REBUILDING PROSPEROUS PLACES IN MICHIGAN

views and values of placemaking in michigan, the midwest and the nation

A CASE STUDY OF 11 MIDWEST CITIES

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full report

MICHIGAN STATE UNIVERSITY | Land Policy Institute

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Executive Summary

SIMPLY DEFINED, PLACEMAKING IS ABOUT CREATING NEIGHBORHOODS AND COMMUNITIES WHERE PEOPLE WANT TO LIVE, WORK AND PLAY. IN MICHIGAN, MORE SPECIFICALLY, PLACEMAKING IS ABOUT TRANSFORMING NEIGHBORHOODS AND DOWNTOWN AREAS THAT ARE AUTO-ORIENTED, DETACHED, STAGNANT PLACES INTO PEDESTRIAN-ORIENTED, CONNECTED VIBRANT PLACES THAT WILL ATTRACT TALENTED, KNOWLEDGE WORKERS AND BUSINESSES. THERE HAVE BEEN SEVERAL RESEARCH EFFORTS THAT HAVE GATHERED INFORMATION ON JUST WHAT IT IS THAT PEOPLE WANT IN THEIR NEIGHBORHOODS, DOWNTOWNS AND COMMUNITIES. ADDITIONALLY, RESEARCH HAS BEEN CONDUCTED ON WHY PLACEMAKING IS SO IMPORTANT, AND WHAT VALUE IT BRINGS TO A COMMUNITY. THIS REPORT BRINGS TOGETHER MUCH OF THE FINDINGS FROM THESE STUDIES AND DIGS EVEN DEEPER INTO ISSUES OF DEMAND AND VALUE.

Simply defined, placemaking is about creating neighborhoods and communities where people want to live, work and play. In Michigan, more specifically, placemaking is about transforming neighborhoods and downtown areas that are auto-oriented, detached, stagnant places into pedestrian-oriented, connected, vibrant places that will attract talented, knowledge workers and businesses. There have been several research efforts that have gathered information on just what it is that people want in their neighborhoods, downtowns and communities. Additionally, research has been conducted on why placemaking is so important, and what value it brings to a community. This report brings together much of the findings from these studies and digs even deeper into issues of demand and value.

The second phase of the Rebuilding Prosperous Places project sought to address two major questions related to placemaking:

1. How do citizens view placemaking, both in terms of what value it has for their communities, and what types

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of "place amenities" they like to have within their neighborhoods?

2. What economic value does place-based development derive in a neighborhood, as measured by the change in housing prices in places that boast such characteristics as walkability, access to green space and mixed-use developments?

In order to address the first research question, two surveys were conducted. The first survey was conducted on a national scale to determine whether people viewed placemaking as a positive economic development tool, what amenities they currently have in their neighborhoods or communities, and what they would like to have, and whether the type or quality of an amenity (such as a grocery store, restaurant or park) factored into their desire to have that amenity in their neighborhood. The survey results showed that a majority of people believe that

> The survey results showed that a majority of people believe that there is a connection between placemaking and economic development, as well as between placemaking and quality of life.

there is a connection between placemaking and economic development, as well as between placemaking and quality of life. Respondents indicated that they would like a wide variety of amenities within walking distance of their homes, including neighborhood grocery stores, farmers' markets, independent local merchants, sandwich shops, coffee shops, parks with multiple uses, libraries, movie cinemas and art fairs. The type and quality of these amenities did appear to affect people's interest in having them close to their homes.

This national survey showed, however, that there is a general ambivalence about the pros and cons of living in denser, busier communities, particularly among the rural and suburban respondents. Several people expressed concern about perceived negative externalities associated with some amenities, like traffic and crime, and many people indicated a preference for rural and suburban locations, larger lots, suburban parks and a separation of other types of land use from housing. At the same time, survey results support the growing evidence that there are certain demographics, including young people (age 25 to 34) and non-white households and low-income households, which are more likely to live in urban environments and actually prefer highly walkable, mixed use, green developments with access to a variety of amenities. Because these demographic groups are large and growing, placemaking strategies to attract and retain these populations and to improve the quality of life in urban areas, should be informed by this better understanding of their preferences.

The second survey focused on households in Midwest cities to gather valuable information about what amenities Midwest urban residents want in their neighborhoods. The survey was conducted in six Michigan cities (Lansing, Royal Oak, Traverse City, Kalamazoo, Flint and Grand Rapids) and in five Midwest cities (Davenport, IA; Rochester, MN; Lakewood, OH; and Madison and Manitowoc, WI). Survey results suggest that, even in the Midwest, walkability is a preferred neighborhood feature in urban areas. It is one of the factors that is often involved in people's decisions to purchase or rent their homes. Many

people in these 11 Midwest cities say that they prefer to walk to destinations that are within a 15-minute walk of their home. The aesthetics and perceived safety of neighborhoods has an impact on whether and how far people are willing to walk to reach destinations. Midwest respondents reported that their neighborhoods are fairly walkable for a number of amenities; a majority of people could walk to a school, park, transit stop, grocery store, convenience store, retail store, entertainment venue or eating/drinking establishment in 20 minutes or less. Finally, most homeowners rated the quality of their nearest amenities, including grocery stores, parks, restaurants, gas station/convenience stores and coffee shops, as high or very high quality.

To address the second research question, a hedonic analysis of residential property prices was conducted to isolate the values of place-based characteristics. The results of the hedonic analysis suggest that the value of having a certain amenity near a house can have an impact on its property price; however, it does not appear that one type of amenity always has a positive value in every neighborhood, nor that other types always have a negative value. Across the Midwest cities, close proximity to some amenities, like schools, theatres, bookstores and gift shops, appeared to be positively related to home sale price. Proximity to other amenities, such as grocery stores, restaurants, museums and department stores, appeared to be negatively related to home sale price. These results are somewhat surprising since a majority of people surveyed, at least at the national level, indicated a preference for grocery stores, restaurants and museums within walking

distance. In addition, having multiple amenities within a half mile radius of a home, which would suggest walkability, did not show a consistently positive relationship to property price. In these cities, having great neighbors and a high quality look and feel of a walk in the neighborhood were positively associated with price. These findings suggest that there are other aspects of place-based characteristics besides close proximity that could also affect home price, such as the quality or affordability of that amenity. More research is needed to better understand the effects of place-based characteristics on home price.

While this study does suggest support for placemaking, and for certain place-based characteristics like walkability and green space, it is clear that there remains a need for education about the benefits and process of effective placemaking. When placemaking is done in a deliberate way, bringing all of the affected parties to the table to vision and plan, concerns about possible negative externalities can be addressed and allayed. The MIplace Partnership Initiative is helping to educate and train the myriad stakeholder groups in Michigan involved in placemaking at the local and regional level. It is also providing resources and technical assistance to Michigan communities to plan and implement placemaking projects, which in turn provides models to other communities. Through these efforts, Michigan can achieve downtown—or urban core—places that have good function and form, generate social activity, evoke positive feelings among residents and visitors, and attract and retain the knowledge and creative resources necessary to a thriving economy.

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Part 1: Introduction

IN ORDER TO EMBARK ON PLACEMAKING EFFORTS IN THE MOST EFFECTIVE AND EFFICIENT MANNER, IT IS IMPORTANT FOR STATE AND COMMUNITY LEADERS TO UNDERSTAND HOW THE PROCESS WORKS, WHAT VALUE IT DERIVES FOR THE COMMUNITY, AND HOW THE DIFFERENT PEOPLE AND ORGANIZATIONS INVOLVED VIEW THE PROCESS AND THEIR ROLES IN IT. THESE INFORMATION NEEDS ARE ADDRESSED, IN PART, THROUGHOUT THIS REPORT.

Placemaking is a term that is used to describe the process of creating spaces where people want to live and businesses want to locate, because they have a high quality of life, including a functional built environment, green areas and easy access to amenities. Communities in Michigan have become especially interested in this process as a way to achieve economic development, following a period of serious job loss, economic decline and outmigration of many people, including talented and skilled workers (Adelaja et al., 2009). Having attractive places that offer more choices in housing and transportation; opportunities for improved social interaction; more variety in entertainment, cultural offerings, green space and recreation; more diversity in ages, races, sexual orientation, ethnicity and cultural heritage; and more business and entrepreneurial opportunities, is a draw for talented workers. In the New Economy, where talented workers go, economic prosperity follows.

In order to embark on placemaking efforts in the most effective and efficient manner, it is important for state and community leaders to understand how the process works, what value it derives for the community, and how the different people and organizations involved view the process and their roles in it. These information needs are addressed, in part, throughout this report.

The process of placemaking varies from community to community, but it always requires engaging and empowering people to participate

in helping to shape their community. It can involve traditional "top-down" methods of governance, as well as enabling and facilitating "bottom-up" resident empowerment. It often involves a partnership of the public, nonprofit and private sectors. Placemaking projects vary in size, from smaller, "cosmetic" activities that can be incremental and low cost, to larger, strategic development or redevelopment undertakings. The latter can involve significant investments of time and capital, and they are only successful, in most cases, where there is a sturdy foundational infrastructure (e.g., schools, water and sewer, police and fire, etc.) in the community. Where resources are tight, placemaking needs to be done in a targeted fashion, directed at community centers, nodes and corridors in ways that reflect community values, unique assets, emerging opportunities and future goals. Successful placemaking projects create places that are alluring from both a physical (aesthetically

pleasing and comfortable) and social (functional and fun) standpoint.

Anecdotally, the benefits of an improved quality of life through placemaking are clear. By retaining and attracting talent and jobs, it can strengthen a community's global economic competitiveness. In can improve a community's fiscal health by growing the tax base and raising tax revenues. It can increase the return on investment for developers and project financers. It can engage and empower citizens, creating a better sense of community. It can provide a better quality of life for a diverse population, including low-income families, minorities and others who may be marginalized in the community planning and development process. The environmental health and public health of a community may also be positively impacted. There is growing evidence of measurable benefits that placemaking can bring to a community.

There are many stakeholders that should be involved in the placemaking process, including developers, local government officials, financial institutions, nonprofit organizations, academic institutions and general citizens, etc. Each of these groups has an important role to play in designing and building (or rebuilding) their places in ways that are functional, yet attractive. Developers build structures based on market demand and profit margins. Since the demand is rising for urban and suburban places that are people-oriented instead of auto-oriented, developers are striving to address that change. Local governments are evaluating their planning, zoning, transportation and other policies that could help or hinder placemaking activities. Financial institutions, whose funding is critical to the success of placemaking, are in the early learning stages about return on investment for these interconnected and synergistic projects. Nonprofit organizations are concerned

that placemaking is done in ways that protect disadvantaged populations, such as low-income families and people with disabilities. Academic and other "anchor" institutions (such as hospitals) are becoming more involved in identifying ways to help their surrounding communities be more welcoming to talented people. Citizens have a role to play in making sure that placemaking projects reflect their values and desires for the future. All of these stakeholders working together, with the right information and tools, can implement successful placemaking projects that improve quality of life today and create a more sustainable future.

PILOT STUDY

Research and education efforts are underway to address information needs for effective placemaking. The Michigan State Housing Development Authority (MSHDA) has engaged the Michigan State University (MSU) Land Policy Institute (LPI), the MSU School of Planning, Design and Construction (SPDC), the MSU Center for Community and Economic Development and the Michigan Municipal League to provide information and training about placemaking through the MIplace Partnership website at www.MIplace.org. The MSHDA and the Michigan Association of Realtors (MAR) also engaged LPI to assess the value of place-based development and to evaluate the perceptions of placemaking stakeholder groups. Filling these knowledge gaps will help to ensure that Michigan communities engage in placemaking activities that successfully attract and retain talented people and boost the economy.

Through the pilot phase of the "Rebuilding Prosperous Places" study, the MSU Land Policy Institute, in conjunction with numerous partners, endeavored to better comprehend placemaking and its potential for the enhancement of Michigan communities. In March 2012, LPI released Building Prosperous Places in Michigan:

Understanding the Values of, Perceptions of and Barriers to Placemaking, a report that identifies and evaluates barriers to and perceptions about placemaking among main stakeholders, the economic value of place-based development and its impact on property values in select Michigan cities, and the relationship between place-based development and workforce housing (or affordable housing within close proximity to the workplace).

The report summarizes survey responses of financial institutions, local units of government and developers in Michigan on their views of placemaking. Survey results show that:

- Many local officials felt that placemaking efforts were often challenged by complicated permitting, environmental clean-up and developers' concerns;

- Several of the developers surveyed felt that it was very important for better information about placemaking's economic and quality-of-life benefits to be made available to local governments, financial institutions, developers, realtors and citizens; and

- Many bankers agreed that placemaking needs to be an important part of strategies in Michigan to create high-impact economic activity attraction.

An analysis of the relationship between characteristics of place-based development (such as walkability, access to green space and mixed-use development) and property values in three Michigan cities (Lansing, Royal Oak and Traverse City), which is one measure of economic impact, returned results that were not black and white. For instance, living within walking distance of a park, but not right next to it, had a positive impact on property values. It is possible that people like

to live near parks for the recreation that they provide, but are concerned about the perceived negative aspects (e.g., traffic, crime, lighting, noise, etc.) associated with living right next to them. Similar "gray" results were found for properties that were within walking distance of schools, grocery stores, book stores and restaurants. There were many questions raised by these results that suggest the need for further research into the relationship between place characteristics and property prices.

While placemaking is seen as being a desirable development and redevelopment platform for leveraging economic development and attracting knowledge and talented workers, there can be challenges associated with providing affordable housing to segments of the workforce. The report also shared strategies and case studies of how other cities have dealt with these challenges. For more detailed information about the results of the pilot study, please see the first report.

Overall, the pilot report presents seven recommendations for further research, improved data collection and applying findings to other communities, including:

1. Ensuring that local and regional vision and assets, as well as the desires of target populations, be considered in the placemaking process; different communities value different amenities in their neighborhoods.

2. Evaluating the effect that type or quality of amenities or businesses have on property prices (e.g., it is possible that the close proximity of a "big box" grocery store would affect property prices differently than a convenience store, but

those types were not included in the initial analysis).

3. Considering other house, neighborhood and place characteristics in future research, such as energy efficiency, commute methods, public spaces, arts and culture and non-motorized transportation enhancements.

4. Examining the impact of place-based development on property prices in places outside of Michigan and the broader economic impacts within a metropolitan region.

5. Conducting analysis that translates positive neighborhood effects into community economic impacts and property tax revenue impacts to illustrate the community-based benefits of placemaking.

6. Providing an education or training program detailing the nuances and benefits of placemaking for bankers, developers and local officials.

7. De-risking the local environment for placemaking projects by identifying

capital resources (such as loan assistance programs, public financing or tax credits) and providing expedited permitting or fast-track approval for developments that meet certain placemaking criteria.

While the pilot study uncovered several interesting pieces of information about place characteristic values and perceptions, further work was needed to better understand the impact that place-based development has on property values (as outlined in the recommendations) and to understand the perceptions of other stakeholder groups, particularly citizens. The methodology established in the pilot phase was used and expanded in the follow-up research, which is presented in this report.

SECOND PHASE STUDY OBJECTIVES

In the second phase of the "Rebuilding Prosperous Places" study, the MSU Land Policy Institute again worked with several partners, including the Michigan State Housing Development Authority and the Michigan Association of Realtors, as well as others, to address the following research questions:

1. How do citizens view placemaking, both in terms of what value it has for

their communities, and what types of "place amenities" they like to have within their neighborhoods?

2. What economic value does place-based development derive in a neighborhood, as measured by the change in housing prices in places that have such place characteristics as walkability, access to green space and mixed-use developments?

In order to address the first research question, two surveys were conducted. One survey was sent to property owners, whose homes had sold between 2000 and 2012, in six Michigan cities and five Midwest cities. Along with collecting additional information to enhance the property price analysis, this survey provided valuable information about what people in Midwest cities want in their neighborhoods. The second survey was conducted on a national scale, the purpose of which was to determine whether people viewed placemaking as a positive economic development tool, whether they were considering moving to a new location (or making other lifestyle changes, like walking more, to mitigate higher gas prices), and whether the type or quality of an amenity (such as a grocery store, restaurant or park) factored into their desire to have that amenity in their neighborhood. Finally, since both surveys included demographic questions, the results were intended to illustrate differences in placemaking perceptions between population groups.

The economic value of place-based development is once again assessed through a hedonic analysis (a method that, in lay terms, breaks down the price of a home into the prices of its attributes) of residential property prices in neighborhoods with and without place-based amenities. The pilot study analysis was conducted in Lansing, Royal Oak

and Traverse City, MI. This analysis was extended to three additional Michigan cities (Kalamazoo, Flint and Grand Rapids) and five Midwest cities (Davenport, IA; Rochester, MN; Lakewood, OH; Madison, WI; and Manitowoc, WI). The reason that Midwest cities were included in this phase of the project was to get a better picture of how placemaking works in cities (similar in regional characteristics to the Michigan case studies) outside of the state, and to determine whether there are any valuable lessons in their experience for Michigan communities. The five Midwest cities were selected based on similarity in population size and other factors (such as presence of a large university) to the Michigan cities. However, some of these Midwest cities have higher household incomes and are experiencing population growth (as opposed to the decline in Michigan cities), with the hope that they provide examples for Michigan communities to emulate. It is also helpful to assess multiple cities in multiple states in order to better understand how community values and unique assets play into placemaking activities, as was cited in fourth recommendation from the first report.

This expansion on the hedonic analysis also addresses some of the other research recommendations outlined in the first report. For instance, through the use of surveying techniques, more information was collected on the quality of amenities within walking distance of the properties in the analysis. Also through the use of surveys, better data about energy efficiency, non-motorized transportation and other property purchase/rental decision factors were included in the analysis.

Prior to conducting the surveys and property price analyses, the study team reviewed current trends

related to place, as well as literature on previous citizen perception and place value research.

PLACE TRENDS

Placemaking offers communities an important opportunity to address changes in what people are looking for in their neighborhoods and communities. Those changes are affected by external factors, such as rising gas prices, and by internal lifestyle factors, such as the number of households with children. Changes are also being driven by trends in the United States' demographic make-up; as the age, ethnicity and income distributions of Americans change, so does the overall demand for certain aspects of the built environment that are important to growing or declining, population segments.

Leinberger (2012) has pointed out that market demand for the built environment is moving away from the "drivable suburban" approach, which has dominated real estate development for the past half century, to walkable urban development. He even goes so far as to say that previous demand for drivable suburban development, or lack of alternative market choices, was the "primary market cause of the mortgage meltdown that triggered the Great Recession." There is, in fact, pent-up demand for walkable urban development, which is demonstrated by rental and sales price premiums per-square-foot in these places. In Washington, DC, which Leinberger calls a model for any U.S. city that wants to compete in the global economy, rental apartment developers have started to aggressively pursue walkable urban locations. The percent of the region's new rental apartment space that was built in WalkUPs (or "walkable urban places") in the 1990s was only 12%; it is 42% today. In Atlanta, GA, which was once considered the "poster child of sprawl," 50% of the region's development (up from 10% in 1992) takes place in established WalkUPs, or those places with a Walk Score[1] of 70.5 or higher. They also contain 50% of new office space, up from 19% in the 1990s (Leinberger, 2013).

Demographics trends in the United States are contributing to the market demand transformation. For instance, the Latino population will triple in size, and will account for most of the nation's population growth from 2005 to 2050. African Americans will be roughly the same percentage in 2050 (13%), and Asian Americans will almost double their percentage (from 5% to 9%). The non-Hispanic white population will increase more slowly than other racial and ethnic groups. Whites will become the minority (47%) by 2050 (Passel and Cohn, 2008). This expansion of minority populations is important, because a National Association of Realtors (NAR) survey found that roughly seven in 10 African-American families (72%) and Latinos (68%) prefer neighborhoods with a mix of houses and businesses, compared to roughly five in 10 (54%) for Caucasian families. In addition, African Americans and Latinos were more likely than other racial/ethnic groups to indicate that they plan to buy a home in the next three years, and

> There is, in fact, pent-up demand for walkable urban development, which is demonstrated by rental and sales price premiums per-square-foot in these places.

1. Walk Score has become a useful tool for measuring the walkability of a neighborhood, as well as its property price impacts. Launched in 2007 by the "civic software company" Front Seat, Walkscore.com is a website that uses Google maps to calculate the distances between any (most commonly residential) address and nearby destinations, such as schools, shopping and restaurants. Locations are given a score between one and 100, with a high score indicating a place where the amenities are very close to the selected address.

they are more likely to prefer city living than other racial/ethnic groups (BRS, 2011).

Nearly one in five Americans (19%) will be an immigrant in 2050, compared with one in eight (12%) in 2005 (Passel and Cohn, 2008). Historically, immigrants have moved to areas where there is already an immigrant population, particularly from their home country. Many immigrants live in sub-standard housing, because they have trouble getting landlords to take care of repairs (NYIC, 2010). Having high-quality urban places with access to good housing will be important to attracting and retaining immigrants, particularly the entrepreneurship-minded immigrants, who are shown to increase economic activity in the places where they choose to locate (Adelaja et al., 2009).

Placemaking is appealing to people of all age groups, in particular the Baby Boomers and the Millennials. As the Baby Boomer generation enters the traditional retirement age, the nation's elderly population will more than double in size from 2005 to 2050 (Passel and Cohn, 2008). There is a trend toward senior development in downtown areas for seniors who want convenient access to arts, shopping, museums, education, restaurants, employment, technology centers and good healthcare systems (Nyren, 2011).

The "Creative Class," of young, talented individuals in the STEM fields (science, technology, engineering and mathematics), prefers urban living with easy access to a variety of entertainment and recreation options (Adelaja et al., 2009). In addition, younger people who are unmarried tend to prefer the convenience of dense, walkable communities. Over the last decade

(2001–2009), young people (age 16 to 34) have been driving far less, delaying or foregoing getting a driver's license, walking and biking more, and taking public transportation more often (Davis and Dutzik, 2012). People are waiting until they are older to get married; the average age for first marriages has climbed to 26.5 years for brides and 28.7 years for grooms. More importantly, marriage rates hit a record low in 2009–2010; they are down from 72% in 1960 to 51% today (Passel and Cohn, 2008). Households with two parents and children have dropped from 40% of households in 1970 to 20% in 2010 (U.S. Census Bureau, 2010). These demographic changes suggest the possible need for smaller living units for individuals and couples, as opposed to large families, and for alternatives to auto-centric neighborhoods.

Based on a national survey by Beldon, Russonello & Stewart, LLC (2011), those on both ends of the socio-economic scale (rich and poor) prefer Smart Growth communities, while the middle class prefers the suburbs. The majority of low-income families (62%) spent more than one-third of their earnings on housing, surpassing a common guideline for what is considered affordable (AHS, 2011). Transportation costs make up a large percentage of household expenses for low-income and car-dependent societies. Compact development and greater transit access can help reduce household expenditures on transportation costs (Benner and Pastor, 2012). Transit-oriented development, with housing along transportation corridors can be critical for providing "affordable living" opportunities.

In addition to demographic changes, there are other emerging trends that are shifting market

demand for the built environment. Arthur Nelson (2013) asserts that six trends will cause a need for more rental opportunities and smaller lots (and possibly smaller homes) in infill, rather than greenfield areas. These trends include: 1) Rising energy costs dampening the attractiveness to buy homes in exurban locations; 2) Lagging employment, particularly for minority students and disadvantaged groups who are less prepared to succeed as a result of poor education; 3) Falling incomes and increasing poverty rates that make home buying less affordable; 4) Shifting wealth toward more affluent households, away from lower and middle classes; 5) Tighter home financing with financial institutions increasing down-payment requirements for home buyers and home equity declining; and 6) Changing housing and community preferences toward smaller homes (for smaller households) and more compact, walkable neighborhoods.

Currently, there is a dearth of the type of housing needed to meet this changing demand. For instance, as Nelson (2013) points out, while 40% of respondents in the 2011 NAR survey would choose to live in an attached home (including half of people under age 35), less than 30% of the current U.S. housing stock is in attached homes. In addition, while 60% of respondents would choose a home on a smaller lot with a shorter commute over a home on a larger lot with a longer commute, only 40% of the nation's detached housing stock is on smaller lots (Nelson, 2013). Laurie Volk (2013) asserts that, while only 20% of Michigan households are families with children, and 62% are singles and couples, 72% of Michigan dwellings are detached homes. It appears that Michigan has "a housing stock for families in a market for singles and couples" (Volk, 2013).

U.S. population demographics are changing, fuel prices are rising and support for a sustainable lifestyle is increasing. Growing segments of the population are looking for dense, walkable, mixed-use neighborhoods with access to jobs, green space, arts and culture, entertainment, housing and transportation options and affordable living. There is a growing demand for housing and neighborhood types that presently are not provided, particularly in Michigan cities. Placemaking efforts are needed to meet this market demand and to make cities and downtowns more attractive places (especially to talented workers) with a high quality of life for all residents.

