Placemaking in Indiana

Colette Childress, Project Manager
Vision

Bedford, Indiana

OCRA works with Indiana communities to build relevant and economically thriving places where people want to live, grow, work and play.
OCRA works with local, state and national partners to provide resources and technical assistance to aid communities in shaping and achieving their vision for community and economic development.
OCRA was created in 2005 when the Department of Commerce was split apart. We are one of five agencies who report to Lt. Governor Suzanne Crouch.

- Since 2005, more than $820 million in funds secured for Rural Indiana.

- In 2017, OCRA awarded grant funding to 93 Indiana communities to total more than $28 million with $53 local dollars leveraged to aid these projects.

- OCRA awarded more than 100 grants.
Strategic Plan for Rural Indiana

The Indiana Office of Community and Rural Affairs works with Indiana communities to build relevant and economically thriving places where people want to live, work and grow.

Guiding Principles

• Retain, attract and develop talent in our rural communities.

• Incite and encourage regional collaboration in rural planning processes.
Strategic Plan for Rural Indiana

The Indiana Office of Community and Rural Affairs works with Indiana communities to build relevant and economically thriving places where people want to live, work and grow.

Strategic Framework

1. Provide opportunities and programs focused on our people and place-based investments.
2. Expand OCRA’s role as a Center of Excellence.
3. Build capacity of rural leadership.
4. Support economic growth and preservation in the Downtown and commercial districts.
5. Facilitate strategies to address rural broadband access.
“The place is becoming more important than product.”

- National Association of Realtors
Placemaking in Rural

“The easiest way to think about rural placemaking is in a regional context. Just the presence of rural areas with distinct identity surrounding more densely populated areas adds appeal and can be a population and economic development attractor.

Michigan State University
Placemaking IS Economic Development

“Economic Development is really the result of creating places where people want to be.”

Oklahoma City Mayor Mick Cornett
Placemaking in Rural

How do you **STOP** the **Brain** Drain?
“By bringing in new ideas, businesses, amenities, and social spaces, small towns can help foster place attachment”

PPS-Placemaking on Main Street: Revitalizing Rural August, 2016
What is Placemaking?

- **Community** specific, inspired and driven
- **Want** to be where you are, where you live
- **Partnership** makes it stronger
- **Impact** to the economy and population
- **Everyone** can play a role
- **Temporary** is acceptable and encouraged
Reuse, Reimagine, Revision, Reengage
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Reuse, Reimagine, Revision, Reengage

Artist Laurie Lundquist
Reuse, Reimagine, Revision, Reengage

Artist Christian Moeller
Reuse, Reimagine, Revision, Reengage

Artist Christian Moeller
Reuse, Reimagine, Revision, Reengage
Rethink and Reuse

City of New Jersey
Reuse, Reimagine, Revision, Reengage

Artist Ashley Holder
Reuse, Reimagine, Revision, Reengage
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Reuse, Reimagine, Revision, Reengage
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Price Breakdown (estimate)

- Lowes Plant Hooks: $26.91
- Treated board: $6.37 or free scrap
- Offer-up stools: $40

Total: $73

Be sure to get approval from appropriate local and state officials prior to any alterations!
Reuse, Reimagine, Revision, Reengage
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This
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This
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See super hydrophobic coating

Rust-Oleum Clear, Flat, Water...
$33.34
MSC Industrial...

4000 Ultra-Ever Dry Bottom Coating
$47.25
Thor Spill and... Free shipping

Rust-Oleum Neverwet Boot...
$14.99
Bed Bath & Bey...
★ ★ ★ ★ ★ (18)

Rust-Oleum Neverwet Clear...
$14.98
Lowe’s Store pickup

UltraTech 4000 Ultra-Ever Dry...
$49.00
Amazon.com Free shipping
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Community History Meets Unique Experience
One Thing Leads to Another…
One Thing Leads to Another…
One Thing Leads to Another…
Unsure? To Expensive? To Permanent?
Unsure? To Expensive? To Permanent?
Finding a Theme
Finding a Theme
The role downtown storefront’s play in placemaking
CONSUMER PERCEPTIONS RELATED TO RETAIL STORE APPEARANCE

**SHoppers Said...**

- 95%: "Stores’ external appearance influences their decisions about where to shop.
- 52%: "They avoided a store because of a dirty appearance from outside.
- 39%: "They won’t enter a store that doesn’t ‘look like a place I would normally shop.

**Importance of Business Appearance**

- 30%: Extremely important
- 66%: Somewhat important
- 4%: Neither important or unimportant
Storefronts

Why Your Storefront Matters

From a business perspective, does the quality of your storefront really matter? The short answer is Yes! If we think about the journey of potential customers to your storefront today...

1. Mobile technology allows people to do whatever they want, when they want and where they want.

2. Since people no longer HAVE to travel to shop, be entertained, get information and more, they end up only going to places where they WANT to go.

3. People are choosing and seeking out places that make them feel good, that are inviting, that deliver a compelling experience, and that foster social connections.

4. Your competitive advantage against big box and online retailers is to have your storefront (and the business within) be one of these places.
## Storefronts

<table>
<thead>
<tr>
<th>Online Retailers and Big Box</th>
<th>Small-scale Bricks and Mortar Retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assumes experience of shopping is horrible and should take as little time as possible</td>
<td>Assumes experience of shopping should be enjoyable and the journey is part of the benefit</td>
</tr>
<tr>
<td>Extensive product information</td>
<td>Touch, trial, sensory stimuli of actual product</td>
</tr>
<tr>
<td>Limitless selection and price comparisons</td>
<td>Curation and in-person service</td>
</tr>
<tr>
<td>Speed (in purchasing)</td>
<td>Speed (in obtaining the item)</td>
</tr>
<tr>
<td>Parking access</td>
<td>Walking and biking access</td>
</tr>
<tr>
<td>Consistency: always the same</td>
<td>Unique: customized with something new every time</td>
</tr>
<tr>
<td>In and out convenience</td>
<td>Opportunities for social interaction and lingering</td>
</tr>
<tr>
<td>Forgettable</td>
<td>Creation of memories and emotional attachment</td>
</tr>
</tbody>
</table>
How To: Friendly Storefront

1. Follow the **Desire Lines**
2. Create a **Place to Site**
3. Give **Surprise and Delight**
4. Engage the **5 Senses**
5. Inviting **Transitions**
6. Borders that **Bind**
What Have We Learned

If people have positive and useful experience in a place, then they will:

1. Space is **frequently used**
2. Frequent use creates a **routine or habit**
3. Routines and habits create a **relationship**
4. Relationship and desire to be creates **value**
What Have We Learned
METRICS
Importance of Looking Big Picture
Importance of Looking Big Picture
Perspective Change
Perspective Change
How Do I Engage?
Next Step

• Grab a **friend, family member** or **coworker**
• Find an area to **walk around** or **visit**
• Think about:
  • How could I **transform** this space **with** $10
  • How could I **transform** this space **with** $100
  • How could I **transform** this space **with** $1,000
  • How could I **transform** this space **with** $10,000
• **Collect** those ideas
• **Share them** with each other, share them with elected officials, share them with the community
• **Contact** OCRA!