

Placemaking: Re-thinking the Nature of Environment



Urbanization defines the 21st century

The World in 2030

- In the 1950's only a third of the world lived in cities. By 2030, **75%** of the world's population will live in cities.

The world in 1950



AAC
VVC

The Art of Inclusion

- Building inclusive, healthy, functional, and productive cities is perhaps the greatest challenge facing humanity today. There are no easy solutions. And yet a key part of the puzzle lies right in the heart of the world's urban areas: **the public spaces**

- *Placemaking and the Future of Cities – Why Public Spaces Matter. Project for Public Spaces.*





Placemaking **Defined...**

- Placemaking is a way to make your community a better place to live and work by transforming public spaces into vibrant community places.
- National Association of REALTORS

Placemaking **Success Principles...**

- Engage the Community! It's their space. Involve their energy, creativity, passion and voice.



REALTORS CAN TAKE THE LEAD!

Beth Foley – MI REALTORS President 2012

- “Our role as REALTORS is more than simply helping folks to buy and sell houses. We owe it to our clients to help them find and keep homes in cities, towns and rural communities that have appealing and sustainable plazas, convenient transportation, walkable main streets, green spaces....”

REALTOR: Beth Foley

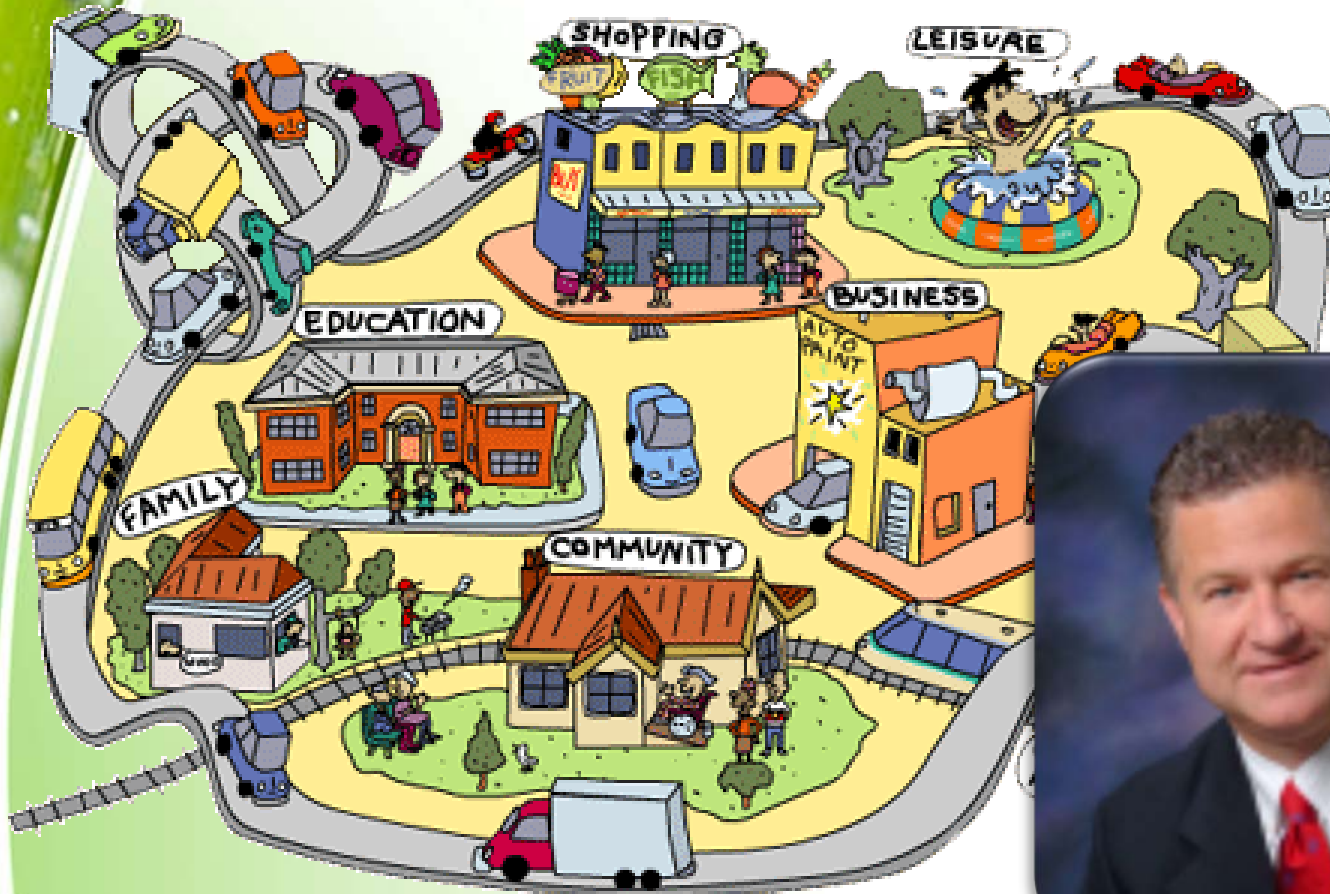


Opportunities for REALTORS...

- Educational Partnerships...
- Zoning & Planning Commissions
- Real Estate Developments
- Parks & Recreation
- Downtown Development Projects
- Mixed-use retail and commercial space
- City roads, bike paths,
- Commercial Lending & Investment opportunities
- Neighborhood revitalization projects – Rehabs
- Highlighting unique neighborhoods & architectural projects



ADOPT A PROPERTY – Georgetown Township



REALTOR: Ron Villerius



Benefits of Placemaking...

- Healthier communities
- More socio-economically viable communities
- Enhances community stake hold
- Revitalization
- Positive impact on property values
- May reduce crime & disaffection
- Source: NAR Placemaking for REALTOR Associations. A Guide to Transform Public Spaces to Community Places



Fostering Creative Spaces...

- The uncreative mind can spot wrong answers, but it takes a very creative mind to spot wrong questions.
—Anthony Jay

Placemaking **Success Principles...**

- Strong collaborative community management team is key to project success.



New Community Living...



COMMUNITIES APARTMENTS FOR RENT CURRENT RESIDENTS BLOG FAQ CONTACT

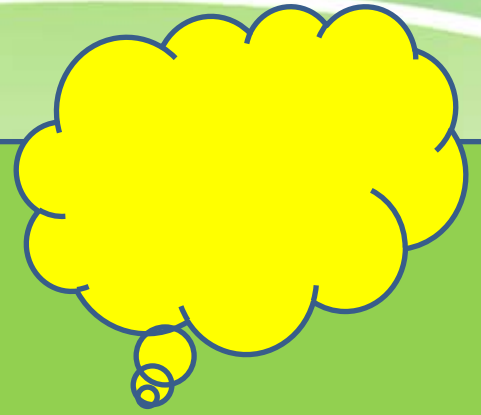
URBAN LIVING BLOG



celebrating 5 years with The Ravidian

"Humans hunger for community. We yearn to be connected. We want to feel good about the spaces where we live, work and play together."

-Place Matters



“You haven’t lived until...you check out Ludington’s Waterfront Park according to Detroit Free Press writer Zlati Meyer

Thank You!

Lola Audu, CRS, GRI, e-Pro, PMN[®]

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