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PREVIOUS RESEARCH ON CITIZEN PLACEMAKING PERCEPTIONS

This report uses surveys to enhance the place characteristics property price assessment and to assess the perceptions of residents toward placemaking as an economic development and quality-of-life improvement tool. As mentioned above, the report employs two surveys. First, recent homeowners (who purchased their home between the years 2000 and 2012) in the 11 case-study cities were asked to provide more information about their neighborhoods, communities and homes; this survey permitted the collection of information not consistently available in city assessor data. A second survey to a national audience was conducted to measure consumer attitudes and preferences towards placemaking and place characteristics on a national scale.

The American Housing Survey (AHS), sponsored by the U.S. Department of Housing and Urban Development (HUD), is the most comprehensive national housing survey in the United States, detailing not only physical aspects of homes and neighborhood but also consumer attitudes towards the built environment (AHS, 2013). Relevant highlights about housing structures from the survey include:

- Thirty-two percent (32%) of homes have a room for conducting business.

- Seventy-nine percent (79%) of homes have a garage or carport.

- Forty-six percent (46%) of homes have a working fireplace.

- Forty-two percent (42%) of homes have an Energy Star refrigerator (AHS, 2011).

- Ninety-two percent (92%) of homes have a porch, deck, balcony or patio (AHS, 2013).

Interesting findings about households from the AHS survey include:

- Thirty-one percent (31%) of households have children.

- Sixty-six percent (66%) of housing units are owner-occupied, while the remaining 34% are renter-occupied (AHS, 2011).

- Twenty-seven (27%) of households have three or more cars (AHS, 2013).

Other survey results that are relevant to the questions and responses in the current study include:

- Main reasons provided for leaving a previous residence included financial/ employment related (24%), family/personal

related (12%) and housing related, e.g., to establish own household (40%).

- Seventy-one percent (71%) rated their present structure overall between eight and 10 on a scale of one to 10 (one being the worst, and 10 being the best).

- Sixty-seven percent (67%) rated their present neighborhood overall between eight and 10 on a scale of one to 10 (one being the worst, and 10 being the best).

- Main reasons for the choice of the present home included financial reasons (26%), room layout/design (12%) and size (11%).

- Main reasons for the choice of the present neighborhood included convenience to job (14%), convenience to friends/ relatives (9%), house (8%), looks/design of neighborhood (7%) and good schools (6%).

- Seventy-nine percent (79%) of respondents reported that their health is very good to excellent (AHS, 2011).

Other surveys have been utilized to better measure the qualitative aspects of neighborhood and community perceptions related to "place." In 2011, Belden, Russonello & Stewart, LLC, conducted a national community preference survey for the National Association of Realtors to discover "what Americans are looking for when deciding where to live" (BRS, 2011), with a follow-up survey conducted in 2013. Similarly to 2011, a second survey in 2013 found that nearly 60% of respondents prefer to live in a neighborhood with a mix of uses in easy walking distance, while 35% prefer housing-only neighborhoods, where they have to drive to other amenities. A large majority

prefers houses with smaller yards but a shorter commute to work over houses with larger yards but a longer commute to work (57% to 36%).

The demographic groups that most prefer the walkable community over the conventional suburban community are post-graduates, African Americans, college-educated men and college graduates under the age of 45. The demographic groups that most prefer the conventional suburban community are small town rural residents, married women and those who are married with kids (BRS, 2013).

High priorities in choosing where to live included privacy (86%), sidewalks/places to walk (80%) and high-quality public schools (74%). Other high priorities included being within an easy walk of other places and things in the community (69%); easy access to the highway (68%); being in an established neighborhood with older homes and mature trees (65%); and being within a short commute to work (65%) (BRS, 2013). Americans see improving existing communities (57%) and building new developments within existing communities (32%) as much higher priorities to building new developments in the countryside (7%) (BRS, 2011).

In comparing the 2011 and 2013 BRS surveys, the National Association of Realtors noted that Americans are placing greater importance on community diversity, including living in a community with a mix of people from various racial and ethnic backgrounds (importance rating up 11 points from 42% in 2011 to 53% in 2013), with a mix of people from various income levels (up six points from 42% to 48%), and with people at all stages of life (up six points from 60% to 66%). Also, 2013 respondents placed more importance on living in a community that is "at the center of it

all" than in 2011 (importance rating up 10 points, from 34% important to 44%).

Though there is growing evidence of a shift in market demand toward smaller housing and more compact neighborhoods, many Americans are uncertain about making the change. There is a desire for the convenience of a walkable lifestyle, but evidence of the "American Dream" mindset remains; a large majority of respondents to the NAR 2013 survey (76%) prefer to live in a single family detached home, as opposed to a single family attached home, townhouse, condo or apartment (although this number has dropped from 80% in the 2011 survey). This preference may be connected with people's high priority for privacy. In addition, 57% agreed with the statement, "For me, car is king. Nothing will replace my car as my main mode of transportation" (BRS, 2013). Given the stronger preferences of younger Americans toward more compact living arrangements, the shift in market demand is expected to continue, but to what extent remains to be seen.

Surveys have also been used to better understand what makes people feel attached to their communities. The "Soul of the Community Survey," conducted by the Knight Foundation in partnership with Gallup, studied the relationship between community attachment and community features using a random sample of at least 400 adult residents in each of the 26 distinct metropolitan areas nationwide (Gallup, 2010). Detroit, MI, is one of the communities included in the study, which was conducted from 2008 to 2010. The study found three main drivers of community attachment: social offerings, openness/welcomeness and aesthetics. These factors ranked higher than basic services (community infrastructure), local economy, safety,

leadership and elected officials and education systems. This does not suggest that things like jobs and housing aren't important; meeting basic needs is a prerequisite to staying in a community. However, forming an emotional connection with the community requires form and sociability, as noted above.

Researchers also found a significant correlation between community attachment and economic growth. In addition, they discovered that what attaches residents to their communities doesn't change much from place to place and that residents' perceptions of their community were more important to attachment than their age, ethnicity, work status or other demographic characteristics.

Other surveys have been conducted related to people's perceptions of walkability. Handy et al. (2005) used a survey to supplement physical aspects of a community with perspectives of neighborhood quality, attractiveness, safety and accessibility to assess influence factors for

walking. The study found that built environment features that appear to encourage walkability, such as wider sidewalks and more mixed-use development, actually led to more walkability among residents (Handy et al., 2005). This relationship is concurrent with the findings of Leslie et al. (2005), who noted that residents of more walkable neighborhoods rate attributes, such as residential density, land use mix and street connectivity consistently higher than residents of less walkable neighborhoods.

Also using a survey, Gebel et al. (2009) found that there was a general agreement between actual and perceived walkability; however, adults who were less educated, had lower incomes, were overweight or who were less physically active (as a means of transportation) generally misperceived their high walkable neighborhoods as low walkable. Van Dyck et al. (2011) found that walkability and residential density were negatively related to neighborhood satisfaction, however this can be attributed to the perception that higher density is associated with a negative effect on the environment and safety. Finally, GfK Research (2013) found that though many Americans believe walking can improve/maintain their health, help them lose weight, prevent heart disease, reduce stress/anxiety and combat depression, they don't walk more partly because they don't live in neighborhoods where they can walk to services, shops, school and work (GfK, 2013).

Each of the surveys summarized above that was conducted prior to the fall of 2012 informed the development of the survey instruments for this project.

PREVIOUS RESEARCH ON THE VALUE OF PLACE CHARACTERISTICS

While very few previous studies have included as comprehensive an analysis of placemaking as this study does, research abounds on the economic benefits of separate place elements, including such physical attributes as walkability, transit, mixed-use development, street design, green amenities, etc. Place-based development also includes building and street form and relationships, community design and aesthetics, and social activity; these elements are difficult to measure and to assess from an economic impact standpoint. This study seeks to evaluate the more comprehensive and synergistic impacts of place elements by analyzing them simultaneously, where feasible.

Walkability is an important component of place-based development, and it has been studied extensively in prior literature. Walkability is "the extent to which walking is readily available as a safe, connected, accessible and pleasant mode of transport" (Abeley, 2005). It is included in this hedonic analysis as the presence of certain amenities, such as grocery stores, businesses, green and blue amenities, and arts and culture venues, within walking distance of the property. Studies have shown a positive relationship between Walk Score and property price. In a typical market, an increase of one point in Walk Score is associated with anywhere between a $500 and $3,000 increase in home values (Cortright, 2009). In Chicago, IL, a 10-point increase in Walk Score is associated with a 1% to 9% increase in commercial property value, depending on the property type (Pivo and Fisher, 2011).

Leinberger (2012) found that "walkable urban places," or WalkUPs, in the Washington, DC, area that are regionally significant (places with concentrations of employment, as well as anchor institutions, like universities or medical centers) have home sale prices that are 71% higher than the rest of the metropolitan region. The average price of housing in DC WalkUPs is $398 per square foot, versus the average price of $222 per square foot in drivable suburban areas of the region. WalkUPs in DC also have a 75% premium on office space rentals over drivable suburban areas (Leinberger, 2012). In Atlanta, GA, Leinberger (2013) found that rents are 112% higher in WalkUPs than in drivable suburban areas. On the downside, the stronger economic performance in Atlanta WalkUPs is tempered by lower social equity, though particular neighborhoods are working to address this issue (Leinberger, 2013).

In addition to economic value, there are numerous benefits to walkability. These include economic, health, social and environmental benefits, among others (Litman, 2010). Residents living in walkable, mixed-use neighborhoods have more social-capital as expressed by political participation, social involvement and relationships with their neighbors (Leyden et al., 2011). Through a survey of New Hampshire residents, Rogers et al. (2011) also found a positive relationship between quality of life, social capital and neighborhood walkability. Walking as a form of transportation can positively contribute to improved personal health (Frank et al., 2006; Sallis et al., 2004; Bassett et al., 2008). Compact communities and increased walkability show promise for reducing regional air pollution levels (Frank and Engelke, 2005).

Walkability is not the only measure of the physical and functional characteristics of place. For instance, Diao and Ferriera (2010) found a positive relationship between property prices and accessibility to transit in Boston, MA. Another study shows that in London, UK, an achievable improvement in street design quality can add

an average of 5.2% to residential prices (CABE, 2007). Mixed-use development has been shown to result in higher office rent premiums (Minadeo, 2009) and higher tax returns to local government (Minicozzi, 2012). Furthermore, Smart Growth America (SGA) identified three major fiscal benefits of smart growth development, which is founded on similar principles to placemaking:

1. Saves an average of 38% on up-front costs for new construction of roads, sewers, water lines and other infrastructure;

2. Saves municipalities an average of 10% on police, ambulance and fire service costs; and

3. Produces, on an average per-acre basis, 10 times more tax revenue than conventional suburban development (SGA, 2013).

Another characteristic of place that has been shown to have positive economic benefits is green space. There are numerous place, social and economic benefits of vegetation, urban trees and urban parks. Crompton (2005) found that the economic impact of a park is about 20% on an abutting or fronting property in the United States. Another study showed that a 10% increase in the cover within 100 meters of a property increased the sale price by an average of $1,371 (Sander et al., 2010). Burden (2008) stated that streets with trees versus comparable streets without trees relate a $15,000–$25,000 increase in home or business value. In Baltimore, MD, a 10% increase in tree canopy was associated with a roughly 12% decrease in crime (Troy et al., 2012). Nature in urban areas is a source of positive feelings and beneficial services, which fulfills important immaterial and non-consumptive human needs (Chiesura, 2004).

Place "form" is also a key component in place-based development that can affect economic value and quality of life. Form is the arrangement of the built environment (buildings, structures, streets and other objects) and space (public and private). It includes urban design features, such as mass, height, setback, relationship to public right-of-way, door and window openings, etc. Having good form that is attractive and aesthetically pleasing can mean the difference in effective placemaking projects. For instance, Mouzon (2012) asserts that the "Walk Appeal" of a street, including view changes, street enclosure and shelter, can largely influence how far a person is willing to walk in their neighborhood or community. Good form can also impact property prices; Konecny (2005) found that homes located in neighborhoods with a New Urbanist-style urban form (walkable neighborhoods containing a range of housing and job types) in Sacramento, CA, sell for a 4.25% premium compared to homes located in a typical suburban neighborhood.

According to the Project for Public Spaces (2009), successful placemaking is associated with sociability. Sociability encompasses civic engagement, social networks, community pride, a welcoming atmosphere, diversity, etc. These elements can be hard to quantify from a place-based development perspective, and therefore difficult to value from an economic perspective. Close proximity to social venues or events can be used as a proxy for sociability, or social activity can be measured through surveys. One social aspect of places that has been measured and assessed from a property price perspective is safety. For instance, Troy and Grove (2008) discovered that proximity to a park in Baltimore, MD, is positively valued by the housing market where the crime rates are below a certain threshold, but negatively valued where above that threshold.

Susan Silberberg and Katie Lorah (2013), along with a group of researchers from the MIT Department of Urban Studies and Planning, outlined several metrics for evaluating the value, or impact, of placemaking activities, including: 1) Use and Activity – metrics on who is using a space, how and when; 2) Economic – proxy measures like property values and retail vacancy rates that help to show a return on investment; 3) Public Health/Healthy Living – improvements in mental health, disease rates (like asthma) and pedestrian/bike injuries; and 4) Social Capital – measurements of relationship building, education and socio-economic status (Silberberg and Lorah, 2013). While the current hedonic analysis mainly measures the second group of metrics, economics, some of these other placemaking metrics are apparent in the survey responses.

Previous studies have assessed some values of the physical, form and sociability aspects of placemaking, but work remains to be done to fully comprehend the impact of these elements and their synergistic effects.

REPORT OUTLINE

There are five major parts in the remainder of this report. In Part 2, the national placemaking survey to assess people's perceptions and preferences is described, with results reported and discussed. Part 3 focuses on the Midwest placemaking survey, reporting on responses to questions about home and neighborhood characteristics, which feed into the hedonic property price analysis. The property price analysis is presented in Part 4. A brief description of Michigan's existing state programs and policies aimed at enabling placemaking and empowering Michigan communities is provided in Part 5. The report ends with conclusions and policy recommendations based on study findings in Part 6.

Part 2: National Placemaking Survey

THE PURPOSE OF THE NATIONAL PLACEMAKING SURVEY WAS TO GAIN A BETTER UNDERSTANDING OF HOW HOMEOWNERS, RENTERS AND OTHER INDIVIDUALS NATIONWIDE VIEW PLACEMAKING, CHANGES IN THEIR HOUSING/ TRANSPORTATION/EMPLOYMENT NEEDS, AND THEIR PERCEIVED BARRIERS TO HAVING THEIR NEEDS FULFILLED. BASED ON THE PREVIOUS LITERATURE, THE RESEARCH TEAM'S HYPOTHESIS WAS THAT MANY PEOPLE, INCLUDING PARTICULAR POPULATION SEGMENTS (SUCH AS 25- TO 34-YEAR-OLDS AND SENIORS) PREFER TO LIVE IN NEIGHBORHOODS THAT ARE WALKABLE AND HAVE A WIDE VARIETY OF USES (RESIDENTIAL, RETAIL, RECREATION, ETC.).

The purpose of the National Placemaking Survey was to gain a better understanding of how homeowners, renters and other individuals nationwide view placemaking, changes in their housing/transportation/ employment needs and their perceived barriers to having their needs fulfilled. Based on the previous literature, the research team's initial hypothesis was that many people, including particular population segments (such as 25- to 34-year-olds and seniors) prefer to live in neighborhoods that are walkable and have a wide variety of uses (residential, retail, recreation, etc.). The team also hypothesized that certain changes, like the current economic downturn and higher gas prices, affect people's decisions about where they would prefer to live. Finally, respondents were expected to have different views about which amenities they wanted in their neighborhood based on the type and quality of those amenities, as depicted in the visual portion of the survey.

Similar surveys have been conducted previously that ask questions about neighborhood preferences. This survey was unique in that it made a connection between "place" and the economy, and it included pictures to help respondents visualize the neighborhood options and indicate their preferences. This was also a nationwide survey, whereas other visual preference surveys have been conducted on a more localized basis.

SURVEY PROCESS DESCRIPTION

The survey instrument was developed by the research team in collaboration with a small workgroup consisting of stakeholders (from the Michigan Association of Realtors, the Michigan Environmental Council, the Michigan State Housing Development Authority and a placemaking consultant). The survey was beta tested for understandability and length/time commitment through Survey Monkey, using a small group of stakeholders (including representatives from the Michigan Sense of Place Council, the Community Economic Development Association of Michigan, Public Policy Associates, and others). The survey was approved by the MSU Institutional Review Board. The research team also received expert advice in the survey question format from the MSU Institute for Public Policy and Social Research.

The National Placemaking Survey was a web-enabled survey of adults nationwide using a panel built by Qualtrics, an online survey development company. Qualtrics guaranteed responses to meet the research team quotas, including a sample size of 3,431 responses, which was representative of the U.S. population in terms of race and income. Surveys were completed from October 5, 2012, through November 12, 2012. The margin of sampling error is plus or minus 1.67 percentage points at the 95% level of confidence.

The next section includes a basic assessment of the survey responses and a breakdown of responses by different demographic groups.

SURVEY RESULTS

In order to assess a general understanding of and beliefs about placemaking, it was important to start with a common definition, which was provided at the beginning of the survey instrument. For the purpose of the survey, "placemaking" is defined as:

"...The targeted improvement of a place, within a neighborhood or community, that uniquely creates a functional space with a variety of uses, that is appealing to a wide range of people, and that has an identifiable character or 'sense of place.'"

Respondents were also provided with a list of place-based development characteristics, which are designed for use and enjoyment by people. These elements include:

- Mixed uses (diverse options for living above or near entertainment and shopping);

- Pedestrian-orientation (sidewalks, paths, and other foot-based connections);

- Opportunities for social activity and engagement (outdoor seating, community festivals, farmers' markets, etc.);

- Arts, cultural and other entertainment opportunities (museums, galleries, bowling alleys, clubs, etc.);

- Alternative transportation choices (walking, biking, public transportation, etc.);

- Public spaces (squares, plazas, courtyards, etc.); and

- Green/open spaces (parks, trails, playgrounds, etc.).

For the purpose of this study, the survey also outlined definitions to describe the area surrounding where respondents live, including:

PLACEMAKING
"...The targeted improvement of place, within a neighborhood or community, that uniquely creates a functional space with a variety of uses, that is appealing to a wide range of people, and that has an identifiable character or 'sense of place.'"

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full report

- "Neighborhood:" Places within a 10-minute walk of the home.

- "Local Community:" Places within a 30-minute walk, a 10-minute bike/public transportation ride, or a 5-minute drive of the home.

- "Region:" All of the communities within a 45-minute bike/public transportation ride or a 30-minute drive of the home.

These definitions help to ensure that respondents have a basic understanding of the concepts and terms that were used in the survey and that there was not a lot of room for interpretation that could cause invalid responses due to misunderstanding.

The survey was broken into four main components:

1. Questions about people's neighborhoods, communities and regions, including their views on economic well-being and the importance of placemaking.

2. Questions about people's mobility and interest in moving, particularly between rural, suburban and urban places.

3. Visual preference questions about what types of amenities (e.g. grocery stores, parks and arts & cultural opportunities) people want in their neighborhoods and communities.

4. Demographic questions to help us better understand who responded to the survey, and whether responses differed between groups.

Responses to questions in each section are summarized below. A complete reporting of all responses is provided in Appendix A on page 99.

Placemaking and Current Neighborhood/Community/Region Questions

Based on the definition of placemaking that was provided in the survey, respondents were asked to react to the following statements: "Incorporating placemaking in our local community will. . .

- Increase economic activity."

- Improve opportunities for jobs."

- Improve the quality of life."

- Positively affect home prices."

- Enhance the sense of community belonging."

- Attract new people to our community."

Between 70%–77% of respondents agree (strongly or somewhat) that placemaking will have positive economic impacts; around 20% responded neutrally on this point, while only a small percentage (around 3%) appeared to be unsure (see Table 1). There was strongest agreement with the statement that incorporating placemaking in a community would improve the quality of life. There appeared to be a clear understanding that placemaking is connected to economic development. This finding supports growing evidence from the literature showing the positive relationship between having a good "place" and succeeding economically (Adelaja et al., 2012).

Respondents were then asked a series of questions about their neighborhoods, defined as the area within a 10-minute walk of their home. A majority of respondents agreed that there are many places to go (for working, eating, shopping, drinking, entertainment, recreation, etc.) in their neighborhood (56%) and that the neighborhood has a mix of residential, retail and commercial uses (61%). At the same time, 53% of respondents

Table 1: Placemaking Relationship to Economic Development

Statement 1: Incorporating Placemaking in Our Local Community will. . .	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Unsure
Increase economic activity.	32%	40%	18%	5%	2%	3%
Improve opportunities for jobs.	33%	37%	19%	6%	3%	3%
Improve the quality of life.	41%	36%	16%	3%	2%	2%
Positively affect home prices.	33%	37%	21%	4%	2%	3%
Enhance the sense of community belonging.	37%	37%	18%	4%	2%	2%
Attract new people to our community.	35%	37%	19%	4%	2%	3%

Source: Land Policy Institute, Michigan State University, 2014.

also indicated that the places where they most frequently went in the neighborhood are too far to walk. Some respondents also agreed that there were other barriers to them walking to different places in their neighborhood, such as traffic (29%), lack of sidewalks (37%) and high crime rates (17%).

A majority of respondents strongly (22%) or somewhat agreed (66%) with the statement: "My neighborhood has people from different income levels." They also tended to agree that their neighborhood is ethnically diverse (57%), visually appealing (63%), quiet (71%) and clean-smelling (70%). However, only 32% agreed that there are many opportunities for social activities in their neighborhood, and only 44% reported knowing most of their neighbors on a first name basis. These responses suggest that people feel their neighborhoods are fairly diverse, attractive and comfortable places to live; however, they may not afford them significant opportunities for social engagement.

Forty-two percent (42%) of respondents agreed with the statement: "Property values in my neighborhood have remained stable, despite the recent economic recession." Twenty-eight percent (28%) disagreed with this statement, while 23% responded neutrally.

When asked questions about their local community, which was defined as the area within a 30-minute walk, a 10-minute bike/public transportation ride, or a 5-minute drive from home, many agreed that they had arts and cultural opportunities (42%), bike lanes or paths/trails (50%), reliable/convenient public transportation (40%), easy parking (63%) and grocery shopping that meets most of their needs (74%). On the other hand, they also indicated a general lack of job opportunities (56%) in their surrounding community. In addition, 57% agreed that they had changed their driving habits as a result of the rising price of gasoline.

Finally, survey respondents were asked to assess the current economic conditions in their region, community and neighborhood, relative to the past. Within the region, which is defined as all of the communities within a 45-minute bike/public transportation ride or a 30-minute drive from home, 47% felt that the economic conditions have stayed the same, while 30% said that they are getting better and 24% said that they are getting worse. At the community level, 56% indicated that it is about the same, while 31% indicated it is a better place to live and 12% indicated it is a worse place to live. Conditions at the neighborhood level closely followed that of the community level, with

56% choosing "about the same," 34% choosing "better" and 10% choosing "worse."

Mobility Questions

In the next section of questions, people were first asked whether they would move out of their current home, if they are able. Forty-five percent (45%) of respondents said "yes," while 36% said "no" and 19% are not sure. When asked what type of living situation they would choose, if they were to move, a majority of respondents (69%) selected single family home ownership, followed by condominium/apartment ownership (12%), single family rental (9%) and multi-family rental (8%). Among those respondents who selected "Other" for this question, they indicated living situations, such as senior living/retirement homes, mobile homes, RV/motor homes and student dormitories.

When asked about barriers to moving to a new location, respondents cited financial reasons for not being able to move, including affordability of other areas (31%), moving costs that are too high (24%), inability to sell the current home (19%), being under water in a current mortgage (11%) or the inability to secure a loan (10%). Others noted difficulties associated with employment, such as not being able to find a job elsewhere (12%). Many respondents who provided open-ended responses under the "Other" option indicated that the biggest barrier to moving was finding another home or neighborhood that they would like as well as their current home or that can provide them with the types of amenities (such as good schools, convenience, transportation, etc.) to which they've grown accustomed. Other important barriers to moving were the need for special amenities related to physical disabilities and the need to stay close to family members to provide care.

Community Planners often use the concept of the "transect" to talk about the types of places

where people live based on the density of buildings (see Figure 1). In the survey, the following transect diagram was provided and people were asked in which transect they would like most to live (i.e., they could only select one transect):

- Rural Zone (T2): The home is on large piece of land with few or no other houses within sight;

- Suburban Zone (T3): The home is on a medium to large piece of land with other houses nearby;

- General Urban Zone (T4): The home is on a small to medium piece of land with other houses and businesses nearby;

- Urban Center Zone/Small Town (T5): The home is on a small piece of land with a fair amount of commercial and residential/commercial mixed use nearby; or

- Urban Core Zone (T6): The home is downtown with a mix of offices, apartments and shops.

The natural zone (T1) was not listed as an option since this area does not provide residential or commercial building.

A plurality of respondents (39%) indicated that they would most like to live in the suburban zone (T3), followed by the rural zone (T2) at 28%, the general urban zone (T4) at 21%, urban center zone (T5) at 8% and the urban core zone (T6) at 4%.[2] When asked why they selected these zones, those respondents who selected the T2 zone indicated

2. Eighteen percent (18%) of respondents indicated that they currently live in a rural zone (T2), while 36% indicated that they live in the suburban zone (T3), 30% in the general urban zone (T4), 10% in the urban center zone (T5) and 5% in the urban core zone (T6).

