

People. Places. Placemaking.

A collaboration of the MIplace Partnership Initiative



Richard Murphy
Michigan Municipal League
rmurphy@mml.org

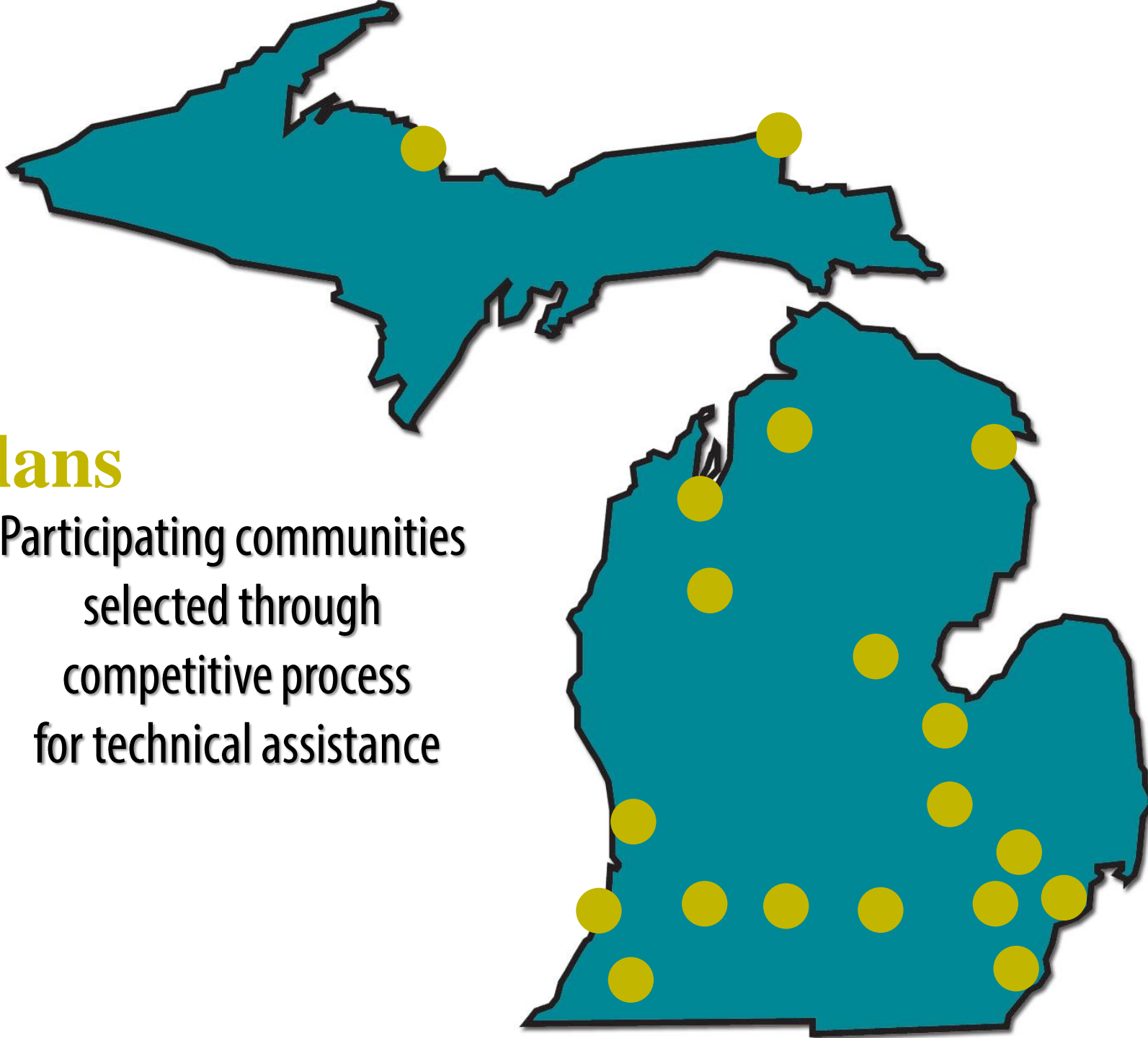




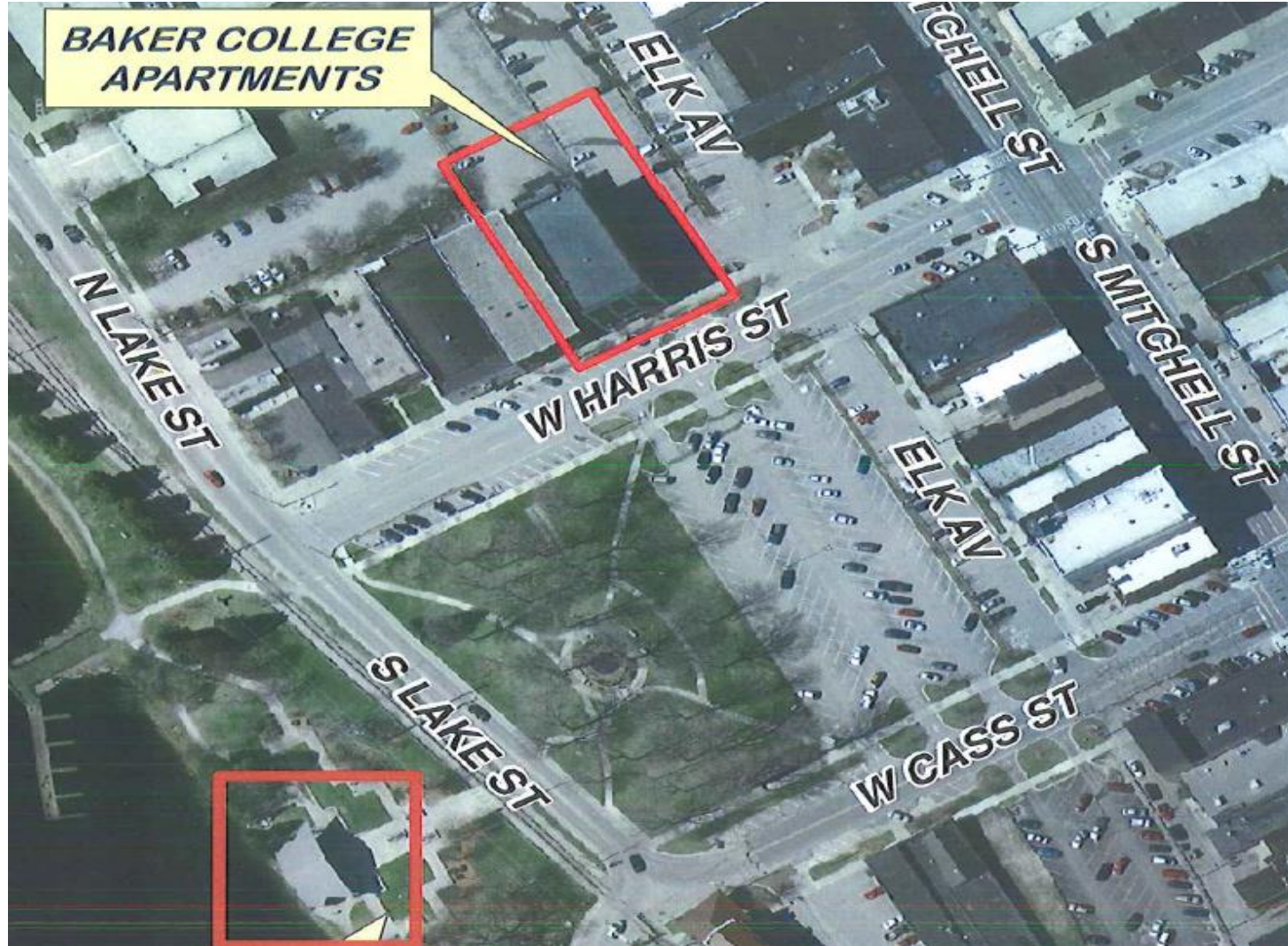
So, what's placemaking?

PlacePlans

Participating communities
selected through
competitive process
for technical assistance



Cadillac



Cadillac



Allegan



Allegan



Farmington & Farmington Hills



PLACEMAKING

Capitalizing on the distinctive assets of a community to integrate a mixture of uses that connect people and places on a human scale. It is a scalable strategy to create adaptable, economically competitive 21st century communities worth caring about.

VIDEOS

ENGAGE

HOW-TO

21ST CENTURY
COMMUNITIES

PLANS

ABOUT

PlacePlans

Michigan communities come in a wide variety of shapes and sizes, and so do PlacePlans. With different approaches, each type of PlacePlan is designed to amplify the community's vitality and economic viability.



