Advantages to Adaptive Reuse

Advantages include:

- Infrastructure (utilities, roads, etc.) are already in place.
- Nearby residential neighborhoods can provide employees and markets for new commercial development, etc.
- There is more efficient use of land, as opposed to developing greenfield sites.
- Redevelopment is more sustainable since reuse encourages non-motorized activity and less use of land and materials.
A lifestyle center is a shopping center or mixed-used commercial development that combines the traditional retail functions of a shopping mall but with leisure amenities oriented towards upscale consumers.

An example of a lifestyle center in Michigan is the Village of Rochester Hills, which was built on the site of the demolished Meadowbrook Village Mall.
What we can do - Think Like a Developer

- Communities that believe in what they are doing can take on the role of developer, but local governments or communities are not usually used to thinking like developers.

  - This role starts with a market and financial analysis and proceeds through site acquisition, design, construction, and ultimately management or sale of the property.
Reuse Strategies

There are four common strategies used to reach this goal:

- Mixed Use Development
- Property Consolidation
- Adaptive Reuse
- Rehabilitation
Green Development - 
*The Big Picture*

...the application of sustainable technologies and practices for land use development
Green Development Results in...

Fundamentally more efficient, healthier and more cost effective buildings and neighborhoods that recognize the importance of open spaces, parks, natural drainage, vegetation and other natural resources.

Ultimately green development is as profitable as current development practices
Communities

Conventional Development
- Separates all land uses
- Makes transportation necessary
- Large school campuses on “green fields” rather than in neighborhoods

Green Development
- Business mixed with housing
- Promotes public transit and walking/biking
- Schools built in central location allows better access
Geography of Green Development

Consider all three geographic entities when creating a master plan.

Interdependency requires careful collaboration and eliminates duplication.
Community Green Development Focuses On

- Healthy design
- Human scale
- Renewable energy sources
- Multimodal, multigenerational transportation.

The goal is a sustainable sense of place that is eco-friendly.
Setting the Stage

- The Community framework is defined in the master plan
- Determine a starting point
  - New development
  - Redevelopment
- Adequately budget or finance
- Justify initial up-front costs versus long-term savings
- Identify who should be responsible:
  - Private sector
  - Public sector
  - Both
- Getting the public to agree that change is needed and finding ways to change perceptions and mind sets
- Getting multiple communities to work together
Taking the First Steps

- Make the project a community and regional effort, reach out to potential partners
- Start small, make a set of goals and measurable milestones that are concrete and achievable
- Remember! If you can measure it, you can implement it

Pick the type of implementation you need to use:

- Strategy
- Policy
- Method
A general rule of thumb for a walkable neighborhood is based upon the comfortable 5- to 15-minute walk, or a ¼-½ mile. Most traditional downtowns are based upon ¼ mile units.
The Products of Conventional Zoning

Discontinuous Network

Well-Connected Network

- Spatial separation of key daily activities
Building the same Density, different Forms

Use: Single Family Residential
Density: 8 Units per Acre

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Density: 8 Units per Acre
CO$_2$ and density

![Graph showing the relationship between CO$_2$ emissions and net residential density. The graph indicates a decreasing trend in CO$_2$ emissions as the net residential density increases.](image)

Source: LUTAQH final report, King County ORTP, 2005
CO₂ and connectivity

Source: LUTAQH final report, King County ORTP, 2005
Create Pedestrian Environment

- New buildings should be built close to the road to help define the streetscape of the corridor and create a pedestrian-scaled street character.
Implementation

- Update master plan
- Amend the zoning ordinance and provide incentives
- Involve the residents of the community in community meetings and design charrettes
- Implement public improvements
  - Streetscapes
  - Parking structures
- Educate the public
How do we make a Smart Growth/Local Climate Action Plan Work?

1. Make it legal
2. Connect the dots
3. Take a systems approach
4. Offer more “flavors” of development
5. Measure the benefit
6. Lead by example
7. Mindset for change
Welcome to the Smart Growth Readiness Assessment Tool (SGRAT). It is brought to you by Michigan State University's Citizen Planner, the Planning & Zoning Center at MSU, and the MSU Land Policy Institute, with funding from the Michigan Department of Community Affairs.

“Smart Growth is development that serves the economy, community, and the environment.”

Getting To Smart Growth: ICC Policies for Implementation, 2002 Smart Growth Network, page 1
Thank You!

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