Figure 1: Community Planning Transect Zones

THE TRANSECT AND **COMMUNITY UNITS**
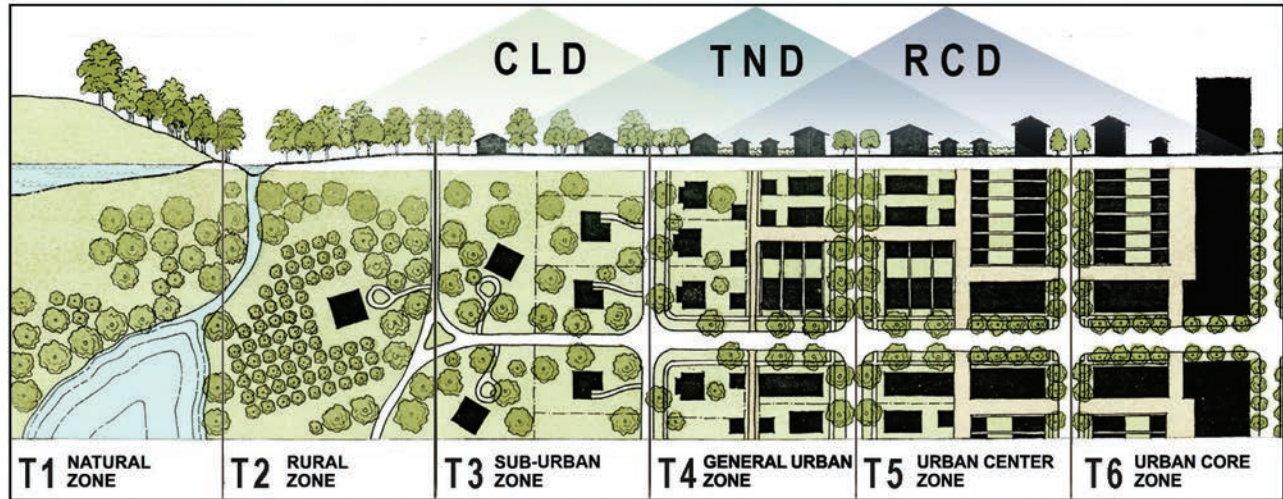
Source: Adapted by Sandy Sorlien from a diagram by DPZ & Company.

National Survey Response: "I want to live in the general urban zone, because it has convenient services and ability to manage without a car if needed, leading to a lower cost of living and less-stressed lifestyle."

that they prefer the space, privacy, quiet, recreation, green space and feeling of safety afforded by rural areas. Respondents who selected zones T4, T5 and T6 said that they like the convenience and vitality of city life. Those respondents who selected T3 indicated that they feel suburban areas give them the best of both worlds, i.e., convenient access to amenities with more space.

Next, respondents were asked to consider different life changes and whether or not they would want to move to a different transect if one or more of these changes were to occur. The life change options included:

- Graduating from high school;
- Graduating from college;
- Going back to college;
- Getting married;
- Having children;
- "Empty Nest" (Children move out);
- New job;
- Loss of job;
- Divorce;
- Death of spouse;
- Retirement; and/or
- Other (please specify).

The reasons that people most often indicated would cause them to move to a rural or suburban area were getting married, having children, children moving out and retirement. Among the reasons that people cited for wanting to move to a general urban, urban center or urban core area, getting a new job, loss of job and going back to

college were the biggest reasons. Respondents also indicated wanting to move to an urban area, because of retirement, the death of spouse and children moving out, although to a lesser degree than those choosing a suburban or rural area. Other noted life changes that might cause respondents to make a move between transects included health-related reasons, financial improvements/challenges, family-related reasons, loss of their home or starting a business.

Finally, this section of the survey asked whether rising gas prices have caused respondents to change any of their driving-related habits or living situations. Some respondents indicated that they have actually adopted a change with respect to moving closer to work or school (15%), taking public transportation (16%), biking or walking (22%), carpooling (12%), buying a more fuel-efficient vehicle (16%) and downsizing their home to reduce household expenses (12%). Many respondents had also considered adopting these changes, but there were still several people for whom rising gas prices had not caused them to adopt or consider adopting a change; for instance, 63% of respondents had not considered moving closer to work or school, 60% had not considered carpooling, and 59% had not considered taking public transportation.

Visual Preference Questions

In the next set of questions, respondents were asked to consider the types of buildings or spaces that they would like to have in their neighborhood. In seven categories of places, including Grocery Shopping, Retail Shopping, Restaurants, Neighborhood Type, Bars/ Restaurants/Entertainment, Parks and Arts and Culture, different options were provided, with brief descriptions and example pictures located in Appendix A on page 99. People were

asked whether they had these options in their neighborhood (within a 10-minute walk of the home); whether they wanted them in their neighborhood, why or why not; and whether they wanted them in their local community (within a 30-minute walk, a 10-minute bike/ public transportation ride or a 5-minute drive from the home).

Grocery Shopping

Survey respondents were provided with the following options for grocery shopping:

- Big Box Store (a large store with groceries, pharmacy, clothes, automotive, etc.);

National Survey Response: "I do not want the traffic [a big box store] would bring."

- Neighborhood Grocery Store (a medium-sized store for daily/weekly food shopping);

- Convenience Store (a small store with limited grocery items);

- Specialty Market (a small store with specialty products, such as meat, organics or international foods); and

- Farmers' Market (an indoor or outdoor space with many vendors and a variety of foods).

About 71% of the people surveyed said that they have either a neighborhood grocery or convenience store within their neighborhood. Roughly half indicated that they have a big box store (49%), specialty market (49%) or farmers' market (57%) in their neighborhood. Of these options, the grocery shopping choices that received the most "yes" responses about wanting them in the neighborhood were neighborhood grocery store (72%) and farmers' markets (69%). See Figure 2 for an illustration of these responses. In most cases, people

who have these grocery shopping options already want to keep them, and those who don't already have them don't seem to want them. However, a plurality of people (46%) who don't currently have a farmers' market would like to have one within walking distance.

When asked why they did or did not want these options in their neighborhood, responses indicated that people like the convenience, variety and lower prices offered by big box stores, but they did not like the traffic associated with them. Several people indicated that they would prefer to have big box stores somewhere in their community where they could drive to them. Responses indicated that people would like to have neighborhood groceries or convenience stores close by so that they could walk to them, but some people raised

concerns about the safety and visual appeal of convenience stores. They liked specialty stores, because they provide new food options and are attractive to "foodies," but there were some concerns about them being too expensive. Several people want farmers' markets in their neighborhood, because of the access to fresh, healthy, local foods; some people noted difficulty with finding parking near farmers' markets.

Several respondents indicated that they think all of these grocery store options would be good for the local economy, with big box stores, specialty stores and farmers' markets cited most frequently. Others noted that they like the convenience of gas stations attached to big box stores and convenience stores.

Figure 2: Grocery Shopping Neighborhood Preferences
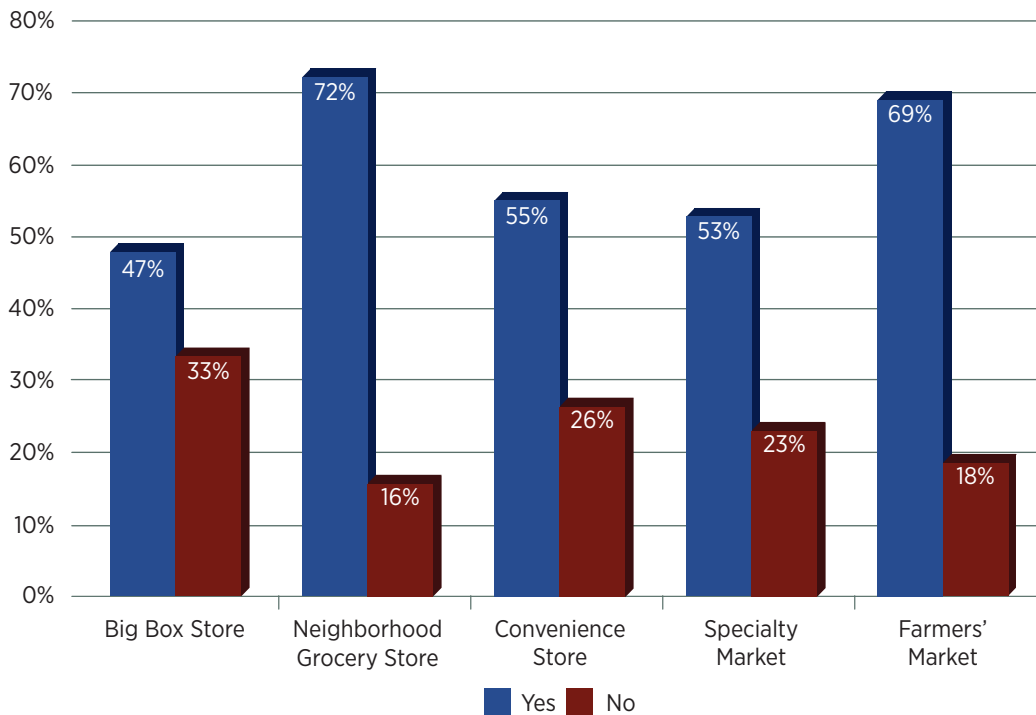
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

People were more inclined to say that they want these options within their local community, rather than right in their neighborhood; for instance, 69% indicated that they want a big box store within their community, while only 47% wanted one in their neighborhood.

Retail Shopping

Survey respondents were provided with the following options for retail shopping:

■ Interior Mall (several shops within a large indoor space, with ample parking);

■ Strip Mall/Plaza (a few connected shops with ample parking);

■ Outlet Mall (several connected shops with discount goods in an outdoor setting);

■ Lifestyle Center (several connected shops mixed with restaurants, bars, theatres and residential/commercial space above); and

■ Independent Local Merchants (small retail shops with limited parking in front).

Sixty-two percent (62%) of people surveyed have local merchants within a 10-minute walk of their home. Fewer have strip malls (56%) or interior malls (39%) and only about a quarter of people specified that they have outlet malls (26%) or lifestyle centers (26%). People selected independent local merchants overwhelmingly as the type of retail that they would most want to have in their neighborhood (67%), followed by strip mall/plazas (51%). More respondents said "no" (than "yes") to interior malls (45%), outlet malls (48%) or lifestyle centers (39%) in their neighborhoods (see Figure 3).

When asked why they did or did not want these options in their neighborhood, people said that they like the variety and convenience of interior malls, and that they are a good place to go for exercise and for kids to hang out, particularly in the winter. However, they don't like the traffic or crowds and would rather drive to malls. They also noted that the interior mall in their community has a lot of empty store fronts. Similar comments were made about strip malls; some respondents noted that there are already many strip malls in their community, and that the stores have trouble surviving there and eventually they look run-down. People commented that parking and traffic associated with any type of mall can be unappealing. Some noted that outlet malls have better prices, but that sometimes means lower quality products as well.

Many respondents were not quite sure what a lifestyle center is. Some people felt that they would be good for the local economy and bring a variety of businesses and cultural experiences into one location, but others felt that they would be expensive places to shop. Respondents indicated that having local independent merchants in their neighborhood not only added to the local economy, but created a sense of community pride and character, and promoted the neighborhood. Some people felt that whether they liked local merchants in their neighborhood would depend on what kind of products or services they sold.

People seemed to have mixed feelings about whether they wanted outlet malls or lifestyle centers in their broader community. In fact, a significant number of respondents were not sure whether they would want a lifestyle center in their neighborhood (28%) or community (25%), possibly because they are less familiar with this type of retail shopping (which was defined in the survey as

National Survey Response: "Independent Local Merchant stores are always fun to go into. You can find great buys and things that aren't available anywhere else."

Figure 3: Retail Shopping Neighborhood Preferences

Chart: Percentage of "Yes" (blue) and "No" (red) responses by retail type.

- Interior Mall: Yes 39%, No 45%
- Strip Mall/Plaza: Yes 51%, No 34%
- Outlet Mall: Yes 34%, No 48%
- Lifestyle Center: Yes 33%, No 39%
- Independent Local Merchants: Yes 67%, No 20%
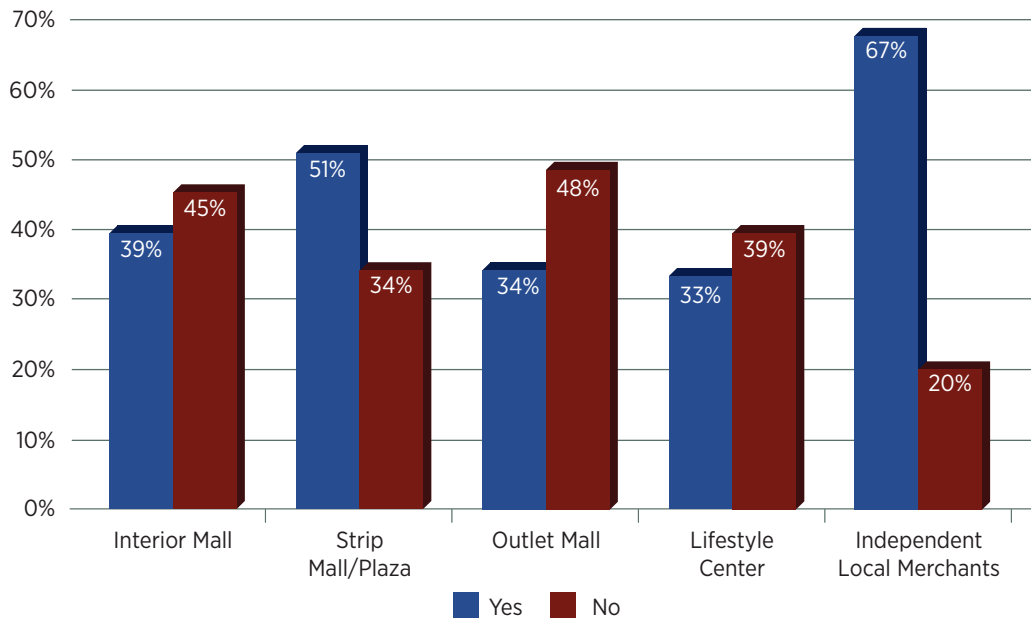
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

"several connected shops mixed with restaurants, bars, theaters and residential/commercial space above"). A majority of respondents indicated that they would like to have interior malls (51%), strip malls/plazas (60%) and independent local merchants (73%) within a 30-minute walk, a 10-minute bike/public transportation ride or a 5-minute drive of their home.

Restaurants

A majority of people responded that they had a restaurant within their neighborhood for all six option categories:

- Fast Food Restaurant with Drive Thru (72%);

- Suburban Sit-down Restaurant (could be locally-owned or a chain) (66%);

- Sit-down Restaurant in a Strip Mall/ Plaza/Mall (53%);

- Coffee Shop (could be locally-owned or a chain) (61%);

- Neighborhood Sandwich Shop (61%); and

- Downtown Sit-down Restaurant (56%).

The presence of these restaurants roughly follows the desire of respondents to have them close by (see Figure 4). For all categories, a majority of the responses were "yes." A smaller percentage of people (62%) wanted fast food restaurants than already have them, and the same is true for sit-down restaurants in a strip mall/plaza/mall (49%). However, more people want coffee shops (64%), neighborhood sandwich shops (68%) and downtown sit-down restaurants (59%) than currently have them.

When asked why they did or did not want these options in their neighborhood, many people expressed that they liked the convenience and efficiency of fast food drive thrus, but some don't

Figure 4: Restaurant Neighborhood Preferences

	Fast Food/DriveThru	Suburban Sit-Down	Strip Mall Sit-Down	Coffee Shop	Neighborhood Sandwich Shop	Downtown Sit-Down
Yes	62%	65%	49%	64%	68%	59%
No	27%	24%	34%	24%	21%	27%
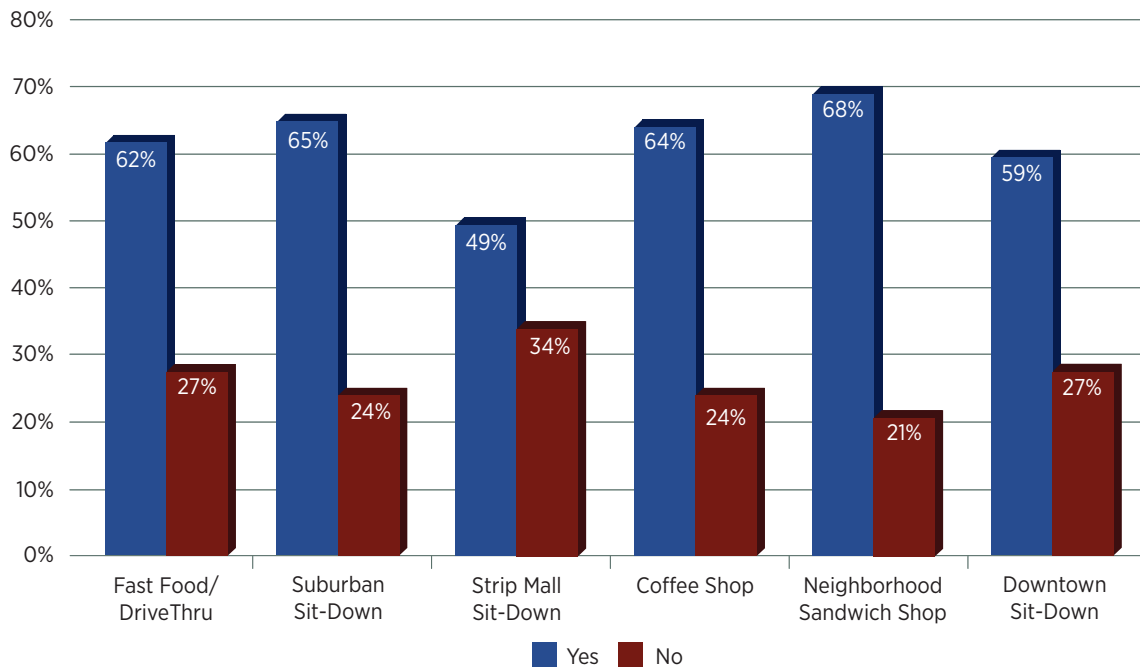
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

National Survey Response: "I think the local coffee shop is a great place for social interactions and adds value to a neighborhood."

occasional meals; there were differing opinions about the benefits of co-locating restaurants with shopping (as in a strip mall). Coffee shops were noted for their convenience to stop in and grab a cup of coffee, but also for their attractiveness as a social gathering spot. People indicated that sandwich shops were good for a quick, sometimes healthy, meal—a nice break from fast food. With respect to downtown sit-down restaurants, many people liked the combination of eating establishments and other downtown businesses, the ability to eat outside (in good weather) and the contribution to the local economy. Others expressed concern that the restaurant pictured

like the traffic that they create or unhealthy foods. Suburban sit-down and strip mall restaurants were viewed as family friendly and nice for

looks expensive and that their town was too small to support such a restaurant.

Several people indicated that their community was too small to support different kinds of restaurants, while others felt that they could help draw people to the community and boost the economy. They also wanted a variety of eating options close by. A few respondents noted that restaurants are good places for social gatherings, so it's nice to have them in the neighborhood.

National Survey Response: "[It] would be nice to have an option within walking distance for a nice dinner out."

Not surprisingly, a majority of respondents want to have all six restaurant types within their broader community, with neighborhood sandwich shops (76%) and suburban sit-down restaurants (74%) receiving the most positive responses.

Neighborhood Type

Survey respondents were provided with the following options for neighborhood type:

- Rural Area with Open Space (such as farmland, forestland, etc.);

- Suburban Neighborhood with Large Lots;

- Neighborhood with Small- to Medium-Sized Lots;

- Downtown Townhomes with Small Lots;

- Mixed-use Building with Residential Above and Retail/Commercial Below (three stories or less); and

- High-Rise Building (greater than three stories).

In terms of the types of neighborhoods that survey respondents have within a 10-minute walking distance of their homes, more people indicated that they have rural areas with open space (48%), suburban neighborhoods with large lots (55%) and neighborhoods with small- to medium-sized lots (75%) than downtown townhomes with small lots (31%), mixed-use buildings with residential above and retail/commercial below (36%) or high-rise buildings (23%).

More people wanted rural areas with open space (56%) than already have them (see Figure 5). The percentage of people who indicated that they would like to have neighborhoods with small- to medium-sized lots within a 10-minute walk (65%) was lower than those who already do (75%). Not only did more respondents say "yes" to the rural and suburban neighborhood types and "no" to the urban neighborhood types, but the percentage of people who wanted townhomes, mixed-use buildings and high rises was lower—29%, 33% and 21%, respectively—than the percentage of people who indicated that they already had these options nearby. These responses are consistent

National Survey Response: "It is necessary to have a variety of living arrangements for different income brackets."

Figure 5: Neighborhood Type Preferences
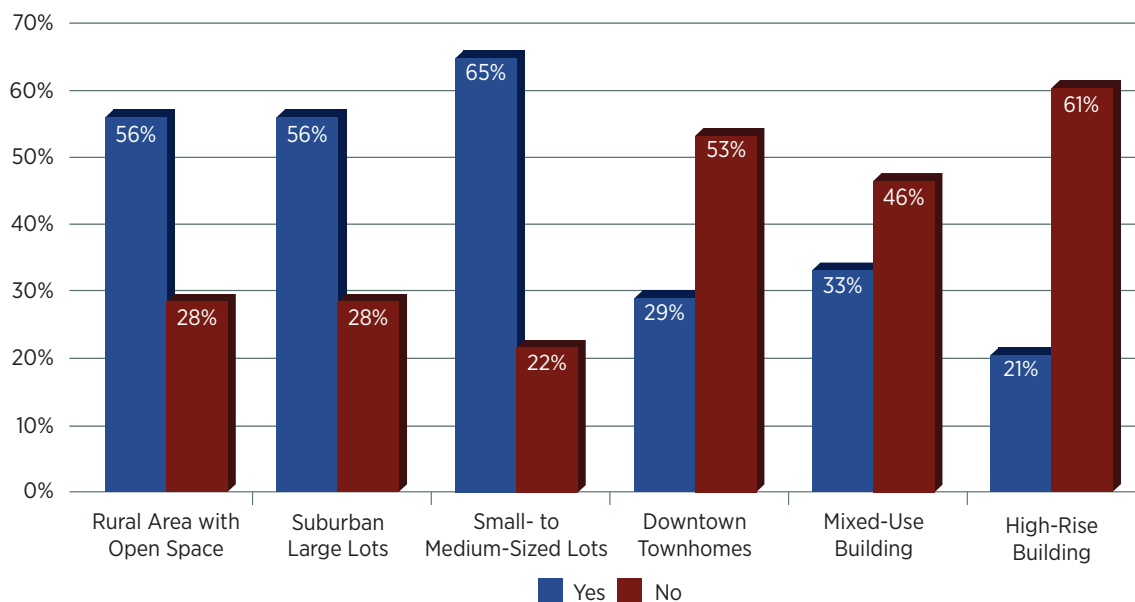
Yes   No

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

full report

with the answers to the question about where (i.e., in which transect) people would most like to live.

When asked why they did or did not want these options in their neighborhood, answers mirrored the reasons given for the question related to choosing to live in certain transects. People in rural areas liked the space and privacy afforded by larger lots. Among those who preferred suburban areas, many like the mix of large, green spaces with the ability to drive to a downtown area fairly quickly. People who liked small- to medium-sized lots note the affordability, old-fashioned charm and sociability of these neighborhoods. Respondents noted that townhomes look expensive, don't have enough green space and would lead to crowding and crime. Some people felt that mixed-use buildings in downtown areas can be attractive, enhance the local economy and add to tax revenue and create walkability; however, many respondents felt that a mix of uses was not right for their neighborhood and worried that it would be too noisy, congested and expensive. A few respondents indicated that they like high rises, because they take up less space and provide affordable rental opportunities. Many people did not like them due to concerns about lack of privacy, crime and blocking views of the surrounding area.

Some respondents from urban areas noted that large lots do not belong in cities and vice versa; rural respondents did not think that townhomes or high rises belong in their area. This point may seem obvious, but despite the contradiction, many people want the convenience of a city without the congestion.

National Survey Response: "Small- to medium-sized lots make for a friendly neighborhood."

A greater percentage of respondents would like to have these neighborhood types in their community, as opposed to their neighborhood, for all categories. Forty percent (40%) would like to have mixed-use buildings in their broader community, while 35% would like to have townhomes and 25% would like to have high-rise buildings. However, the overall pattern holds; that is, the rural and suburban neighborhood types received more "yes" than "no" responses, while the urban types received more "no" than "yes" responses in terms of preferences for the local community.

Bars/Restaurants/Entertainment
Survey respondents were provided with the following options for bars/restaurants/entertainment:

- Bar in an Isolated Building (with ample parking, could be locally-owned or a chain);

- Bar in a Strip Mall/ Plaza/Mall (with ample parking, could be locally-owned or a chain);

National Survey Response: "I would want a bar in a strip mall/plaza/mall only if public transportation is readily available."