PlacePlans

PlacePlans help communities design and plan for transformative placemaking projects with intense community

THE CONVERSATION



Latest Tweet



Check out this great employment opportunity with the City of Farmington:

t.co/WnZAL0DpWD

Time ago 6 Hours via [Twitter Web Client](#)

placemaking.mml.org/farmington-hills/

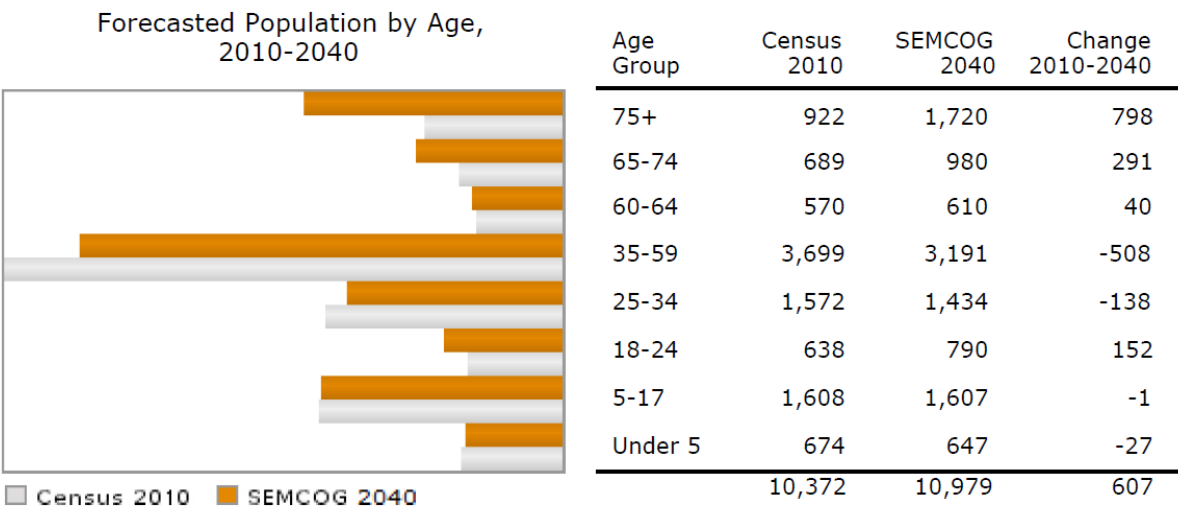
Process

- We began by studying existing conditions with the aid of mapping data, photography, and prediction statistics.
- We then issued a community survey, and recorded the communities perspective.
- After the survey we established some general concept ideas that may lend to design development.
- Tonight we are working hand-in-hand with the community develop design strategies further.

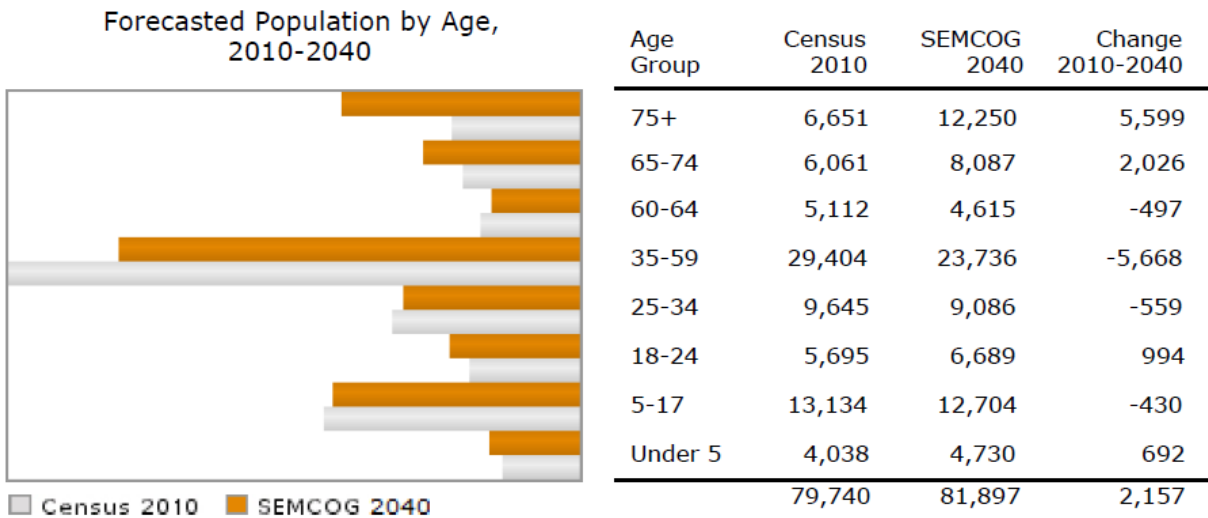
Existing Conditions Analysis Summary

- There are no distinct mechanisms that delineate the pedestrian realm.
- Local restaurants serve as cultural icons of study intersection.
- Existing road infrastructure is dominating and presents challenges for pedestrians (noise, safety, heat island effect).