- Downtown or Neighborhood Casual Bar (with limited parking, but access to public transportation);

- Downtown Upscale Bar (with limited parking, but access to public transportation); and

- Downtown Nightclub with Live Music (with limited parking, but access to public transportation).

Less than half of the people surveyed indicated that they have any of the bar/restaurant/ entertainment options provided above; bars in isolated buildings (41%) and downtown or neighborhood casual bars (46%) were most prevalent. There were more "no" than "yes"

answers to the question about whether they want any of these kinds of bars in their neighborhood (see Figure 6). The only category for which there were slightly more affirmative responses to the "want" versus "have" question was the downtown upscale bars.

When asked why they did or did not want these options in their neighborhood, many respondents indicated that they associate bars with crime, drunk driving and noise and, therefore, don't want them in their neighborhoods. There is a contradiction between wanting bars in places where one has to drive to get to them and the fear

National Survey Response: "[I] love bars, but it would fit better in a multi-use building. It would also be safer if it was more a walk-to and less a drive-to place."

of drunk driving. The need for other modes of transportation for bar goers was noted. People who wanted bars/restaurants/entertainment in their neighborhood liked the idea of being able to have a good time and walk home

afterward. There were very few differences in comments between bar types, except that people indicated they would go to an upscale bar and/or nightclub less frequently than a casual bar, due to the expense.

The percentage of people who wanted these bar/restaurant/entertainment choices in the community versus their neighborhood was higher for all five categories. However, only one category—downtown or neighborhood casual bar—received more "yes" than "no" responses at the community level.

Parks

Survey respondents were provided with the following options for parks:

- Suburban Park with Specific Use (such as walking, biking, swimming, etc.);

- Suburban Park with Multiple Uses (such as playgrounds, eating, walking, concerts, swimming, etc.);

Figure 6: Bar/Restaurant/Entertainment Neighborhood Preferences
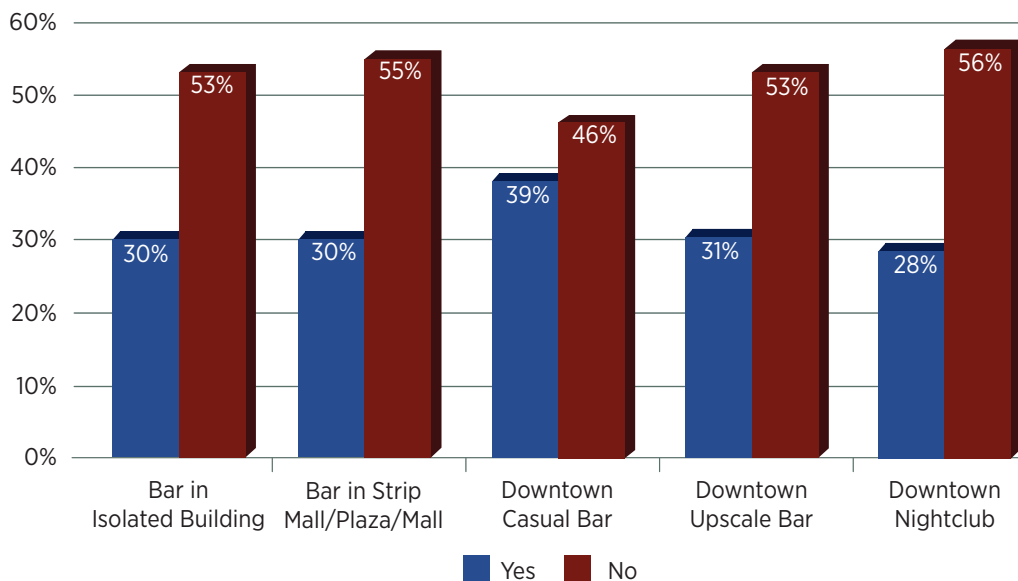
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

- Urban Park with Specific Use (such as walking, biking, swimming, etc.);

- Urban Park with Multiple Uses (such as playgrounds, eating, walking, concerts, festivals, swimming, etc.); and

- Urban Pocket Park (small green space with few uses, such as gardening, sitting, viewing art, etc.).

The parks that are most often cited as being within a 10-minute walk of respondents homes were suburban parks with multiple uses (70%) and suburban parks with a specific use (58%). Urban parks with a specific use were present in 47% of respondents' neighborhoods, while urban parks with multiple uses and urban pocket parks were only present in 34% and 27% of respondents' neighborhoods, respectively.

Respondents appeared to prefer suburban parks with single or multiple uses to any kind of urban park (see Figure 7). People seemed to be less sure about wanting urban parks with multiple uses (41% "yes," 41% "no" and 18% "not sure") and urban pocket parks (37% "yes," 42% "no" and 21% "not sure"), possibly because they are less familiar with these types of spaces. In most cases, people who have these park options already want to keep them, and those who don't already have them don't want them. However, a plurality of people who don't currently have a suburban park with a specific use (50%) or a suburban park with multiple uses (45%) would like to have one within walking distance.

National Survey Response: "An urban park would be a good place for different people to get together and be able to have fun together."

Figure 7: Park Neighborhood Preferences
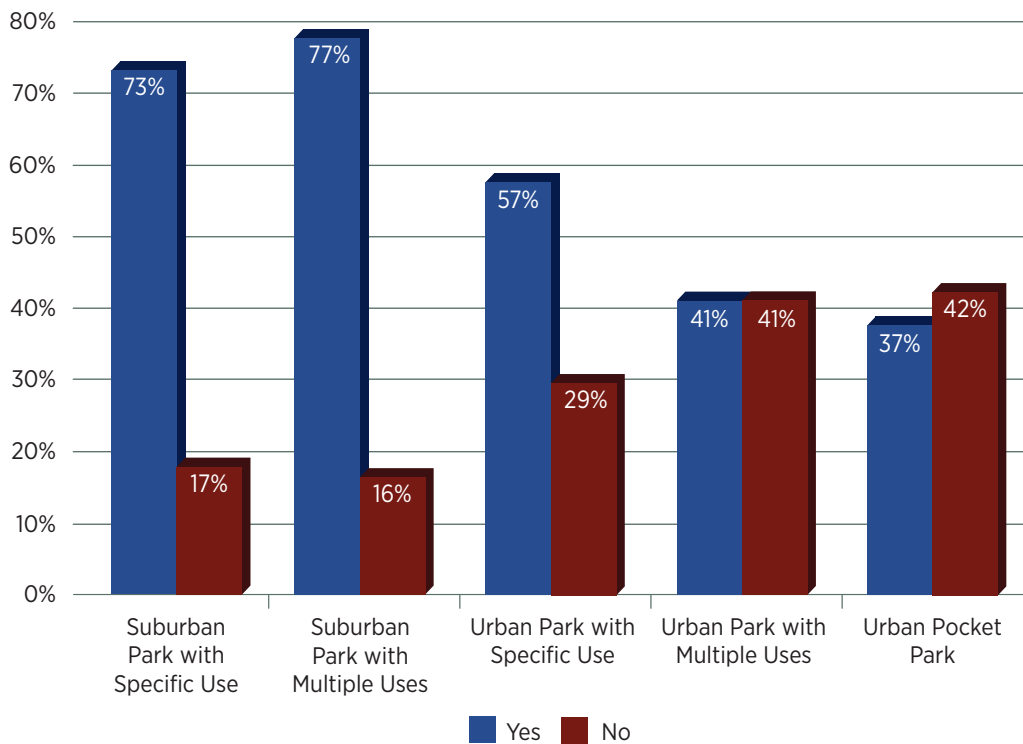
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

When asked why they did or did not want these options in their neighborhood, people said that they generally like the space, scenery and recreational opportunities afforded by larger parks in suburban areas. Some respondents raised concerns that parks in urban areas attract crowds, trash and crime. Still others felt that having parks with many options for activities, including splash pads, concerts, festivals and picnics, close by, would be a good thing. A few respondents noted that urban pocket parks would be good places for local artists to display their work, for workers to take a break or eat lunch, and for adding beauty to the neighborhood.

A larger percentage of respondents indicated that they would like to have parks of each type in their community than wanted them in their neighborhood. There was still a general bias toward suburban park types, but there were a greater number of "yes" than "no" responses in all five categories at the community level.

Arts and Culture

Survey respondents were provided with the following options for arts and culture:

- Library;

- Movie Cinema;

- Performing Arts Center/Theatre (where plays, operas, ballets, etc. are held);

- Museum (history, science, children's, etc.);

- Art Museum/Gallery; and

- Art Fair/Festival.

A majority of respondents indicated that they have a library (70%) and a movie cinema (51%) in their neighborhood. Most respondents did not have a

performing arts center/theatre (65%), museum (69%), art museum/gallery (73%) or art fair/festival (56%) in their neighborhoods.

When asked about whether they would want these types of arts and culture venues in their neighborhood, a majority of respondents replied in the affirmative for libraries (73%), movie cinemas (56%) and art fairs/festivals (55%). A plurality of respondent also said "yes" to performing arts centers/theatres (46%) and museums (44%). The only category that received more "no" responses was art museums/galleries (see Figure 8).

When asked why they did or did not want these options in their neighborhood, many people pointed out the versatile uses of libraries, including accessing the internet, reading books, socializing, researching and borrowing resources. Movies were seen as a place where the whole family could go for relatively inexpensive entertainment. Performing arts centers, museums and art galleries were noted for providing cultural learning opportunities, attracting tourists and supporting local artists. Respondents often indicated that living close to these arts and cultural amenities would be especially good for engaging and educating children.

The people who indicated that they did not want to have one of these arts and culture amenities in their neighborhood said that their community was too small to support it, they would create too much traffic, and they would be too expensive to go to often (as in the case of performing arts centers).

At the community level, all categories received a majority of "yes" votes, except for art museums/

Figure 8: Arts and Culture Neighborhood Preferences

Chart data:
- Library: Yes 73%, No 18%
- Movie Cinema: Yes 56%, No 33%
- Performing Arts Center/Theater: Yes 46%, No 37%
- Museum: Yes 44%, No 39%
- Art Museum/Gallery: Yes 40%, No 42%
- Art Fair/Festival: Yes 55%, No 32%

Legend: ■ Yes ■ No
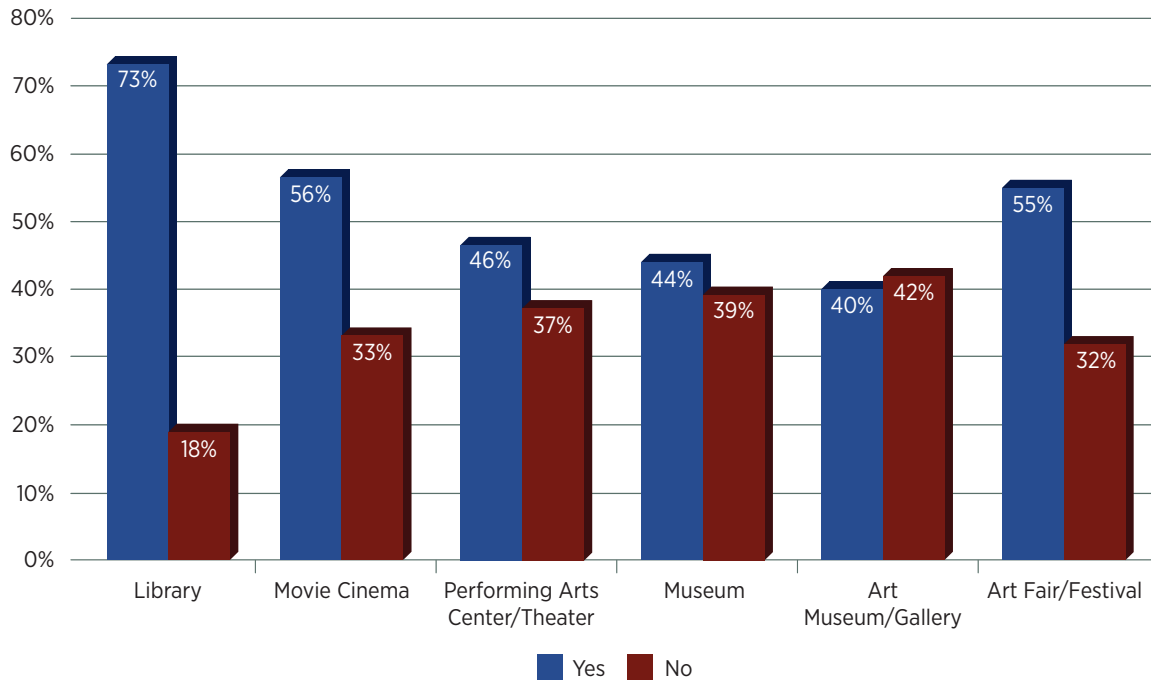
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

galleries, which had 50% affirmative, 34% negative and 17% uncertain responses.

Demographic Questions

Respondents were also asked a series of demographic questions to help determine whether certain segments of the population responded differently than other segments. The first question requested the zip code of the respondent's home (see Figure 9 for a map of these zip code locations).

When asked how long they have lived in their current residence, 60% of respondents indicated their length of residence was 10 years or less. Twenty-one percent (21%) have lived in their homes for between 11–20 years, while 19% have lived in their homes for more than 20 years.

In terms of current residence, a majority of people (64%) said that they are single family home owners. Seventeen percent (17%) were multi-family renters (apartment, duplex, etc.), while 10%

were single family renters, and 7% were owners of a condominium or apartment. Other write-in responses included mobile homes, senior living/ retirement homes, RV/motor homes and student dormitories. The survey sample had slightly more home owners (71%) than the national average (66%), according to the American Housing Survey (AHS, 2011).

Fifty-eight percent (58%) of people who answered the survey were homeowners, with their name on the mortgage. Twenty-eight percent (28%) were renters, with their name on the lease/sub-lease. Five percent (5%) indicated that they were living with family, relatives or friends and paying rent, while 6% were living rent-free with family, relatives or friends. There were several "Other" responses for people who owned their homes outright (no mortgage), which was inadvertently omitted as an option on the survey. Other

Figure 9: National Placemaking Survey Respondent Zip Codes Map
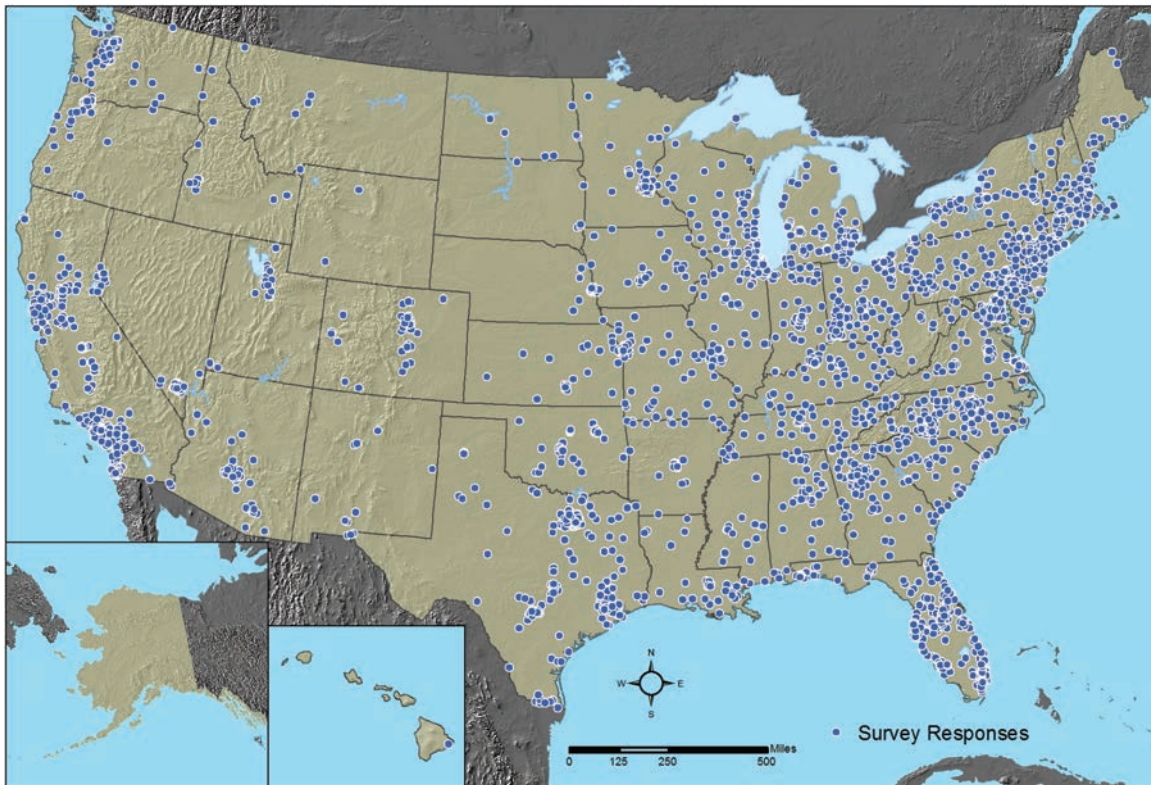
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

responses included living in a dormitory, rent-to-own and free housing.

In terms of age, respondents were split into the following age brackets:

- Eighteen- to 24-years-old: 9%;

- Twenty-five- to 34-years-old: 18%;

- Thirty-five- to 45-years-old: 19%;

- Forty-six- to 55-years-old: 22%;

- Fifty-six- to 65-years-old: 18%; and

- Age 65 or older: 14%.

This gender distribution is slightly skewed toward the female gender. Survey respondents were 41%

male and 59% female; in the U.S. population, 51% are female and 49% are male (U.S. Census Bureau, 2012).

Thirty-eight percent (38%) of the individuals surveyed indicated that they are currently employed full-time, while 17% are retired and 13% work part-time. Other people responded that they are home makers (10%), unemployed but looking for work (9%), disabled (6%), full-time students (3%), students working full- or part-time (2%) or unemployed and not looking for work (1%). Other write-in responses included self-employed, freelancer/consultant, intern and short-term disability.

Fifty-two percent (52%) of respondents said that they are married, while 25% are single (never

been married), 12% are divorced, 6% are part of an unmarried couple and 4% are widowed.

There are no children in the households of 66% of the respondents. The remaining households have one child (17%), two children (12%), three children (4%), four children (1%) or five or more (1%) children.

When asked whether their household has more than just immediate family (parents and children), 84% said "no." Fifteen percent (15%) said "yes," and 1% were "not sure."

Eighty-seven percent (87%) of households surveyed do not have an immigrant (e.g., not born in the United States) living there, but 13% do. This proportion is representative of the U.S. population, 12% of which were immigrants in 2005 (Passel and Cohn, 2008).

Qualtrics applied a filter to ensure that the survey sample would have a racial make-up similar to the U.S. population. Seventy percent (70%) of the respondents indicated that they are white/Caucasian, 18% are black/African American, 9% are Asian, 4% are American Indian/Alaska Native and 1% are Native Hawaiian/Other Pacific Islander. "Other" responses included Arab, Filipino, Hispanic/Latino (although this option was provided in the next question regarding ethnicity), and mixed race (although respondents had the option of selecting all races that were represented in their family).

Sixteen percent (16%) of respondents indicated that they are of Hispanic, Latino or Spanish descent, while 84% are not.

In terms of educational attainment, 31% said they have completed some college and 26% said they have achieved a Bachelor's degree. The remaining

responses included attainment of a high school diploma/GED (19%), a Master's degree (11%), trade school certification (8%), some high school (2%) and a PhD/terminal degree (2%). In the U.S. population age 25 or older, 28% completed high school, 21% completed some college, 8% have an Associate's degree, 18% have a Bachelor's degree and 11% have a graduate or professional degree (ACS, 2012).

Finally, Qualtrics applied a filter to ensure that the survey sample would have an annual household income breakdown similar to that of the United States population. The survey respondents reported being in the following income brackets:

- Less than $10,000: 6%
- $10,000–$24,999: 14%
- $25,000–$49,999: 28%
- $50,000–$74,999: 24%
- $75,000–$99,999: 14%
- More than $100,000: 14%

During 2009, the U.S. population exhibited the following income level breakdown:

- Less than $15,000: 13%
- $15,000–$24,999: 12%
- $25,000–$49,999: 25%
- $50,000–$74,999: 18%
- $75,000–$99,999: 12%
- More than $100,000: 20%

Finally, respondents were asked to indicate in which zone they currently live, again using the transect diagram. Eighteen percent (18%) of

respondents indicated that they live in a rural zone (T2), while 36% indicated that they live in the suburban zone (T3), 30% in the general urban zone (T4), 10% in the urban center zone (T5) and 5% in the urban core zone (T6).

CROSS TABULATIONS

The survey responses were used to determine whether certain groups of people (including geographic and demographic breakdowns) were more or less likely to answer a certain way with respect to questions about place characteristics or amenities.

Cross tabulations of responses were calculated to determine whether certain demographic groups are more likely to live in urban (T4, T5 and T6), suburban (T3) or rural areas (T2). Specifically, age, race and income demographics were examined (see Figures 10–13). In terms of age groups, it appears that younger respondents, particularly age 18 to 34 (part of the Millennial Generation), are more likely to live in urban areas. Generally,

the older respondents show a tendency to live in suburban or rural areas. This finding supports prior research that young people, particularly Millennials, are more likely to live in urban areas; however, Baby Boomers in this survey group are more likely to live in suburban areas. The age bracket where people may have children (age 35 to 45) and people late in their careers (age 56 to 65) appear to be almost as likely to live in the suburbs as in urban areas.

Perhaps more importantly, younger people are more likely to want to live in urban transects. As shown in Figure 11, people age 18 to 34 are more likely to choose the T4–T6 transects than the rural or suburban transects. The desire to live in an urban area falls for the middle age brackets (age 35 to 55), but begins to rise again for the older brackets (age 56 to 65 and older). Conversely, the desire to live in rural areas peaks in the age 46 to 55 bracket, and then declines for people 56-years-old and older.

Figure 10: Age by Current Transect
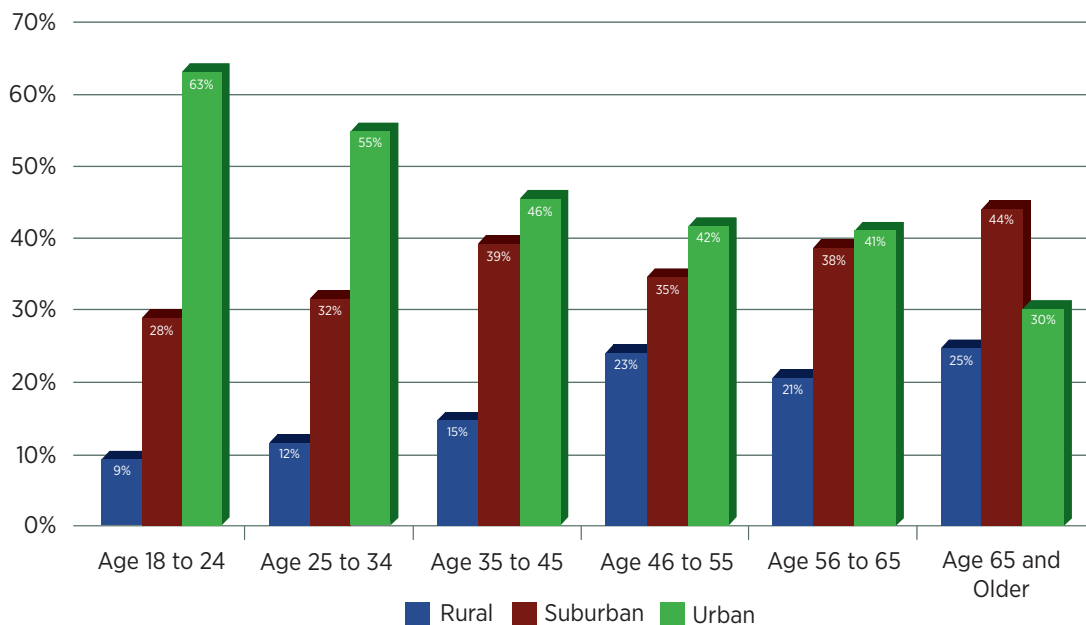
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 11: Age by Desired Transect
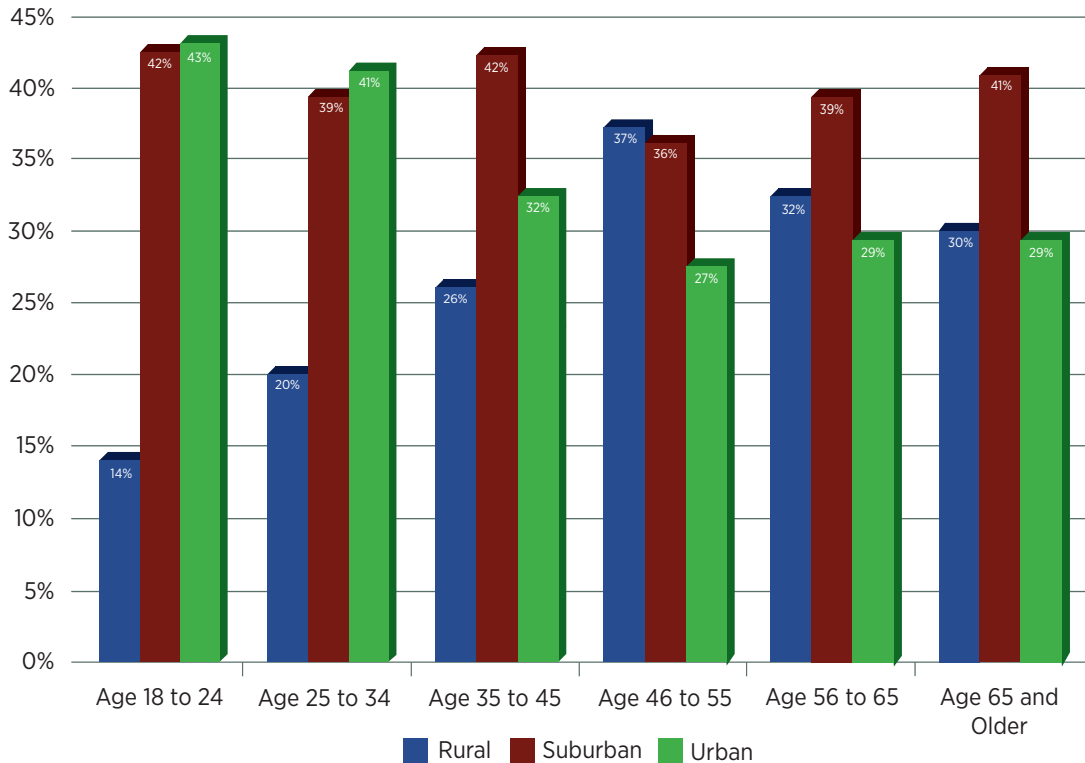
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 12: Race/Ethnicity by Transect
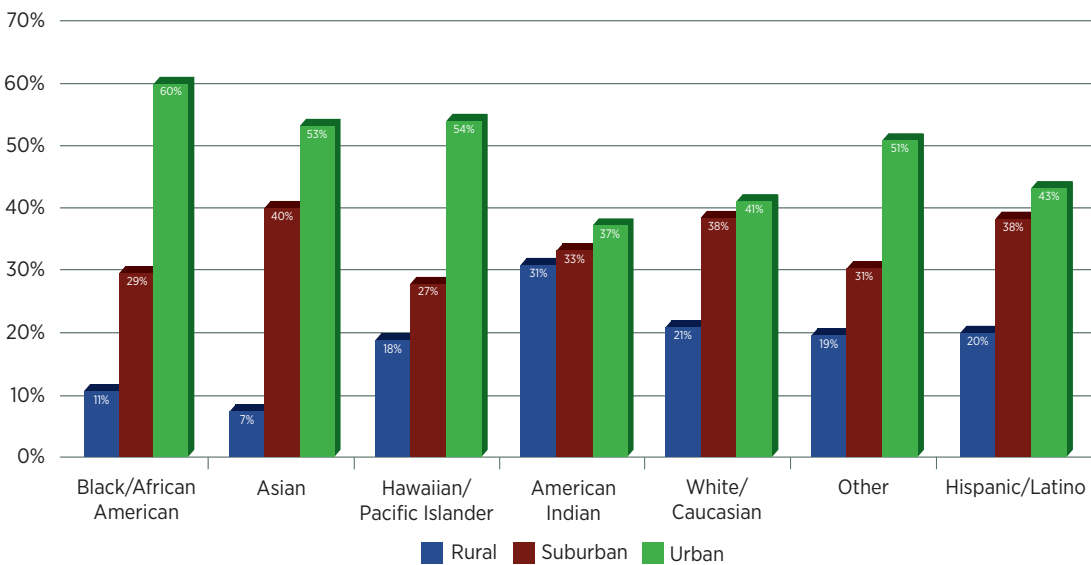
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 13: Income by Transect
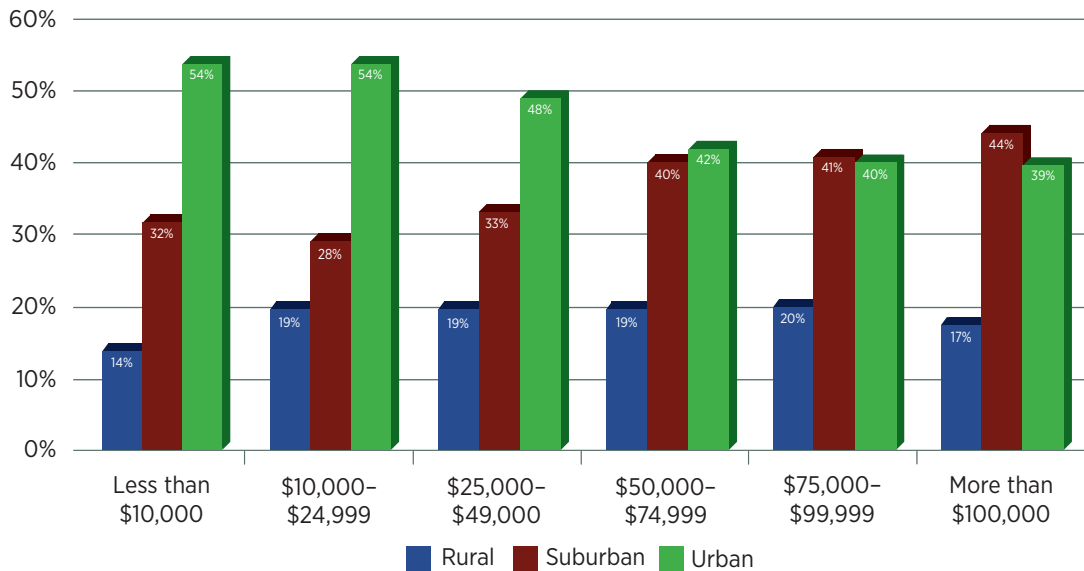
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 12 shows that Black/African American, Asian, Hawaiian/Pacific Islander, American Indian and other race respondents are more likely to live in urban areas than the White/Caucasian population. Respondents of Hispanic/Latino descent are more likely to live in urban areas than non-Hispanic/Latinos.

Figure 13 shows that respondents from lower-income families appear more likely to live in urban areas than middle class and wealthy respondents. This occurrence could be due to the fact that more compact living reduces transportation costs. This data suggests that people who earn more money live in the suburbs or urban areas.

There appears to be a relationship between these demographic groups and geographic locations (transect zones).

Survey respondents were also asked which transect they would prefer to live in; not surprisingly, people who currently live in rural areas selected the T2 zone as their preference (see Figure 14). The same was true for people currently living in T3, who selected T3 as their preference. People living in urban areas (including T4, T5 and T6 zones) were also more likely to indicate a preference for urban zones, though many of them (around 32%, on average) still would prefer to live in a suburban area (T3), given the choice.

This interesting finding related to preferences of people in the urban transects carries over into the survey's visual preference responses. For instance, as shown in Figure 15, people in urban transects (T4, T5 and T6) are more likely to want townhomes, mixed-use buildings and high-rise buildings in their neighborhoods than people in the other transects. The closer to the core (T6), the more likely they are to select "denser" options. However, roughly the same percentage of urban core people (T6) who said that they wanted townhomes (44%), mixed-use (42%) and high rises (40%) also said that they want large lots (45%) in their neighborhood. It should be noted that respondents were not asked to select one neighborhood type over the others; they were simply asked to assess each option separately.

Figure 14: Current Transect by Desired Transect (Rural, Suburban or Urban)
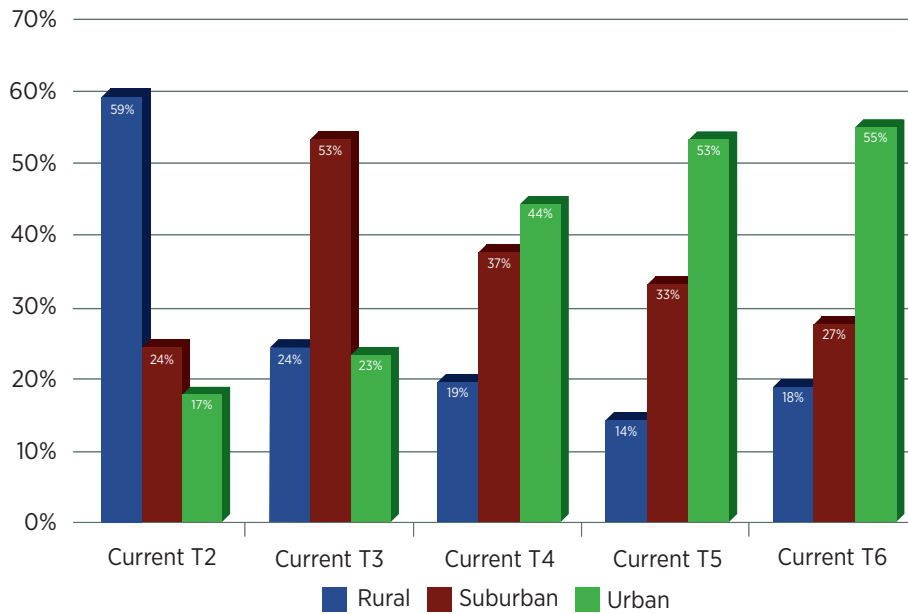
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 15: Neighborhood Type by Current Transect
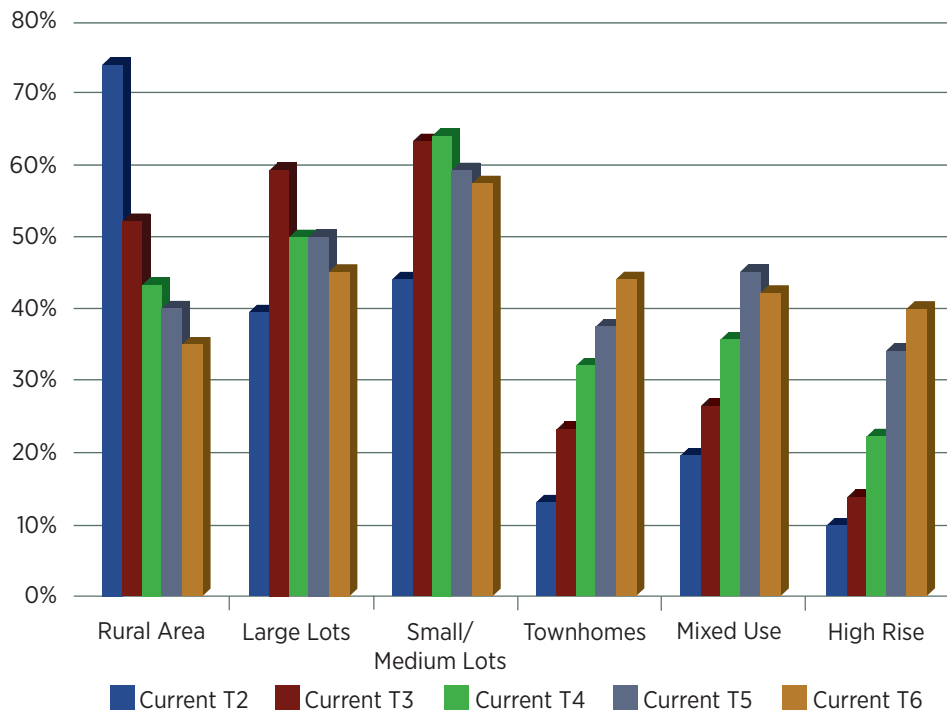
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Urban transect respondents are also slightly more likely to want bars, urban parks and arts and culture amenities.

The next analysis looked at whether people of the separate age groups answered differently regarding the amenities that they wanted in their neighborhood, based on the visual preference questions. Some differences were noted. For instance, younger age groups were more likely to say "yes" to having a bar in their neighborhood than older age groups (see Figure 16). However, they were also more likely to say "yes" to arts and cultural opportunities as well (see Figure 17). These trends are likely related to the findings showing that young respondents are more likely to live in the urban transect zones and older respondents are more likely to live in the suburban and rural transects.

Responses also show that people in the lower income brackets were more likely to choose some arts and cultural opportunities over others (see Figure 18). These results could reflect the perceived affordability of libraries and movie cinemas over museums and art galleries. Another interesting thing that this graph illustrates is the greater likelihood that people in the less than $10,000 and $10,000 to $24,999 income brackets want these arts and cultural opportunities in their neighborhood than those people in the higher income brackets.

It appears that there are relationships between the responses to questions about place characteristics and visual preferences, and current geographic location (e.g., transect zone) and demographic group.

Figure 16: Age by Bar/Restaurant/Entertainment
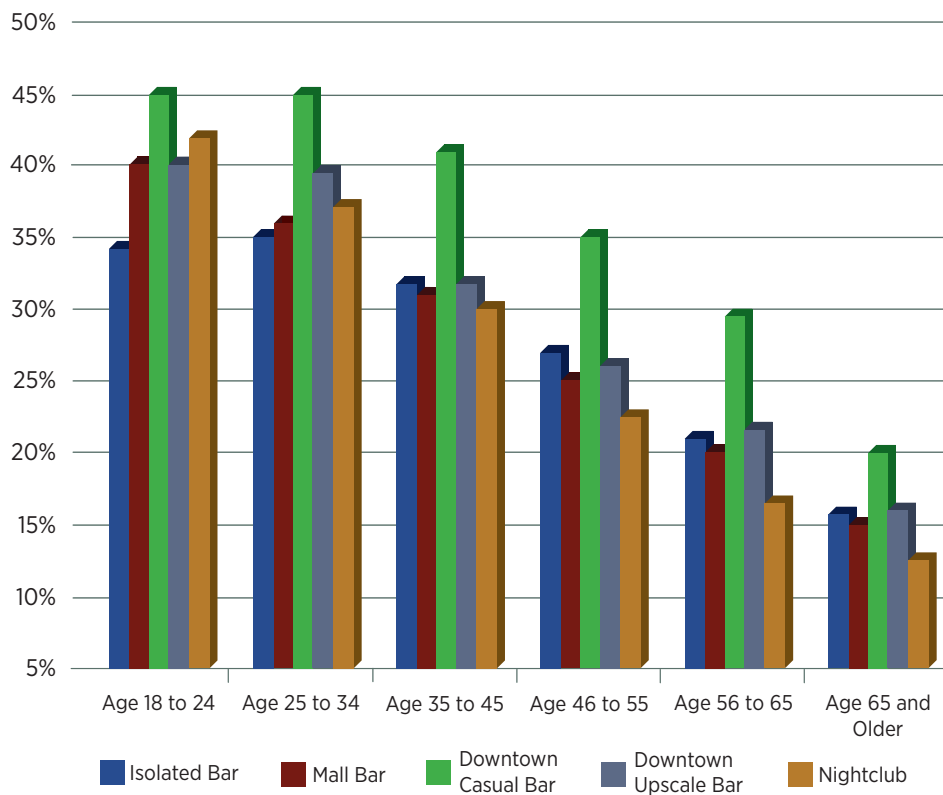
Isolated Bar | Mall Bar | Downtown Casual Bar | Downtown Upscale Bar | Nightclub

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 17: Age by Arts and Culture
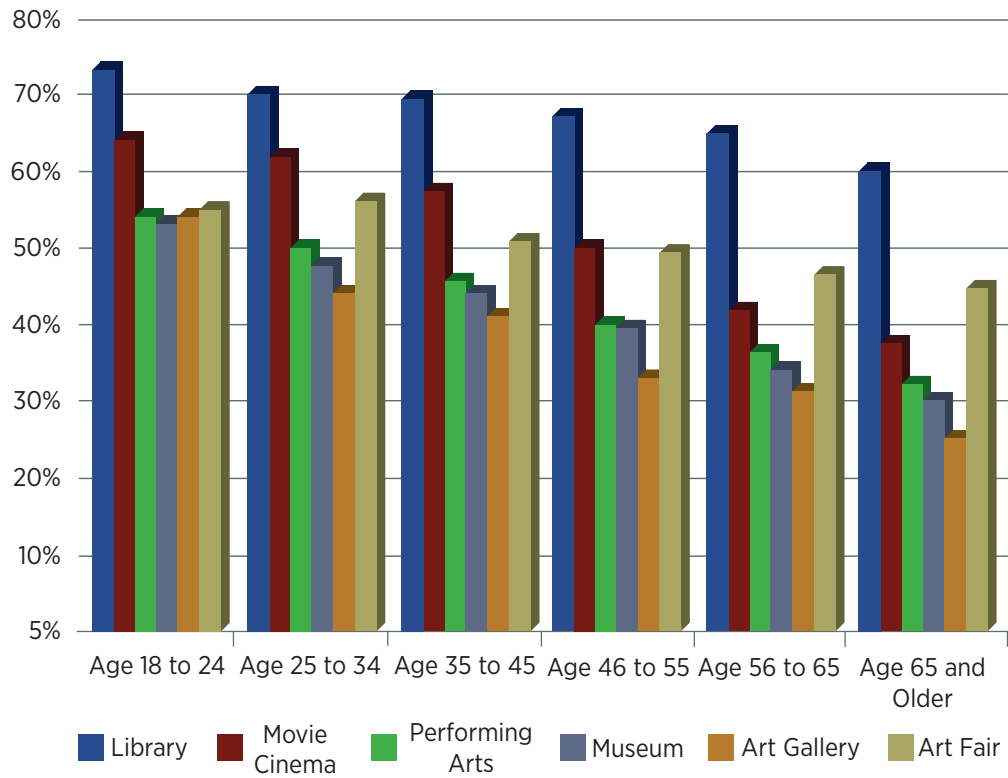
Legend: Library, Movie Cinema, Performing Arts, Museum, Art Gallery, Art Fair

Categories: Age 18 to 24, Age 25 to 34, Age 35 to 45, Age 46 to 55, Age 56 to 65, Age 65 and Older

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 18: Arts and Culture by Income

Legend: Less than $10,0000, $10,000–$24,999, $25,000–$49,999, $50,000–$74,999, $75,000–$99,999, More than $100,000

Categories: Library, Movie Cinema, Performing Arts, Museum, Art Gallery, Art Fair
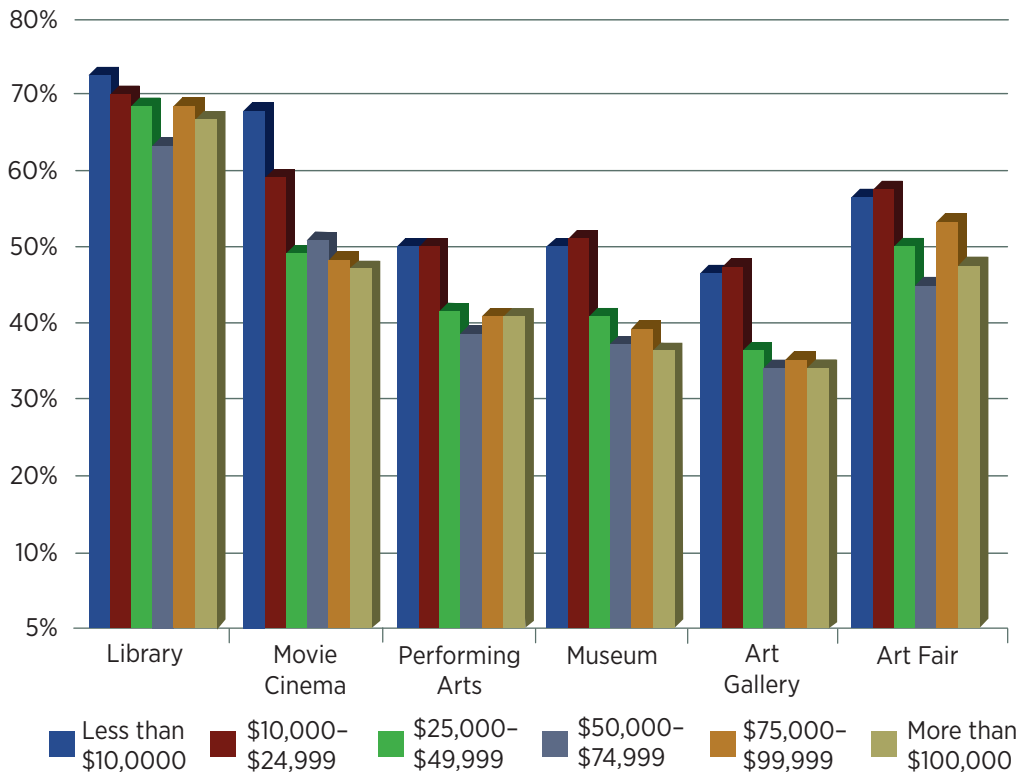
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

PLACEMAKING AND ECONOMIC DEVELOPMENT

The next section describes an analysis to assess the potential relationship between place-based attributes and economic well-being. First, cross tabulations were calculated between responses to the question about whether the person wanted to move with whether they felt that their neighborhood and community were better or worse places to live than five years ago, and whether they felt economic conditions in their region were getting better or worse. Not surprisingly, people who felt that their neighborhood, community and region were getting better tended to say that they did not want to move. The converse was also true; people who felt that their place was getting worse tended to say that they would like to move.

Of the people who said they felt that their neighborhood is a better place to live now than five years ago:

- Seventy-four percent (74%) agreed that their neighborhood is visually appealing.

- Seventy-one percent (71%) agreed that their neighborhood has a mix of residential, retail and commercial uses.

- Seventy percent (70%) agreed that their neighborhood has many places to go (for working, eating, shopping, drinking, entertainment, recreation, etc.).

- Sixty-six percent (66%) agreed that their neighborhood is ethnically diverse.

- Fifty-nine percent (59%) disagreed that it is too dangerous to walk in their neighborhood, because of high crime rates.

- Fifty-six percent (56%) agreed that property values in their neighborhood had remained stable, despite the economic recession.

Of the people who said they felt that their neighborhood is a worse place to live now than five years ago:

- Sixty-three percent (63%) disagreed that their neighborhood has many opportunities for social activities.

- Fifty-six percent (56%) agreed that the places they most frequently go to in their neighborhood are too far to walk.

Of the people who said they felt that their community is a better place to live now than five years ago:

- Eighty-one percent (81%) agreed that they can do most of their grocery shopping at stores in their local community (compared to 63% of people who said that their community is a worse place to live).

- Sixty-two percent (62%) agreed that there are bike lanes or paths/trails in their local community.

- Fifty-seven percent (57%) agreed that there are many opportunities for arts and cultural experiences within their local community.

- Fifty-three percent (53%) agreed that public transportation/transit in their community is reliable and convenient.

Of the people who said they felt that their community is a worse place to live now than five years ago:

- Sixty-nine percent (69%) agreed that there is a lack of job opportunities in their local community.

Despite the relationship between the presence or absence of place-based characteristics and a person's belief about changes in the neighborhood and community living conditions, the relationship of place-based characteristics to the choice of whether to move is less clear. For instance, of the people who agreed that their neighborhood is visually appealing, 44% said that they would not move and 37% said that they would move. However, of the people who agreed that their neighborhood has a mix of residential, retail and commercial uses, only 35% said that they would not move, while 46% said that they would move.

DISCUSSION

The responses from the national placemaking survey provide many interesting findings about people's views of placemaking and the place amenities that they want in their neighborhood, community and region. Some of these findings are new, some support prior research about place-based characteristics, and some are contradictory.

With respect to the perceived economic impacts of placemaking, a majority of respondents agreed that there is a positive relationship, stating that including placemaking in their community would improve economic activity, jobs, quality of life, home prices and sense of community. Only a small percentage of respondents disagreed with these statements. Based on the definition of placemaking that was provided, one might expect that people would welcome place-based development (such as mixed-use, walkability, arts and culture, etc.) in their neighborhoods and communities in order to improve their economy and quality of life. However, answers to questions about incorporating place characteristics

(particularly walkable amenities and mixed use) into their neighborhoods received more ambivalent responses.

One important thing to note when evaluating responses is the proportion of people indicating that they live in rural (18% in T2), suburban (36% in T3) and urban areas (45% in T4, T5 and T6 combined). Granted, the answers to questions about the location of the home within the T2 to T6 transect zones are subjective, and the transect zones do not follow U.S. Census urban/rural delineations (i.e., "urban" is defined as those communities with more than 50,000 people, "urban clusters" with 2,500–50,000 to people, and "rural" with less than 2,500 people). However, the fact that nearly 70% of the current U.S. population lives in places that are considered urban, and only 10% and 20% live in urban cluster and rural areas respectively, suggests that the survey sample may be skewed toward rural and suburban areas, thus potentially skewing the responses.

While the method of posing the question about housing location preference differed between the National Association of Realtors 2011 and 2013 Community Preference Surveys and this survey, the respondents in this study seemed to lean more toward living in places with mostly housing (the rural and suburban transects), as opposed to places with a mix of housing, offices and retail. About 67% of respondents selected T2 and T3, while only 33% selected zones T4 to T6. In the 2013 NAR survey, nearly 60% of respondents prefer to live in a neighborhood with a mix of uses in easy walking distance, while 40% prefer housing only neighborhoods, where they have to drive to other amenities.