FARMINGTON



FARMINGTON HILLS



Community Survey Analysis Summary

- Survey responses has consisted of 157 residents, 18 business/building owners, 1 college student/faculty, and 50 high school students.
- Repeatedly citizens value pedestrian safety, and walkability, the greatest in their community.
- There is a huge demand for there to be a boutique grocery store (think whole foods/trader joes) and coffee shop.
- Improved landscape features also seem to be of high importance to the community.

Guiding Principle 1: REIMAGINED URBAN FABRIC

- Surrounding commercial and residential areas seem to be in disharmony, we want to explore how they can be more supportive of one another in terms of design intervention. Particularly in terms of making the diverse typologies building and land use typologies feel cohesive.
- Currently the intersection serves as a formal divider of neighbors in each cardinal direction, this makes the community feel divided. But should really feel like a singular community experience.

Guiding Principle 2: IMPROVED PEDESTRIAN EXPERIENCE

- Make the pedestrian feel safe at all times of day.
- Existing conditions are not accommodating/supporting pedestrian activities.
- Function as mechanism for prompting people to walk.

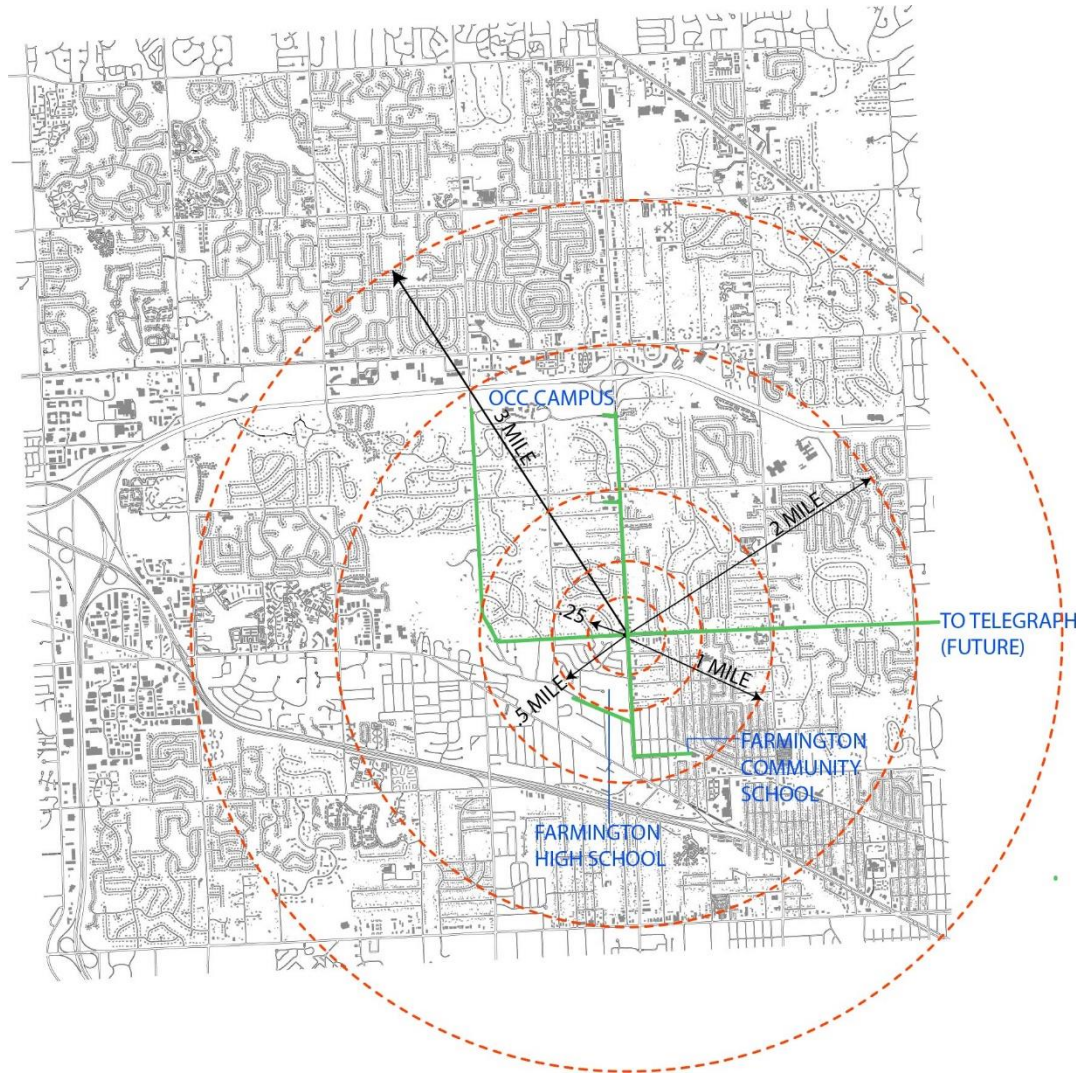
Guiding Principle 3: DESIGN FOR FUTURE DEMOGRAPHICS