It was clear that certain population segments are more likely to live in urban settings, including young people, minority households and low-

income households. It should be noted that their presence in urban settings does not necessarily indicate their preference to be there. The results of the current and preferred transect cross tabulation would seem to suggest that some people currently living in zones T4, T5 and T6 would like to live in a suburban or rural setting, given the choice. It was also apparent that people who live in rural areas enjoy their lifestyle and feel that increasing walkability, mixed uses and density would have adverse effects on their lifestyle.

The responses of young people to the visual preference questions do appear to suggest that they would like to have a variety of amenities, including bars and arts and cultural opportunities, within walking distance. Again, based on responses to these same questions, seniors (age 65 and older) do not seem more likely to choose a neighborhood with more amenities within walking distance; in this survey group anyway, seniors are more likely to live in rural and suburban areas, which could account for their visual preference responses.

Due to rising gas prices, 15% of respondents said that they have moved closer to work and 22% said that they have considered doing so. However, 63% indicated that they have not yet considered moving as a result of paying more for gas. Similarly 57% of respondents have not yet considered downsizing their home to reduce expenses. While the economic downturn and rising gas prices have certainly made life difficult for many people, they do not appear to be large impetuses for people moving into smaller homes closer to work.

Finally, the visual preference questions did show that the type and quality of some neighborhood amenities had an impact on people's preferences, though some amenities were more susceptible to

this phenomenon. The type and appearance of grocery stores, for instance, was noted in people's responses; whereas bars appeared to be universally disliked. While restaurants were generally preferred in close proximity to one's residence, people liked different restaurant types for their convenience, affordability and social aspects. The type, size and usability of parks appeared to have a large influence on neighborhood preferences as well.

In general, results support the growing evidence that there are groups of people who prefer highly walkable, mixed-use and green developments with access to a variety of amenities. In several cases, neighborhoods and communities with place-based development characteristics were viewed as having improved in the past five years, while those lacking these characteristics were viewed as deteriorating (though the degree to which neighborhood features have changed and what other factors may be involved in that belief are not known). Results also show that many people, particularly those who currently live in rural and suburban areas, are not yet ready to give up their cars and live in denser, busier, more vibrant neighborhoods. Despite an understanding that placemaking improves economic well-being, concerns about how it might encourage crime, noise and higher expenses still exist and should be addressed.

Part 3: Midwest Placemaking Survey

IN THE SECOND PHASE OF THE STUDY, THE HEDONIC PROPERTY ANALYSIS WAS EXPANDED TO INCLUDE THREE ADDITIONAL MICHIGAN CITIES, AS WELL AS FIVE CITIES IN THE MIDWEST. IN ORDER TO ENHANCE THE DATA THAT WAS PROVIDED BY ASSESSOR OFFICES IN EACH OF THE 11 CITIES, SURVEYS WERE SENT TO HOMES THAT SOLD BETWEEN 2000 AND 2012 TO COLLECT INFORMATION ON ADDITIONAL HOUSE, PROPERTY, NEIGHBORHOOD AND PLACE-BASED CHARACTERISTICS, INCLUDING STRUCTURAL ATTRIBUTES (WHERE THIS INFORMATION WAS NOT REPORTED IN ASSESSOR DATA), QUALITY OF HOME FEATURES, ENERGY EFFICIENCY, QUALITY OF AMENITIES WITHIN WALKING DISTANCE, RENTAL PRICES AND HOME PURCHASE/RENT INFLUENCE FACTORS.

Based on the results of the pilot study, several recommendations were made regarding future research, including suggestions to:

1. Examine the impact of place-based characteristics on property prices in places outside of Michigan.

2. Evaluate the effect that the type or quality of amenities or businesses have on property prices.

3. Consider other house, neighborhood and place-based characteristics in future property price analyses.

Therefore, in the second phase of the study, the hedonic property price analysis was expanded to include three additional Michigan cities, as well as five cities in the Midwest. In order to enhance the data that was provided by assessor offices in each of the 11 cities, surveys were sent to homes that sold between 2000 and 2012 to collect information on additional house, property, neighborhood and place-based characteristics, including structural attributes (where this information was not reported in assessor data), quality of home features, energy efficiency, quality of amenities within walking distance, rental prices and home purchase/rent influence factors.

The first step in this expanded analysis was to select the cities that would be studied. Cities of Flint, Kalamazoo and Grand Rapids were chosen to represent different regions of Michigan, and to provide a range of communities from those that are becoming vibrant, attractive cities to those that are experiencing decline and abandonment. Similarly, cities in other Midwest states were selected with three objectives in mind:

1. Cities that are similar in size (in terms of population and land area/density), ethnic diversity and regional importance to the case studies in Michigan.

2. Cities that have experienced either population decline (like Michigan cities) or population growth (which suggests that they are attractive places).

3. Cities that have had some experience with placemaking activities.

For instance, Madison, WI, was selected, because it had a similar population size and density in 2010 to that of Grand Rapids. Both cities are part of a larger metropolitan region and have a major college in them. However, while Grand Rapids population shrank from 2000–2010 by almost 5%, the City of Madison grew in population by more than 12%. Madison also has a higher median household income ($53,958) than Grand Rapids

($39,070), suggesting perhaps better opportunities for well-paying jobs. Finally, Madison is known as a vibrant place to live, with a walkable downtown, various entertainment opportunities, numerous public spaces and jobs for young talent in the technology, life science and biotech fields. In recent years, Grand Rapids has been involved in a variety of placemaking activities that have been creating a vibrant atmosphere in their downtown, with many arts, cultural, entertainment, restaurant and green space amenities; these activities will help it to compete with places like Madison.

Figure 19 shows the locations of the Michigan and Midwest cities in this study. Michigan cities included Lansing, Traverse City, Royal Oak, from the pilot phase, and Flint, Grand Rapids and Kalamazoo. Midwest cities included Davenport, IA; Rochester, MN; Lakewood, OH; and Madison and Manitowoc, WI. A description of the selected cities is provided below.

Lansing, Michigan
The capitol city of the state of Michigan, Lansing has a population of 113,996 (part of the Lansing-East Lansing Metropolitan Statistical Area, with a population of 464,036) and a land area of 36 square miles, giving it a population density of 3,163 people per square mile (U.S. Census Bureau, 2012). Once typified as a traditional manufacturing city, Lansing has made strides in attracting and growing entrepreneurs, boosting its finance and real estate sectors, nourishing a bio-economy and becoming a major insurance center. With an average household income of $37,128, jobs in the City range from technical to professional (U.S. Census Bureau, 2010). The City's largest employers are the State of Michigan, Michigan State University (MSU) (in neighboring East Lansing), Lansing Community College, Sparrow Health System and McLaren-Greater Lansing (formerly

Figure 19: Michigan and Midwest Study Cities

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Ingham Regional Medical Center) and General Motors. Lansing has a Walk Score of 47, meaning it is considered "Car Dependent," where most errands require a car; it is "somewhat bikable" (Walk Score, 2013).

Lansing is home to:

- The Lansing City Market, an 11,000 square-foot building on the Grand River that houses more than 30 local businesses;

- The Lansing River Trail, 13 miles of paved trail along the Grand River and the Red Cedar River between MSU in East Lansing and Dietrich Park in northern Lansing, with year-round use for non-motorized vehicles and a number of special events;

- The Accident Fund Insurance Company of America, which moved its national headquarters to the old Board of Water and Light Ottawa Street Station power plant, transforming a long-abandoned brownfield site into a LEED Gold certified building;

- The Center for New Enterprise Opportunity, or NEO Center, an 8,600 square-foot, LEED certified business incubator with space for 21 businesses, conference rooms, a workout facility and office space;

- Peckham, Inc., which provides job training and employment opportunities for the disabled in a LEED certified 250,000 square-foot warehouse;

- The Ingham County Land Bank, which has purchased, maintained, renovated and resold hundreds of blighted properties, revitalized neighborhoods and put properties back on tax rolls; and

- Many mixed-use developments, including the Stadium District, a mixed-use, walkable, transit-accessible, ecofriendly facility on a brownfield site built to stimulate job creation and private investment, promote the area and inspire the entire neighborhood to revitalize.

Royal Oak, Michigan

Royal Oak is an inner-ring suburb of Detroit with a population of 58,410 and a median household income of $62,453 (U.S. Census Bureau, 2012). Covering an area of 11.8 square miles, the City has a population density of 4,956 people per square mile. Royal Oak is both the second wealthiest and second densest of the case study cities. Known for its shopping, dining and nightlife, the City also has numerous place-based characteristics that are attractive to young professionals and families. Twenty-one percent (21%) of the City's population is between the ages of 24 and 34. It attracts many knowledge workers; the largest employers in Royal

Oak are William Beaumont Hospital, Metaldyne (a designer and supplier of metal components), Consumers Energy and DTE, in addition to numerous computer-related and information technology businesses. It has been nicknamed the "City of Trees," because of its multitude of flora, and has earned the distinction of "Tree City USA" from the National Arbor Day Foundation every year since 1976 as a result of its commitment to tree planting and natural preservation. Royal Oak is also known for its commitment to arts and culture with several theatres, art galleries and art fairs, most notably "Arts, Beats and Eats," a weekend-long festival with arts exhibitions, food and concerts. Royal Oak has a Walk Score of 59, meaning it is "Somewhat Walkable," where some errands can be accomplished on foot (Walk Score, 2013).

Royal Oak is home to:

- The 71,000 square-foot, $20 million Emagine Movie Theatre and Bowling Alley, built by Paul Glantz of Emagine Entertainment on a practically unusable piece of land, utilizing a $1.25 million Brownfield Tax Credit from the Michigan Economic Development Corp., and support from Royal Oak's Downtown Development Authority.

- The Main North Lofts, a mixed-use center with restaurants, fitness and retail on the ground floor, residential units on the third floor and office space on the fourth floor.

- The Barbara A. Hallman Memorial Plaza, home of the Star Dream fountain/ sculpture, created by Marshall Fredericks in 1997, next door to the Royal Oak library.

- A recently established Non-Motorized Transportation Plan that seeks to make the City safer and incorporates walking, biking and mass transit; it is included in the City's overall master plan.

Traverse City, Michigan

Traverse City is nestled on Grand Traverse Bay in the northwestern region of Michigan's Lower Peninsula. The Traverse City region has grown considerably in population over the past 10 years, with Grand Traverse County's population growing approximately 12% from 2000 to 2010. The least populated case study city, Traverse City has a population of 14,911 and the median household income is $44,542. The area of City covers 11.8 square miles, giving it a population density of 1,791 people per square mile (U.S. Census Bureau, 2012). The Traverse City area is the country's largest

producer of tart cherries, in addition to being one of the centers of wine production in the Midwest. Famous for its summer and winter tourism, its annual Cherry Festival and numerous recreational activities, much of the Traverse City economy is tourism-based; however, it has recently begun to diversify the economy with the presence of life-sciences and technology companies. Traverse City has a Walk Score of 98, meaning it is considered a "Walker's Paradise," where daily errands do not require a car (Walk Score, 2013).

Traverse City is home to:

- The 630 Lofts, a five-story, Historic Preservation Project with 39 low-income residential apartments, several garden-level retail shops and a common area, developed using low-income housing and State historic tax credits.

- A mixed-use Brownfield Redevelopment Project with a retail outlet, food production facility and new residential spaces, created by the Michigan-based firm Cherry Republic.

- The Villages at Grand Traverse Commons, a former mental hospital transformed into a mixed-use building with 63 businesses and 60 residential suites, including affordable housing with rents ranging from $450–$759 monthly; it is one of the largest examples of historic preservation and mixed-use redevelopment in the nation.

- Harbour View Centre, a $6 million Brownfield Redevelopment Project on a former coal gasification site, transformed into a four-story, mixed-use building across the street from Grand Traverse Bay.

- River's Edge, a five-story, Brownfield Redevelopment Project on the site of the

former eight-acre Traverse City Ironworks Iron Foundry that was vacant for 15 years, creating an urban setting for homes, restaurants and offices with views of Grand Traverse Bay.

Flint, Michigan

Flint has a population of 100,515, an area of 33.6 square miles, and a population density of 3,008 people per square mile (U.S. Census Bureau, 2012). The birthplace of General Motors, Flint was once one of the nation's most important industrial cities. Now, however, Flint has lost more than 22% of its population since 2000 and almost half of its population since 1970 as a result of disinvestment, deindustrialization and population moving to the suburbs. Median household income is $26,339. With large amounts of vacant industrial space and widely available tax incentives, the City has attempted to diversify its economy in recent years, attracting healthcare and life sciences industries using former auto assembly sites for offices. The City's largest employer still remains General Motors, although the auto industry's collapse played a large role in its 9.6% unemployment rate. Flint has a Walk Score of 48, meaning it is considered "Car Dependent," where most errands require a car (Walk Score, 2013).

Flint is home to:

- The Riverfront Residence Hall, the redevelopment of a vacant hotel in downtown Flint into a state-of-the-art, mixed-use, living-learning center with housing for 550 students from the University of Michigan-Flint, Kettering University and Mott Community College.

- The Flint Riverbank Park, a well-situated on both sides of the Flint River with a series of stepped water attractions, this park has garnered community interest as a venue for events, like the long-running Flint Jazz Festival.

- The Flint Farmers Market, a year-round market that has been under revitalization since 2002 and is home to 30 vendors inside the building and, during warmer months, has up to 50 outside vendors featuring produce, meat, poultry, breads, baked goods, cheese, wine and art in addition to a deli, gift stores and middle-eastern and Mexican groceries.

- Chevy in the Hole, a 130-acre vacant brownfield site that was once a key manufacturing site for General Motors during the bulk of the 20th century and is currently the site of a Phyto-remediation effort utilizing natural vegetation to clean up the subsurface groundwater; the future use of the site is not yet known, but two potential visions would use the site for place-based economic development with institutional expansion, riverfront development and green space.

Grand Rapids, Michigan

With a population of 190,411, Grand Rapids is the largest city in West Michigan, as well as the largest case study city from this state. Its total land area of 44.6 square miles gives the City a population density of 4,289 people per square mile, and its median household income is $39,070 (U.S. Census Bureau, 2012). Grand Rapids is home to several private and religious colleges, including Aquinas College, Calvin College, Cornerstone University, Grace Bible College and Kuyper College, as well as satellite campuses of Northwood University, Grand Valley State University, Ferris State University and the Kendall College of Art and Design. The Michigan State University College of Human Medicine maintains its Grand Rapids campus in the Secchia Center medical education building, a $90 million building with state-of-the-art facilities. The center is located in the well-known Medical Mile in downtown Grand Rapids, a hub of world-class health science facilities. The City has a diverse economy, is home to the headquarters of regional super center chain Meijer, the consumer goods manufacturer Alticor/Amway, food distributor Spartan Stores and independent bookstore Schuler Books and Music, and it a national center for furniture manufacturing. Grand Rapids has a Walk Score of 54, meaning it is

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"Somewhat Walkable," where some errands can be accomplished on foot; it also has a Bikescore of 50, meaning it is considered somewhat bikable (Walk Score, 2013).

Grand Rapids is home to:

- Calder Plaza, an open square adjoining the City and County buildings that host large community events; it houses the public sculpture "La Grand Vitesse" by Alexander Calder.

- Division Park Avenue, an $11 million project by Brookstone Capital to renovate two previously vacant structures into modern, energy-efficient apartments intended for low- to middle-income tenants; the project is LEED certified and preserved many historical features of the original buildings.

- The Martineau Project, a $10.6 million, four-building rehabilitation project in the historic Heartside/Arena district that will result in 23 apartments for low-income artists, as well as 12,410 square feet of commercial space for galleries, studios, a café and a catering business.

- The 38 Commerce, a LEED certified mixed-used development with 35 apartments, eight condos, 30,000 square feet of commercial and office space and a parking deck for up to 350 cars.

- The Grand Rapids Urban Market, a $27 million, 3.5-acre indoor-outdoor market that recently received a $5.7 million in grants to clean the land and remove dilapidated buildings; the mixed-use development combines local food production, retail, farmers' markets and nutrition education.

- The Gallery, a LEED certified redevelopment of a vacant parking ramp into 56 apartments, 2,700 square feet of retail space and 250 public parking spaces; it is also the new home of the Urban Institute for Contemporary Arts, which features a 200-seat film theater, a performing arts theater and multiple studios and event spaces.

- ArtPrize, a placemaking activity that brings thousands of artists and art enthusiasts to downtown Grand Rapids for the world's biggest art competition each year.

Kalamazoo, Michigan

With a population of 75,092, Kalamazoo is the largest city in the Southwest Region of Michigan and is situated half-way between the large Detroit and Chicago metropolitan areas. The City covers 24.7 square miles of land, giving it a population density of 3,042 people per square mile. The City has a median household income of $31,189

(U.S. Census Bureau, 2012). Home to Western Michigan University, which has four campuses in Kalamazoo, and the prestigious Kalamazoo College, among other smaller universities, every resident graduate of Kalamazoo Public Schools is provided with a scholarship for up to 100% of tuition and mandatory fee costs for four years at any public university or community college in Michigan (known as the "Kalamazoo Promise"). Historically, the economy of the City was reliant on manufacturing industries, such as automobiles and buggies, cigars, paper, stoves, windmills and instruments. Now, the City boasts a diverse economy, is home to three local breweries, two of the nation's leading flavoring companies and numerous life sciences firms. The largest employers in the area are Borgess Medical Center and Bronson Methodist Hospital, pharmaceutical companies Pfizer and Perrigo and Western Michigan University. Kalamazoo has a Walk Score of 51, meaning it is considered "Somewhat Walkable," where some errands can be accomplished on foot (Walk Score, 2013).

Kalamazoo is home to:

- The Exchange (Phoenix Properties), a $24.5 million eight-story, mixed-use complex in downtown Kalamazoo, with upscale apartments, a bank, office space and retail at the ground-level.

- Peregrine Plaza, a $2.4 million Brownfield Retrofit of a former charter school into mixed-use apartments and retail, with 11 perimeter retail spaces on the ground floor, 10 to 15 interior retail spaces on an arcade, 16 residential units above and green space on the roof.

- Kalamazoo Commons, a mixed-use development in the heart of downtown Kalamazoo, with a 14-screen state-of-the-art Rave movie theatre, 18 residential apartment units and 20,000 sq. ft. of first-floor retail, restaurant and office/service space; it has a direct link to the nearby Western Michigan University, Kalamazoo College and Kalamazoo Valley Community College.

- The Ark Services for Youth has provided assistance to at-risk youth in the Kalamazoo area for 35 years by offering short-term housing, job and housing counseling, laundry facilities and bathrooms, as well as subsidized housing (at 30% of a residents income) available for 18- to 24-year-olds.

- Arcadia Creek Festival Place, a community gathering place which holds about 50 events per year, attracting around 150,000 people to the downtown area.

Davenport, Iowa

Located between Chicago, IL, and Des Moines, IA, Davenport sits on the Mississippi River and the interstate border. The least dense case study city, Davenport has a population of 101,363 and a total area of 62.8 square miles, giving it a population density of 1,610 people per square miles. The median household income of the City is $45,237 (U.S. Census Bureau, 2012). It is home to the headquarters of Lee Enterprises, a daily

newspaper publisher and Von Maur, a department store. Manufacturing is the City's largest employment sector. Nearby John Deere and Rock Island Arsenal, the largest government-owned weapons manufacturing arsenal in the United States, also provide numerous jobs to the City. Davenport is known for its affordable housing, low crime rates and relatively low unemployment rate. Davenport has a Walk Score of 46, meaning it is considered "Car Dependent," where most errands require a car (Walk Score, 2013).

Davenport is home to:

■ Hilltop Campus Village, the area between the campuses of Palmer College of Chiropractic and St. Ambrose University, which has seen renovation of more than 50 buildings and has had $4.6 million invested in rehabilitation; it has educational, cultural and religious institutions, which make it a walking and biking destination for students, residents and visitors.

■ The Hotel Blackhawk, a nearly 100-year-old Davenport hotel in the vibrant downtown area, close to the RiverCenter, that was renovated through a public-private investment.

■ Forrest Block Apartments, a 36,000 square-foot building more than

135-years-old that was converted into an apartment complex with 24 one-, two- and three-bedroom apartments, an interior courtyard and a rooftop garden; the building is designed to have retail businesses on the main floor and professional offices on the upper floors.

■ The Crescent Lofts, which is the anchor for the crescent Warehouse Revitalization District, an area once housing Davenport's industrial trade along the Mississippi River; the building is serviced by "The Loop" shuttle and provides convenient access to local foods and produce at Davenport's Historic City Market just ¾ mile away, as well as entrances to the longest bike path in the state.

Rochester, Minnesota

Home of the world-renowned Mayo Clinic medical center, Rochester is the largest City in Minnesota outside of the Minneapolis-St. Paul-Bloomington Metropolitan Statistical Area, with a population of 108,992. Rochester has a population density of 1,999 people per square mile and a median household income of $63,490 (U.S. Census Bureau, 2012), making it the wealthiest case study city. The City has also experienced the greatest percentage of population growth of all case study cities,

increasing its population by more than 24% from 2000–2010, and over 50% from 1990–2010. Thirty-three thousand of the area's residents are employed by the Mayo Clinic, which draws more than two million visitors each year. In addition to the Mayo Clinic, the City has other healthcare providers and medical centers and is home to IBM's Rochester campus, one of the company's most important manufacturing centers. With an unemployment rate of 4.5%, Rochester also has one of the lowest unemployment rates in the country. Rochester has a Walk Score of 36, meaning it is considered "Car Dependent," where most errands require a car (Walk Score, 2013).

Rochester is home to:

- Peace Plaza and the First Street Promenade, a renovated public plaza near the downtown and Mayo Clinic, which is programmed with year-round events, like the summer market, noontime music and theatrical performances and a fall fashion show, under the guidance of the Rochester Downtown Alliance.

- The Alley Visioning Meeting, a design charrette focusing on creating a safer, cleaner, more pedestrian friendly place in the alley of the 300 block between Broadway and 1st Avenue SW in downtown Rochester, using landscaping, lighting, murals, decorations and refuse handling; the visioning project was initiated by residents and businesses of this neighborhood.

- Metropolitan Market Place, home to The People's Food Co-op on the ground level (offering a selection of fresh, organic groceries for the health-conscious Rochester community), furnished studios and one-, two- and three-bedroom

apartments in the upper levels, along with underground parking; the building is energy efficient and walkable to the downtown area.

Lakewood, Ohio

Lakewood is situated directly West of Cleveland and South of Lake Erie. The most densely populated case study city, Lakewood has a population of 51,385 people in just 5.5 square miles, or 9,284 people per square mile. The median household income for the City is $43,958 (U.S. Census Bureau, 2012). Lakewood is known for its wide array of residential housing structures and popular commercial districts with bars, restaurants and shops. Especially attractive to young professionals, 20% of the City's population is between the age of 25 and 34. Lakewood Hospital is the City's largest employer, and many residents work in nearby Cleveland. Lakewood has a Walk Score of 68, meaning it is considered "Somewhat Walkable," where some errands can be accomplished on foot (Walk Score, 2013).

Lakewood is home to:

- Rockport Square, a three-part, mixed-use, residential project by Forest City Enterprises, which includes two six-story loft buildings, with energy efficient units and several adjacent mixed-use buildings.

- Lakewood Park, one of the largest lakefront parks in Ohio, featuring several public pavilions, athletic fields, a skate

park, an outdoor swimming pool and a live concert stage; the park's lakefront promenade offers a view of Downtown Cleveland and an all-purpose trail that circles the park.

- Rosewood Place, formerly a vacant used car lot, but now a 56,000 sq. ft. mixed-use development with retail space with 11 luxury town homes, 13 lofts and office space; the development is energy efficient and centrally located.

- The Gordon Square Arts District, which houses three unique theatres within a two-minute walk of each other within Lakewood's art district and offers independent films, musicals, theatre and dance productions.

Madison, Wisconsin

The capitol of Wisconsin, Madison is the largest case study city in terms of both population and geographic size, with a population of 240,323 and a land area of 76.8 square miles. Its population density is 3,138 people per square mile, and its median household income is $53,958 (U.S. Census Bureau, 2012). Madison has also experienced the greatest total population growth of the case study cities, increasing by 25,155 people from 2000–2010, and 41,947 people from 1990–2010. The City, perhaps best known for being home of the University of Wisconsin(UW)-Madison, is also a hub for numerous technical, biotech, and life-science firms and has attracted numerous young professionals. The largest employers in the City are the Wisconsin State Government and the UW-Madison, in addition to the University of Wisconsin Hospital and Clinics, one of four major hospitals in the city. Madison has a Walk Score of 55, meaning it is considered "Somewhat Walkable," where some errands can be accomplished on foot; it also has a

Bike Score of 66 and a Transit Score of 37, meaning it is somewhat bikable and has some public transportation (Walk Score, 2013).

Madison is home to:

- Wisconsin State Capitol, which is situated in a square in the center of downtown Madison, serving as a major intersection in town and a public space where people can meet and enjoy recreational activities.

- The East Campus Gateway, a broad, seven-block pedestrian-oriented corridor, including private developments, university buildings and two public gathering places, which serves as a "front door" to the University of Wisconsin-Madison; the 2.45 million-square-foot project houses an outdoor mall, a 12-story mixed-use building with 350 rental apartments, 120,000 square feet of retail space and numerous academic buildings, on Lake Mendota.

- Museum Mile, a corridor with art, children's and history museums that stretches from the capitol to the UW-Madison campus.

Manitowoc, Wisconsin

Located on Lake Michigan, Manitowoc has a population of 33,383 and is known for its natural features and tourism amenities. Historically, Manitowoc has been associated with numerous maritime industries and is home of the Wisconsin Maritime Museum and several ship-building companies. The median household income for the City is $42,579 and the bulk of the City is employed in the manufacturing sector. Sparsely populated, Manitowoc is 17.63 square miles of land and has a population density of 1,894 people per square mile (U.S. Census Bureau, 2012). Known mostly for its tourism, the City heavily relies on Lake Michigan amenities, but is also home to several museums, theatres and wineries. The natural amenities of surrounding Manitowoc County lend themselves to more than 245 miles of State-funded snowmobile trails, five major parks, 14 parks with lake/river access and 11 beaches along Lake Michigan. Manitowoc has a Walk Score of 44, meaning it is considered "Car Dependent," where most errands require a car (Walk Score, 2013).

Manitowoc is home to:

- The Mariners Trail, a hard-surfaced, seven-mile long recreational trail that runs along Lake Michigan and connects Manitowoc and Two Rivers, WI.

- The 2009 Master Plan, with a vision for smart growth, linking downtown Manitowoc with the lakefront, the riverfront and the community's port, a downtown image built upon Manitowoc's unique assets, maximization of existing infrastructure and the increase of downtown connectivity by using one-way street conversions, pedestrian and bicycle connections and easier waterway access.

- The Rahr West Art Museum, which is housed in a 19th century mansion near downtown Manitowoc and serves as a community civic art center, featuring local and traveling art exhibits, educational opportunities and annual events.

There are many similarities between the 11 cities included in this placemaking study, yet it's clear that they each have unique assets and circumstances that will flavor placemaking efforts. Many of them have been hard hit by the decline of the automobile manufacturing industry, company closures and population loss. Some of them have very walkable downtowns, while others are still very car-dependent. The example placemaking projects listed for each city show that there is recognition among city leaders, developers and other stakeholder groups about the quality of life and economic benefits of creating

REBUILDING PROSPEROUS PLACES IN MICHIGAN

more walkable, mixed-use, green spaces. Public-private partnerships are often needed to get these projects, many of which take place on abandoned and contaminated sites, off the ground; there are roles for philanthropists, private investors and government entities in identifying the capital necessary to embrace placemaking. Not all projects are big developments; there are many "Lighter, Quicker, Cheaper" activities taking place in each city (PPS, 2011). Finally, placemaking projects that capitalize on each city's major assets, from being located on the lakeshore to having significant anchor institutions with employment opportunities to housing a large arts and cultural community.

SURVEY PROCESS DESCRIPTION

Invitations to take an online survey were mailed to households in these 11 study cities who purchased a home between the years 2000 and 2012. Letters were directed to the current resident of the home, including home owners and/or renters. A random sample was drawn from each city proportional to the total number of sold houses among all cities. The mailing included a letter explaining the study and the importance of their participation. The letter also included a small magnet as a token of appreciation and, upon completion of the survey, the opportunity to win a $100 gift card from Amazon.com (entry was voluntary).

The survey was available online for about six weeks from August 29–October 15, 2012. By the close date, 2,049 people had responded, with 1,997 completing the survey. The margin of sampling error is plus or minus 2.2 percentage points at the 95% level of confidence.

The survey asked owners and renters questions about housing and property characteristics along with neighborhood and community features. Focusing on the neighborhood and community features, the survey's primary aim was to gauge the importance of numerous factors in owner's and renter's decisions to buy/rent their home. A few of those factors included being close to parks, dining and shopping opportunities, schools and jobs. Other questions asked how walkable the respondent's neighborhood is, how often he/she walks, and the quality of nearby parks, stores, cafes and restaurants. To conclude the survey, respondents answered questions about their socio-economic status, happiness, healthiness and basic demographic qualifiers.

Having obtained property records from the assessor's office in each city, it was possible to join survey responses to parcel records. These records contain information regarding sale price, year and month, along with structural attributes, such as the number of bedrooms and bathrooms, square footage, and other essential real estate-based data. These structural data are included in the hedonic property price analysis (described in the next section) to control for their effect on the sale price.

SURVEY RESULTS

The survey was broken into four main components:

1. Questions about housing and property characteristics along with neighborhood and community features.

2. Questions about the importance of numerous factors in owner's and renter's decisions to buy/rent their home.

3. Questions about how walkable the respondent's neighborhood is, how often he/she walks and the quality of nearby parks, stores, cafes and restaurants.

4. Demographic questions to help us better understand who responded to the survey, and whether responses differed between groups.

Responses to questions in each section are summarized below. A complete reporting of all responses is provided in Appendix B on page 117.

Housing/Property/Neighborhood/ Community Characteristic Questions

Ninety-two percent of respondents owned and resided at the property where the survey invitation was received, while 7% were renters. Other responses included people who owned the property but did not live there, or lived there but did not own the property. The remaining responses were excluded from the results and analysis due to either not living at the property or having a unique living situation.

Respondents were asked the year in which year they moved into their current home. The response data was used to determine how long they had been living at the property. Five percent of respondents indicated that they had lived in their home for less than one year, while 37% had lived there for one to four years, 44% had lived there for five to 10 years, and 8% had lived there for 11–20 years. None of the respondents indicated that they had lived at the property for more than 20 years.

The next question asked how long they had lived in their current neighborhood and city. A plurality of respondents (30%) indicated that they had lived in their neighborhood for four to six years, while 29% had lived there for seven to 10 years, 25% had lived there for one to three years, 10% had lived there for 11–15 years, 4% had lived there for less than one year, and only 2% had lived there for more than 15 years. A plurality (29%) said that they had lived in their current city for more than 15 years, 21% for seven to 10 years, 19% for four to six years, 16% for 11–15 years, 13% for one to three years, and only 2% for less than one year. Based on these results, it appears that many people in the survey move more frequently between

neighborhoods within a city than they have moved between cities.

People were then asked about the features of their home, particularly for data that was not attainable from the assessor's office in each city. Fifty-one percent (51%) of respondents indicated that their home had three bedrooms, 19% had two bedrooms, 19% had four bedrooms, 3% had five bedrooms, and only 1% had one bedroom. Almost half (48%) of the surveyed homes had one full bathroom, and 35% had two full bathrooms, while 10% had three or more full bathrooms. Forty-one percent (41%) of homes also had one half bathroom, while 36% had none, and 3% had two (with a non-response rate of 19%).

In terms of other home features, the following percentages of respondents indicated that they had a:

- Garage: 88%;

- Fireplace: 52%;

- Front porch: 62%;

- Deck (backyard): 61%;

- Finished basement: 29%;

- Partially finished basement: 37%; and/or

- Pool: 3%.

In terms of parking at the property, 47% of respondents said that they had two parking spaces in their garage, 29% had one space, 8% had three or more and 12% didn't have any garage parking spaces. Forty-three percent (43%) said that they had three or more parking spaces in their driveway, while 37% had two spaces, 12% had one space and 3% didn't have any driveway parking spaces.

Respondents were also asked whether their city allowed for 24-hour on-street parking. Sixty-five percent (65%) indicated that it was allowed, 26% indicated that it was not, and 9% were "not sure." When asked whether they had a sidewalk in front of their home, 84% of respondents said "yes," and 16% said "no." On the other side, 93% said that they did not have a dedicated bike lane on their street, while 7% said they do and 1% were "not sure."

Next, homeowners were asked to rate the quality of certain home features at the time of purchase, including bedrooms, roof, siding, kitchen, windows, garage, bathrooms, doors, appliances, basement, landscaping and insulation R-value. The quality of these features is often considered in home appraisals at the time of sale and can influence purchase price. The quality of the bedrooms, roofs and siding rated relatively high, while the insulation R-value, landscaping and basements received lower ratings.

Following the purchase of the home, 78% of homeowners indicated that they have done some remodeling, while 22% said that they had not. Thirty percent (30%) said that they had spent $5,000–$10,000 on remodeling, 23% estimated that they had spent $10,001–$20,000, and 20% had spent less than $5,000. Only 15% of homeowners had spent more than $30,000 to fix up their home.

Before purchasing their home, 38% of homeowners indicated that energy efficiency improvements had been made, while 43% said that they had not and 19% were "not sure." For homes where improvements had been made, they were most likely to be installation of more energy efficient windows (58%), furnace (41%) or insulation (38%). Energy efficient appliances, water heaters, doors and weather stripping were also installed. Other energy efficiency updates included low-flow toilets/showerheads, lighting and programmable

thermostats. A few homes had solar panels or geothermal installed.

The next question asked whether, since buying the home, the homeowner had made any energy-efficiency improvements (such as windows, insulation, Energy Star appliances, doors, furnace, solar panels, etc.). Improvements could have been do-it-yourself or through a contractor or hired help. Seventy-six percent (76%) said that they had made energy efficiency updates, while 23% had not. The most common updates were installing Energy Star appliances (64%), insulation (46%) and new windows (38%).

Homeowners were asked to rate the quality of the nearest amenities to their home, including parks, grocery stores, gas stations/convenience stores, bars, restaurants/cafes and coffee shops. Overall, most amenities were rated as being high quality. Seventy-four percent (74%) of respondents rated grocery stores as a four or five, with responses ranging from 1–5, with one being "very poor quality" and five being "very high quality." Parks were rated at 69%, restaurants at 66%, gas station/convenience stores at 60% and coffee shops at 59%. On the other hand, bars were rated at four or five 43% of the time, and at one or two 12% of the time; 27% of respondents didn't know or weren't

sure how to rate the quality of the bar closest to their home.

Renters were asked some unique questions on the survey. For instance, the survey included a question about how much they pay in monthly rent for the entire unit (excluding fees and utilities). Sixty-eight percent (68%) indicated that they paid between $500–$1,000 in monthly rent, while 27% paid $1,001–$2,000, and 4% paid less than $500 per month. No respondents indicated paying rent more than $2,000 per month. Seventy-three percent (73%) of renters are living in a single family home, 12% in a duplex, 7% in a condominium or townhouse and only 4% in an apartment. Fifty percent (50%) of renters said that there were two separate rental units at their address, with 16% with three units, 11% with one unit, 11% with four units and 5% with six units or more.

Renters were also asked to rate the quality of the nearest amenities to their home, including parks, grocery stores, gas stations/convenience stores, bars, restaurants/cafes and coffee shops. Over half of renters rated the quality of parks (64%), restaurants (63%), grocery stores (61%) and gas station/convenience stores (52%) as either a four or a five, with responses ranging from 1–5, with one being "very poor quality" and five being "very high quality." Less than half of renters rated the quality of coffee shops (48%) and bars (47%) as either a four or a five.

Finally, survey respondents were asked to provide any additional information they felt was relevant about their neighborhoods or homes. Many people indicated that they love their neighborhoods, for a variety of different reasons ranging from its walkability/bikability to the close-knit relationships with neighbors to the income and racial diversity/balance. Several respondents noted the benefits of being close to lakes and trails,

while others complained about the Midwest winters. Some respondents expressed concerns that their neighborhood being less safe than it used to be and that community schools were poor quality, so while they could send their child to a school within walking distance, they have chosen to drive them to another school district (through Schools of Choice). The affordability of neighborhoods was often noted, with some respondents indicating that their home had lost value since the recession and some saying that their neighborhood had experienced stable home prices. These open-ended responses helped to support and explain some of the results from questions about neighborhood quality, nearby amenities, walkability and safety.

Purchase/Rental Decision Factor Questions

Homeowners were asked about how much certain property and neighborhood features were involved in the decision to purchase their home, with responses ranging from one to five, with one being "not at all" and five being "very much." Figure 20 illustrates the survey responses to these questions. The factors that received the most positive responses (with a rating of four or five) were for the home interior (design, layout) and number of bedrooms (75% and 70%, respectively). Around half of respondents also gave a four or five rating to the architecture/style, square footage and size of yard. The factors that were least often cited as being involved in the home purchase decision were on-street parking, historic significance and street lights.

Homeowners were then given a series of statements about their home or neighborhood and asked to indicate how much those factors influenced the decision to purchase their home. Response options ranged from one to five, with one being "not at all" and five being "very much." Figure 21 illustrates the percentage of responses

Figure 20: Home Purchase Decision Factors

Factor	1 (Not at All)	2	3	4	5 (Very Much)
Historic Significance	57%	17%	12%	9%	4%
Number of Bathrooms	11%	17%	28%	29%	15%
Architecture (or Style)	9%	14%	25%	31%	22%
Interior (Design, Layout)	3%	5%	17%	36%	39%
Public School Quality	36%	16%	17%	18%	13%
Nearby Parks and Recreation Areas	13%	15%	27%	26%	19%
Convenience Stores Close By	29%	24%	24%	16%	8%
Shade Trees	17%	19%	27%	25%	13%
Road Quality	22%	29%	31%	14%	3%
Total Square Feet	4%	12%	33%	37%	14%
Street Lights	34%	28%	25%	10%	3%
Number of Bedrooms	2%	7%	21%	39%	31%
Size of Yard	9%	14%	28%	30%	20%
Grocery Stores Close By	13%	19%	29%	27%	11%
Property Taxes	18%	23%	36%	17%	6%
Off-Street Parking	24%	12%	19%	23%	21%
Retail Shopping Stores Close By	19%	20%	29%	22%	9%
Income/Investment Potential	23%	18%	25%	22%	12%
On-Street Parking	52%	22%	17%	7%	2%

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Figure 21: Home and Neighborhood Purchase Decision Statements

Statement	1 (Not at All)	2	3	4	5 (Very Much)
There is a Strong Sense of Community	13%	17%	27%	26%	17%
There are Many Employment Opportunities	26%	20%	26%	19%	8%
I am Close to My Job	13%	8%	17%	29%	33%
Homes in My Neighborhood are Affordable	4%	9%	24%	37%	26%
I am Able to Do a Majority of My Shopping	10%	13%	27%	31%	20%
I Have Great Access to Public Transportation	43%	20%	17%	11%	9%
I am Able to Walk/Bike to Many Nearby Places	14%	17%	18%	22%	30%
I Have a Good Access to Fresh and Healthy Foods	18%	14%	23%	26%	19%
Great Neighbors Live in the Neighborhood	10%	14%	28%	28%	21%
Commuting Time to Job or School is Short	10%	7%	14%	32%	36%
The Home is Energy Efficient	15%	24%	32%	21%	8%
The Neighborhod is Safe	3%	4%	15%	37%	41%

Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

for these ratings within each factor. The top statements (i.e., those that received the most four and five ratings) were related to neighborhood safety, short commute time, home affordability, being close to a job, and being able to walk/bike to many nearby places that are important to the respondent. Statements with the least influence on respondents' purchase decisions were great access to public transportation, many employment opportunities in the city and having an energy efficient home.

It is important to note that people were asked to rate the influence of the statements, not specifically the home or neighborhood characteristic highlighted in the statement. In other words, if the respondent felt that statement was not true about their home or neighborhood, they may be less likely to rate it as an important influence factor.

Renters were asked similar questions about their decision to rent their home. They were first asked to indicate the degree to which certain factors were involved in their decision, with one being

"not at all" and five being "very much." Figure 22 illustrates the survey responses to these questions. Similarly to the responses for homeowners, bedrooms, interior (design, layout) and yard space were the top factors for renters, receiving the most four and five ratings at 75%, 61% and 53%

respectively. The factors with the lowest ratings were historical significance (10%), road quality (12%) and public schools (17%).

Renters were also asked how much certain statements influenced their decision to rent

Figure 22: Home Rental Decision Factors
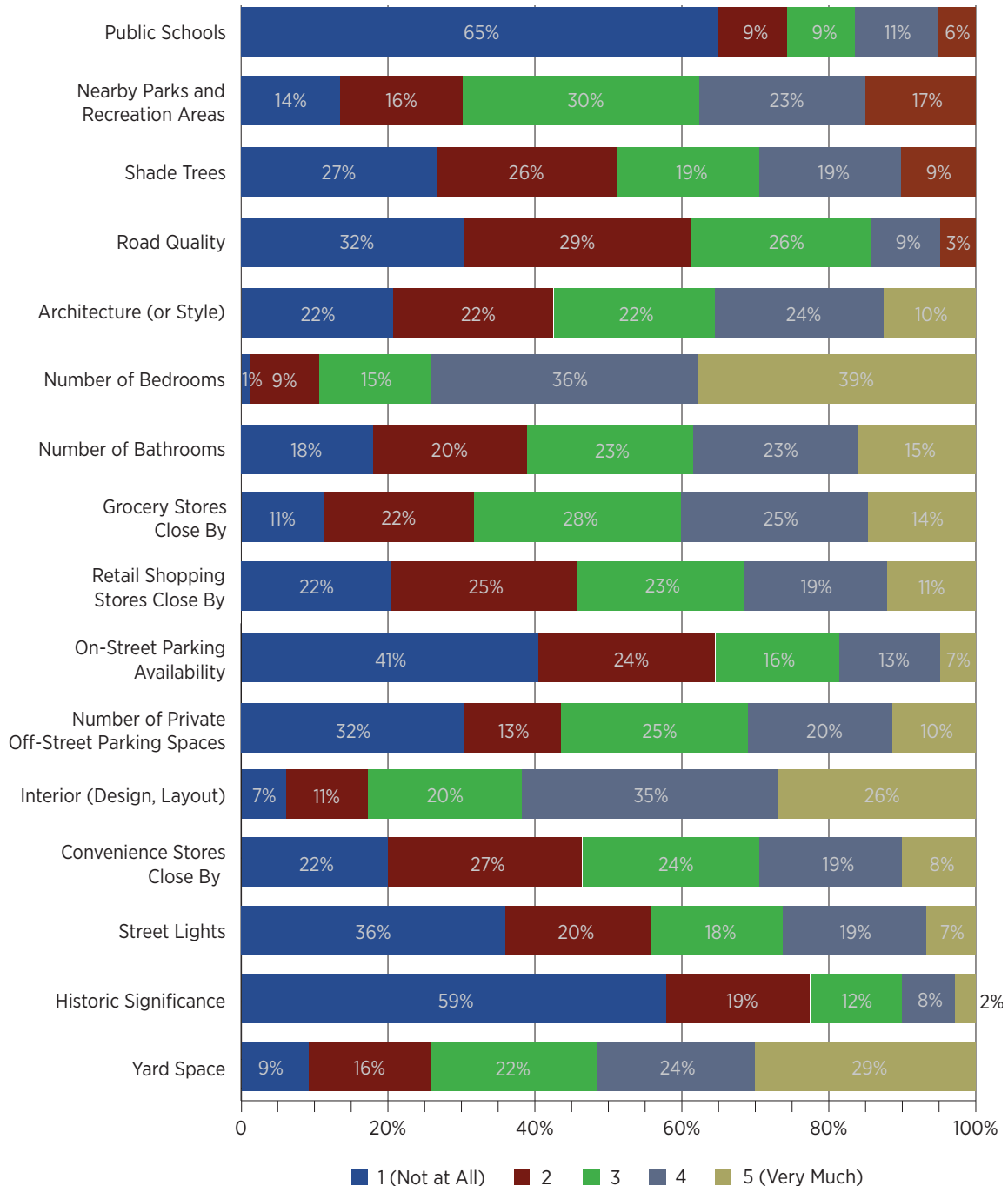
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

their home. Figure 23 illustrates the percentage of responses for these ratings within each factor. Once again, neighborhood safety came out as the top statement for renters (with 67% of respondents rating it a four or five), with short commute to job or school (61%) and being close to a job (59%) coming in close behind. More than half of respondents also highly rated the statements that they could do a majority of shopping in nearby stores (57%) and the ability to walk/bike to many nearby places (54%). The statements with the lowest ratings were related to energy efficiency (4%) and the availability of many employment opportunities in the city (8%). It should again be noted that respondents were asked to rate the influence of the statements, without specifying whether or not they were true statements.

Neighborhood Walkability Questions

Respondents were asked: "About how long would it take to get from your home to the nearest places listed below if you walked to them?" They were

Figure 23: Home and Neighborhood Rental Decision Statements
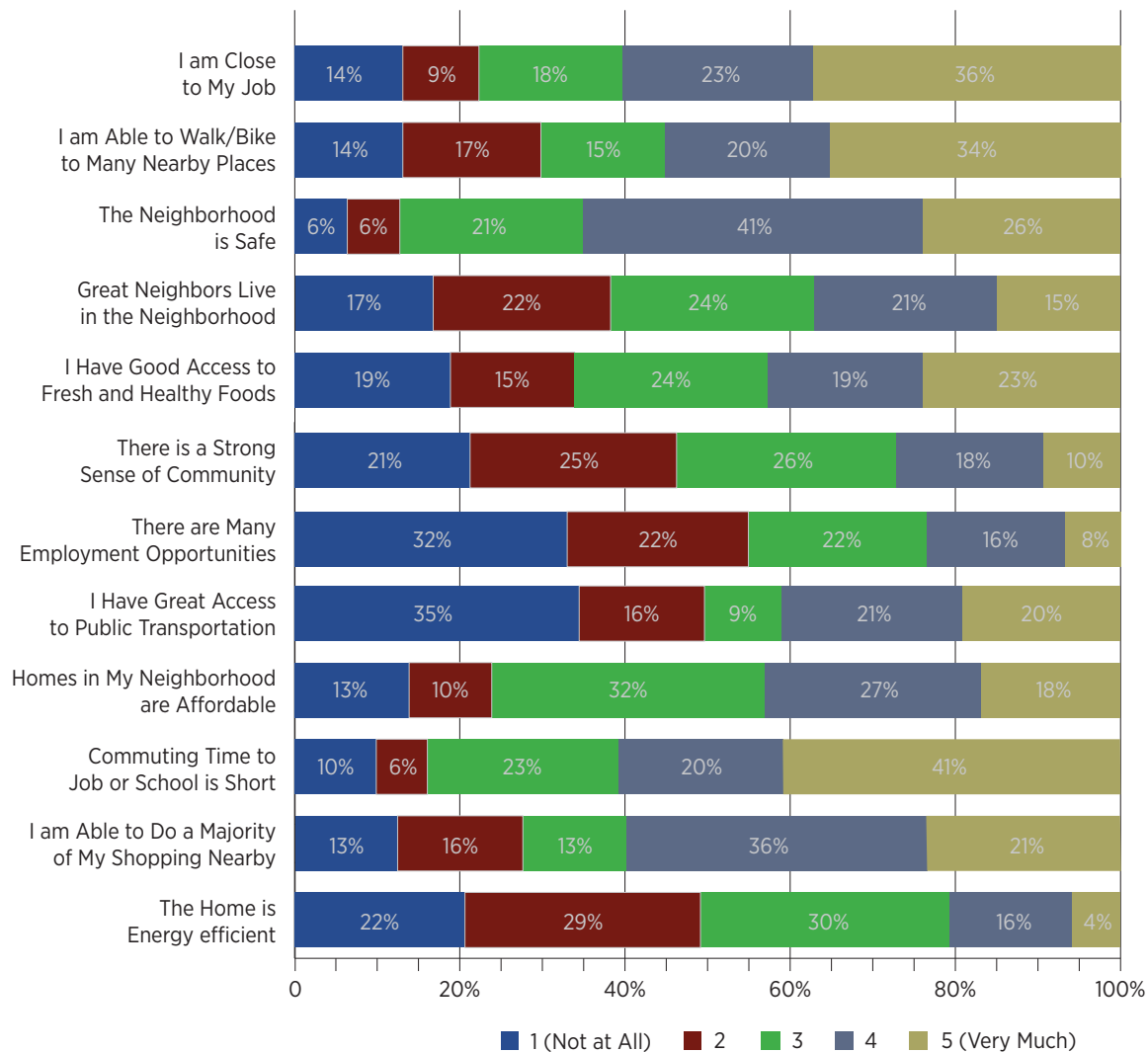
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

given the choices: a) one to five minutes, b) six to 10 minutes, c) 11–20 minutes, d) 21–30 minutes, d) more than 30 minutes, and e) too far/not practical to walk. A plurality of respondents (40%) indicated that it would not be practical to walk to their job, because it is too far from their home. Aggregating across choices, 32% said that they could walk to work in 20 minutes or less, while 29% said that it would take more than 20 minutes.

Twenty-seven percent (27%) of survey respondents indicated that it would not be practical to walk to their university or college, while 41% said that the walk would be 20 minutes or less and 32% indicated that the walk would be more than 20 minutes. Eighty-eight percent (88%) of people said that they could walk to the nearest elementary, middle or high school in 20 minutes or less, including 38% who said it would be a walk of five minutes or less; only 8% said that it would take more than 20 minutes.

Ninety-five percent (95%) indicated that they lived within a 20-minute walk to a transit stop, with 63% living within five minutes. Ninety-three percent (93%) indicated that they lived within a 20-minute walk to a park, with 55% living within five minutes.

In the shopping category, 73% of respondents indicated that they live within a 20-minute walk of a supermarket or grocery store, while 21% said that it would take more than 20 minutes to walk to a store. However, 91% said that it would take 20 minutes or less to walk to a convenience store, with 39% saying that it would take five minutes or less. Sixty-two percent (62%) said that they could walk to a retail store (clothing, book/music, boutique, etc.) in 20 minutes or less.