- Future predications indicate that over the next 20 plus years the age demographic of local residents will change dramatically.
- The area should be attractive to people primarily within the age range of 35-59.
- Consider how focus area can also be of value to children and teens. This age range is nearly the second highest projected age demographic. And is important if the intersection is to be a central node for the schools in the area.
- The design proposal must also accommodate the elderly and retired.
- More people are actively seeking out walkable and sustainable communities to live in.

Guiding Principle 4: CONNECT COMMUNITY

- Intersection can serve as community connection of amenities, educational institutes, and public transportation.
- The intersection is actually rather symbolic of the societal exchanges between Farmington and Farmington Hills; this should be expressed in future design.
- Create public realm opportunities for people to engage with one another, and build community, building off of the precedent of Greene's.
- Create benefit for all surrounding subdivisions.

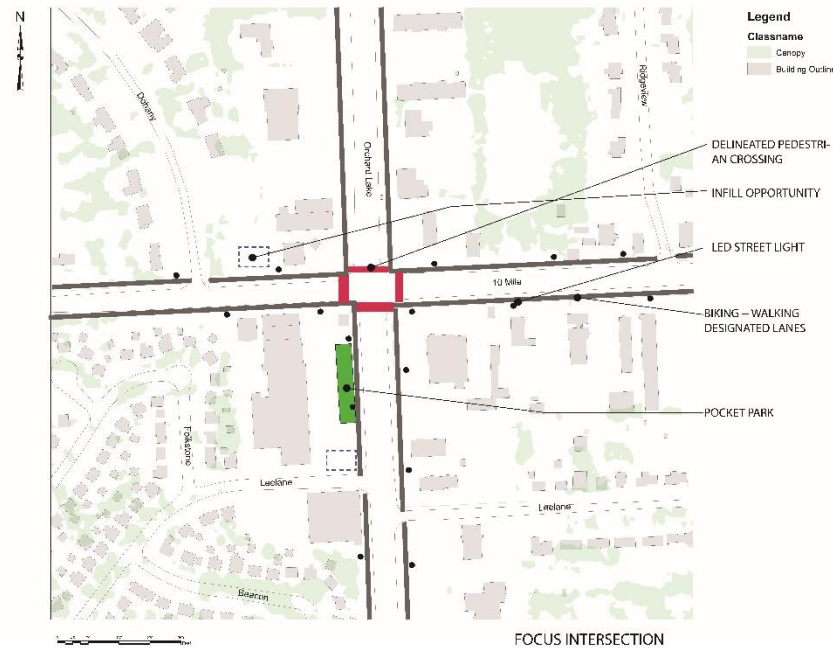
Concept Design: Non-motorized network



Concept Design: Pedestrian Corridor



Concept Design Modified Intersection



BENCHES



PUBLIC ART WORK



LANDSCAPING

Workshop Overview

- Work in small groups to discuss, sketch, and record ideas for improving the community.
- This workshop will be focusing on the three areas of non-motorized transportation, destination making, and community identity.
- We are recommending each group spend 20 minutes on each area of focus.
- At 7:30pm we will ask if any groups are interested in presenting their work.
- Most important is to get any ideas on paper!!