Seventy-six percent (76%) of respondents said that they could walk to an entertainment venue (such as a bar) within 20 minutes. For eating and drinking establishments, 79% indicated that they could walk to a sit-down restaurant or a fast-food restaurant within 20 minutes.

The next question asked respondents to rate the overall look and feel of a walk in their neighborhood, on a scale of one to five, with one being very low quality and five being very high quality. Forty percent (40%) rated their neighborhood walk as very high quality (five), with 38% rating it a four and 16% rating it a three. Respondents were also asked how safe they feel in their neighborhood. Seventy-five percent (75%) said that they feel "very safe" or "extremely safe," 21% said that they feel "moderately safe," 4% feel "slightly safe" and 1% feels "not at all safe."

The survey also included questions on people's walking habits. They were asked: "Which of the following statements best describes the amount of walking you do in your neighborhood?" Responses included:

- I walk all the time: 23%;

- I walk very often: 36%;

- I tend to walk a bit, but not too much: 27%;

- I do not walk very often: 11%; and

- I never walk and prefer to drive: 3%.

It should be noted that this question did not specify whether the walking in question was to reach a destination, so the responses likely reflect walking habits for recreational purposes as well.

The next question asked: "Generally speaking, how many minutes are you willing to walk to reach a destination (such as a restaurant, store, park, or other places you might frequently visit)?" Responses included:

- One to five minutes: 7%;

- Six to 10 minutes: 21%;

- Eleven to 15 minutes: 29%;

- Sixteen to 20 minutes: 23%;

- Twenty-one to 25 minutes: 7%;

- Twenty-six to 30 minutes: 8%; and

- Thirty minutes or longer: 5%.

Demographic Questions

Respondents were asked to select the community type that best described where they grew up. Thirty percent (30%) indicated that they were raised in a city, 28% were raised in the suburbs, 26% were raised in a small town, 11% were raised in the country and 5% were raised on a farm.

In terms of age, respondents were split into the following age brackets:

- Eighteen- to 24-year-olds: 2%;

- Twenty-five- to 34-year-olds: 33%;

- Thirty-five- to 45-year-olds: 31%;

- Forty-six- to 55-year-olds: 16%;

- Fifty-six- to 65-year-olds: 14%; and

- Age 66 or older: 5%.

The survey group was markedly younger than the general U.S. population, with the following age bracket percentages of people 20 years or older (U.S. Census Bureau, 2010):

- Twenty- to 24-year-olds: 10%;

- Twenty-five- 34-year-olds: 19%;

- Thirty-five- 44-year-olds: 18%;

- Forty-five- 54-year-olds: 20%;

- Fifty-six- 64-year-olds: 16%; and

- Age 65 or older: 18%.

Survey respondents were 46% male and 54% female. This gender distribution is fairly representative of the U.S. population, which is 51% female and 49% male (U.S. Census Bureau, 2010).

Forty-one percent (41%) of respondents indicated that they have a Bachelor's degree, with 28% having a Master's degree, 12% having an Associate's/professional degree, 9% having a Doctoral degree and 10% having a high school diploma. This educational attainment was high, compared to the Midwest region.[3] In the Midwest population over the age of 25, 31% had completed high school, 22% had completed some college, 9% have an Associate's degree, 18% have a Bachelor's degree and 10% have a graduate or professional degree (ACS, 2012).

In terms of marital status, 60% of respondents were married, while 23% were single, 10% are divorced, 6% were in a domestic partnership and 1% they were widowed. Fifty-one percent (51%) indicated that one adult (age 18 or older) lived in

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3. The Midwest Region as defined by the U.S. Census Bureau contains the North-central states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

the home with them, 21% said two and 20% said none. This question could have been confusing to respondents who weren't sure whether to count themselves among the number of adults.

Fifty-nine percent (59%) of households that responded had no children (age 17 or younger) living in the home. Sixteen percent (16%) had two children and 15% had one child living in the home. Only 6% had three or more children.

In terms of employment, 73% of respondents said they were employed full-time, while 10% were employed part-time. Eight percent (8%) were retired, 4% were unemployed and not seeking employment, 3% were unemployed and currently sought employment and 2% were students.

When asked about race, 94% indicated that they are Caucasian. Other the remaining respondents, 2% are Black/African American, 2% are Asian, 2% are mixed race and 1% indicated that they are of Hispanic, Latino or Spanish descent. This racial breakdown was not as diverse as the Midwest average, where 82% are Caucasian, 10% are Black/African American, 3% are Asian, 2% are some other race and 2% are two or more races (ACS, 2012). Nearly 5% of households in the Midwest are Hispanic or Latino origin (U.S. Census Bureau, 2010).

In terms of political views, 15% identified themselves as being very liberal, 32% as liberal, 33% as moderate/independent, 17% as conservative and 3% as very conservative.

The survey respondents reported being in the following household income brackets:

- $20,000 or less: 4%;

- $20,001–30,000: 6%;

- $30,001–40,000: 8%;

- $40,001–50,000: 10%;

- $50,001–80,000: 29%;

- $80,001–100,000: 16%; and

- More than $100,000: 27%.

This household income breakdown was not representative of the Midwest population, where:

- Less than $20,000: 19%;

- $20,000–29,999: 11%;

- $30,000–39,999: 11%;

- $40,000–49,999: 9%;

- $50,000–74,999: 19%;

- $75,000–99,999: 12%; and

- $100,000 or More: 19%.

There is some concern that the higher household incomes of survey respondents could skew the responses, making them less representative of the populations in the 11 Midwest cities. The same skewness concerns are present for age, educational attainment and race. With online surveys, the sample size is less random, because people self-select to participate; there is some evidence that younger, more educated, wealthier individuals are more likely to respond to an internet-based survey.

Finally, survey takers were asked about their overall happiness and physical health. Fifty-seven percent (57%) said that they are "very happy," while 26% are "moderately happy," 14% are "extremely happy," 2% are "slightly happy" and 1% are "not at all happy." Similarly, 51% said that they are "very healthy," 32% are "moderately healthy," 12% are "extremely healthy," 4% are "slightly healthy" and 1% are "not at all healthy."

CROSS TABULATIONS

The survey responses were used to determine whether certain groups of people were more or less likely to answer a certain way with respect to home, neighborhood and place-based characteristics questions.

Quality of Nearest Amenities

Cross tabulations were calculated to determine whether there was a relationship between the way people rated their closest amenities, and their walking habits and safety. For instance, 84% of the people who rated the quality of their nearest park as five, or "very high," on a scale of one to five said that they feel very to extremely safe in their neighborhood. On the other hand, 74% of people who rated the quality of their nearest park as one, or "very poor," said that they feel slightly to not at all safe. Similarly, 71% of people who rated the quality of their nearest park as very high said that they walk very often or all of the time; 59% of those people who rated the park as very poor also said that they do not walk very often or never walk. These relationships are not as strong for some of the other amenity categories, but it is still apparent.

Walking, Aesthetics and Safety

Cross tabulations were calculated to determine whether there was a relationship between the way people rated the look and feel of a walk in their neighborhood, and how safe they felt, with how often they walk. Ninety-three percent (93%) of people who rated the look and feel of a walk in their neighborhood as very high quality also felt that the neighborhood was very to extremely safe. It does appear that the safer people feel, the more often they walk. Sixty-eight percent (68%) of people who responded that they feel extremely safe in their neighborhood said that they walk very often or all of the time. Conversely, 55% of people who said that they feel not at all safe

indicated that they do not walk very often or never walk in their neighborhood. Finally, 72% of people who rated the look and feel of a walk in their neighborhood as very high indicated that they walk very often or all of the time; 68% of people who rated the look and feel of a neighborhood walk as very low also said that they do not walk very often or never walk.

It also appears that a higher quality walk results in a willingness to walk farther. For instance, for a low-quality walk (rated one out of five), only 12% of people were willing to walk 16–20 minutes; whereas, for a high-quality walk (rated five out of five), 26% of people were willing to walk the same distance. The same holds true for safety and willingness to walk farther. In a neighborhood that is perceived to be not at all safe (rated one), only 15% of people were willing to walk 16–20 minutes; whereas, in a neighborhood perceived to be extremely safe (rated five), 27% of people were willing to walk the same distance.

Health and Walking

Unsurprisingly, there appeared to be a relationship between how often people professed to walk and their overall physical health. Seventy-four percent (74%) of people who said that they are extremely healthy indicated that they walk very often or all of the time. Conversely, 78% who said that they are not at all healthy indicated that they do not walk often or never walk. Of course, many people are limited by health conditions to the amount that they are able walk.

Health also appeared to be related to some home purchase influence factors; 58% of people who claimed to be extremely healthy said that nearby parks and recreation areas were involved (at a rating of four to five) in their decision to purchase their home. Sixty-seven percent (67%)

of extremely healthy individuals indicated that the statement "I am able to walk/bike to many nearby places that are important to me," had a strong influence (a rating of four to five) on their home purchase decision. Fifty-eight percent (58%) of extremely healthy people also said that having access to fresh and healthy foods strongly influenced the decision to buy their home.

Happiness

Of the people who said that they are extremely happy, 88% indicated that they feel very or extremely safe in their neighborhood. Seventy percent (70%) of these extremely happy respondents said that they walk often or all of the time. Sixty-one percent (61%) of extremely happy individuals indicated that the statement "I am able to walk/bike to many nearby places that are important to me," had a strong influence (a rating of four to five) on their home purchase decision. Fifty-six percent (56%) of people who claimed to be extremely happy said that the statement, "There is a strong sense of community," had a strong influence on their home buying decision as well. Finally, 86% of extremely happy people also indicated that they were very to extremely healthy.

City Differences

There were some clear differences between cities among responses to certain questions about place. These responses provide some insights into what residents like about their cities, and what they would like to see changed. The following are the strongest city differences:

- While 34% of overall survey respondents rated the quality of the nearest park as very high, people in Lakewood, OH, and Traverse City, MI, ranked their parks even higher, at 56% and 53% respectively.

- The quality of the nearest restaurant received very high marks from 33% of survey respondents on average, but 49% of Royal Oak, MI, respondents rated their restaurants as very high, while only 11% in Flint, MI, and 19% in Lansing, MI, reported very high quality restaurants nearby.

- Lakewood, OH, respondents were more likely to indicate that they have elementary, middle or high schools within a one- to five-minute walk of their home, with 56% of responses, as opposed to the survey average of 38%. On the other side, nearly 20% of Rochester, MN,

residents said that it would take more than 30 minutes (or too far) to walk to school, compared to the survey average 6% for this question.

- More Royal Oak, MI, residents indicated that they live within a one- to five-minute walk of a park (74% compared to 55% survey average); however, they were less likely to say that they live within one- to five-minute walk of a public transit stop (38% compared to 63% survey average).

- Respondents from Lansing, MI, did not feel that their neighborhoods contained walkable entertainment and retail, 29% indicating that it would be too far to walk to the closest retail store (compared to 14% survey average) and 22% indicating that it would take more than 30 minutes (or too far) to walk to the closest entertainment (compared to 12% survey average).

- While less than 10% of the overall survey respondents said that walking to a sit-down restaurant would take more than 30 minutes or too long, 25% of Rochester, MN, residents responded this way.

- In Flint, MI, only 25% of respondents felt very to extremely safe in their neighborhood (compared to 75% on average and 93% in Manitowoc, WI). At the same time, 25% said that the overall look and feel of a walk in their neighborhood was low to very low quality (compared to 6% survey average).

- On average, almost 14% of survey respondents indicated that they don't walk very often, if ever. In Traverse City, MI, only 4% of residents responded this

way, while in Lansing and Flint, both in MI, more than 31% of respondents walk this infrequently.

DISCUSSION

In addition to providing detailed data for the hedonic property price analysis, the Midwest Placemaking Survey also identified some interesting trends and relationships related to people's current housing, neighborhoods and communities, as well as their views on the characteristics of place.

With respect to housing structures, many respondents indicated that their house has a garage (88%), one or more driveway parking spaces (92%) and 24-hour on-street parking (65%), suggesting that these neighborhoods cater to cars. Eighty-four percent (84%) of respondents indicated that they have a sidewalk in front of their home, while 95% said that they do not have a dedicated bike lane on their street; this result suggests that these neighborhoods are more walkable than bikable. However, the presence of bike lanes on low-volume streets, where many houses are located, is not as important to place-based development as bike lanes on collector, minor and major arterial streets.

Seventy-eight percent (78%) of households had done some remodeling after moving into their homes, and 76% indicated that they have made energy efficiency upgrades, including installing Energy Star appliances, insulation and new windows. Federal and State programs offering tax credits to homeowners for these upgrades, as well as rising energy prices during the study time frame, may have been an incentive for retrofitting.

In terms of neighborhood amenities, a majority of homeowners and renters rated the quality of the closest grocery store, park, restaurant and gas

station/convenience store at a high or very high level. Bars were viewed as being of lower quality by both groups, and less than half of renters felt that the nearest coffee shop was high quality.

The factors that were cited most often for being involved in home purchase decisions were the home interior, number of bedrooms, architectural style, square footage and size of yard. Interestingly, on-street parking, historic significance and street lights were cited the least often. It is possible that on-street parking was less important, because 88% of homes have garages, and 92% have driveway parking. Historic significance is often linked to the unique character of the neighborhood and sense of community, and street lights are viewed as important for safety (or at least the perception of safety).

While renters noted the same top factors that were involved in their decision to rent a given home, they were less likely to choose road quality and public school quality as important issues. In this survey, renters are less likely to have garages and ranked availability of on- and off-street parking as lower factors as well, so it is possible that they have fewer cars and care less about road quality than homeowners (although this was not a major factor for them, either). Renters were also more likely than homeowners to be single and to not have any children, which could explain the lower ranking of public school quality.

Homeowners and renters, when asked to rate the influence of certain neighborhood and community features on their purchase and rental decisions, illustrated in a series of statements, put safety, commute time, affordability and walkability at the top of their lists. The least influential factors were access to public transportation, employment opportunities and energy efficiency. These responses may seem strange given what the literature says

about the need for affordable transportation and housing and good jobs. It could be that these factors are just not as important to people as safety, affordability and walkability. However, the wording of the question is important to consider in interpreting the results. For instance, if respondents disagreed with the statement, "I have great access to public transportation," they would be less likely to choose it as an influential factor. In other words, this is a measure of reality, not necessarily desirability.

In terms of walking preferences, 59% of respondents indicated that they walk often or all of the time. More than half of those surveyed (57%) prefer to walk to destinations that are less than 15 minutes away, with the remaining 43% willing to walk to places that are farther away. Among those surveyed, the older age brackets appear slightly more likely to walk often (age 40 to 64) and slightly more willing to walk farther distances than their younger counterparts (age 50 and older). Younger people (age 18 to 34, in particular) prefer to walk to destinations that are less than 20 minutes away.

There appears to be a relationship between the quality of nearby amenities and people's perceptions of safety, as well as the amount of walking that they do. In addition, of the people willing to walk longer distances (in particular 16–20 minutes), twice as many people rated the look and feel as very high, and the perceived safety as extremely high. This finding is consistent with prior literature showing that the quality of the

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surrounding environment influences people's walking habits (e.g., Mouzon, 2012).

Health and happiness ratings, while related to each other, also appear to be related to some walking preferences and neighborhood walkability features. Healthier people claim to walk more and also tended to list healthy neighborhood features, such as access to nearby parks and recreational opportunities and the ability to walk or bike to nearby destinations, as influence factors in their home purchase decisions. Happier individuals also indicated a preference for walking and were more likely to list walkability and sense of community among the factors that were involved in their decision to purchase their home.

Finally, some cities are viewed by their residents as having more amenities within walking distance of their home, as well as having a higher quality walk and feeling safer. For instance, respondents from Royal Oak and Traverse City, both in MI, indicated that they have high-quality parks and restaurants close by. These cities have two of the highest Walk Scores among the 11 case studies. Respondents from Rochester, MN, and Manitowoc, WI, report feeling very safe in their neighborhoods. Interestingly, Rochester and Manitowoc have the two lowest Walk Scores of the group. Alternatively, respondents in Lansing, MI, report being too far away from retail stores and entertainment to walk there, which may contribute to the fact that they tend to walk less often. Also, feeling unsafe in Flint, MI, may be contributing to residents' tendency to walk less often, if at all.

In general, there are many people in these 11 cities who walk often and who prefer to walk to destinations that are within a 15-minute walk of their home. Walkability is one of the factors that is involved in people's decisions to purchase or rent their home. The aesthetics and perceived safety of neighborhoods has an impact on whether and how far people are willing to walk to reach destinations. Walking also has a positive relationship to health and happiness. Therefore, placemaking efforts that make neighborhoods and communities more walkable (functional) and aesthetically pleasing (form) are important to residents' quality of life and the economy (as home preferences tend to drive home prices, which will be evaluated in the next section).

Respondents reported that their neighborhoods are fairly walkable for a number of amenities; a majority of people (though not all) could walk to a school, park, transit stop, grocery store, convenience store, retail store, entertainment venue or eating/drinking establishment in 20 minutes or less. At the same time, survey results suggest that some aspects of existing neighborhoods in these eleven cities may be more auto-oriented than people-oriented. There are more garages than front porches; plenty of parking spaces, but very few dedicated bike lanes; and many people said that it would be impractical to walk to work or university/college. Consequently, there is an opportunity for placemaking efforts in these cities to create more walkable, livable neighborhoods.

Part 4: Midwest Property Price Analysis

THIS ANALYSIS BUILDS UPON PREVIOUS HEDONIC PROPERTY PRICE ANALYSES IN THE LITERATURE, INCLUDING TRADITIONAL STRUCTURAL AND LOCATIONAL ATTRIBUTES, WHILE ADDING CERTAIN PLACE-BASED ELEMENTS. SPECIFICALLY, THE VARIABLES OF GREATEST INTEREST ARE MEASUREMENTS OF THE AMENITIES THAT EXIST WITHIN WALKING DISTANCE (ESTIMATED AT ONE-HALF MILE) OF A HOME. AMENITIES INCLUDE GREEN SPACES (SUCH AS PARKS OR OUTDOOR RECREATIONAL OPPORTUNITIES), SCHOOLS, SHOPPING (INCLUDING RETAIL, GROCERY, PHARMACIES, DEPARTMENT STORES, CLOTHING STORES, BOOK/MUSIC STORES AND LIQUOR STORES), ENTERTAINMENT (SUCH AS AMUSEMENT PARKS, RESTAURANTS, BARS AND SPECTATOR SPORTS) AND ARTS AND CULTURE (INCLUDING THEATERS, ART DEALERS AND PERFORMING ARTS CENTERS).

Using the 11 Midwest cities as case study examples, this analysis seeks to assess the value of place-based features (such as walkability, mixed-use and access to green space) using the hedonic property price method, which prescribes that the value (or price) of a house is based on its structural and locational attributes. Structural attributes include such things as the number of bedrooms and bathrooms, square footage, porches, garages and siding, etc. Locational attributes often include nearby parks, schools, forests and water features. In hedonic property price regression analysis, the structural and locational features are regressed on the sale price of the home to, in effect, break down that price into its component prices (the price of each attribute). The regression coefficients that are estimated from the hedonic analysis represent the component (often referred to as implicit or marginal) prices of housing attributes. Coefficients that are significant and positive suggest a positive relationship between that home attribute and its sale price; vice versa for coefficients that are significant and negative.[4]

4. For a more detailed description of the Hedonic Property Price Method, please see the LPI report *Building Prosperous Places in Michigan: Understanding the Values of, Perceptions of and Barriers to Placemaking*: http://www.landpolicy.msu.edu/modules.php?name=Documents&op=viewlive&sp_id=2083.

This analysis builds upon previous hedonic property price analyses in the literature, including traditional structural and locational attributes, while adding certain place-based elements. Specifically, the variables of greatest interest are measurements of the amenities that exist within walking distance (estimated at one-half mile) of a home. Amenities include green spaces (such as parks or outdoor recreational opportunities), schools, shopping (including retail, grocery, pharmacies, department stores, clothing stores, book/music stores and liquor stores), entertainment (such as amusement parks, restaurants, bars and spectator sports) and arts and culture (including

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theaters, art dealers and performing arts centers). The objective of the analysis is to build a regression model that returns coefficients for traditional variables that are consistent with previous studies, while providing some new information about the potential effect of unique variables calculated specifically for this study.

DATA AND ESTIMATION

The data used for this analysis include many variables pulled from existing information resources (secondary data), variables that were created using existing resources (such as geographic information systems) and variables collected through surveys (primary data). These data and their sources include:

1. Home Sale Price and Sale Year;

2. Structural and Property Features;

3. Neighborhood Socio-Economic Characteristics; and

4. Place-Based Features.

A full list of the variables and the data sources or methods for development is included in Appendix C on page 130.

Information was collected from assessor offices in each of the 11 cities. This information contained sale price and sale year for all homes sold between 2000 and 2012. Sale price is the variable against which all of the home structural and locational variables were regressed; it is known as the "dependent variable," because the model tests the relationship of each "independent variable" to sale price. The sale price variable was transformed into its natural log, which produces a more normal distribution of the data. The resulting model coefficients are interpreted as percentages.

The year that the home sold was also included as a variable. Including this information helped to isolate housing market fluctuations, like the housing market collapse of 2009. Sale years were included in the model as "dummy variables," which means that the coefficient of each year explained how prices changed compared to the base year. In this model, all sales from 2006–2012 were compared to sale prices in 2005.

The assessor data also contains information on the structural and property features of the home, including such variables as the number of bedrooms, the number of bathrooms, square footage of the house, presence of a garage, presence of a fireplace, presence of a front porch, presence of a back deck, presence of a finished basement, presence of a partially finished basement, and presence of a pool. The coefficients of these variables in the regression explained whether these features had a significant marginal price, and whether they had a positive or negative relationship to the home sale price.

One of the challenges associated with the structural attributes of the home for this model was that the information provided by the assessors' offices was not consistent across the case study cities. For instance, if a variable like the number of bedrooms was not provided consistently across cities, it had to be dropped from the model including all cities. The number of bathrooms and square footage, which were often correlated with the number of bedrooms, were kept. One of the cities did not include sales farther back than 2005, so all observations for all cities were dropped from 2000–2004.

Including data about neighborhood socio-economic characteristics helped to show how and why property prices differ between neighborhoods within each city and between

cities. Such variables as percent vacancy (how many nearby properties were vacant), racial diversity (indicating whether the racial make-up of the neighborhood was homogeneous or heterogeneous), educational attainment (percentage of people in the neighborhood who had obtained a high school, Bachelor's, Associate's, Master's, PhD or other terminal degree), median household income and percent poverty (how many households in the neighborhood fell below the poverty line) were all readily available or transformable from U.S. Census data at the tract, block or block group level. The socio-economic variables utilized in the model were included to control for neighborhood conditions.

One type of variable that represented place-based features was the distance to certain amenities, specifically to a city's downtown, lakes and rivers. The proximity of homes to these features was tested at 50 feet, 100 feet, 150 feet and 200 feet to determine the distance at which these features began to be associated with property price changes.

Another type of variable that represented place-based development was the proximity to amenities, including parks, outdoor recreational opportunities, schools, retail, grocery, pharmacies, department stores, clothing stores, book/music stores, liquor stores, amusement parks, restaurants, bars , spectator sports venues, theatres, art dealers and performing arts centers. Data on the location of these amenities was drawn from land use spatial data layers and Esri Business Analyst, which included the location of businesses across the country in different industrial classifications based on North American Industry Classification System (NAICS) codes. An explanation of the various NAICS codes used in this analysis is provided in Appendix D on page 133. The variables for the model indicate how many of each type of amenity

was available within a half-mile radius of the home. The measurements of several of these features were calculated using GIS, which allowed the inclusion of many variables that are not traditionally available in public databases.

Additional variables were added to test the synergistic effect of having more than one type of amenity within walking distance of a home. For instance, an "interaction variable" was created to identify whether a home had both a restaurant and a school within a half-mile radius of their home. The coefficient of this variable can then be compared to the coefficients of the singular amenity variables (in this case, the restaurant variable and the school variable) to identify any co-location effects.

Finally, other place-based development variables were drawn from the results of the Midwest Placemaking Survey, described in the previous section. Variables were created based on the following survey questions and tested in the model:

1. How would you rate the overall look and feel of a walk in your neighborhood?

2. How safe do you feel in this neighborhood?

3. Is there a sidewalk in front of your home?

4. Is there a dedicated bike lane on your street?

5. How would you rate the quality of the nearest park, grocery store, gas station/convenience store, bar, restaurant or café and coffee shop?

6. Before you purchased your home, were any energy-efficiency improvements made?

7. Please indicate the degree to which the following things were involved in your decision to purchase your home:

a. Public schools.

b. Nearby parks and recreation areas.

c. Grocery stores are close by.

d. Retails shopping stores are close by.

e. Convenience stores are close by.

f. Street lights.

g. Shade trees.

h. Road quality.

i. On-street parking availability.

j. Number of private off-street parking spaces.

k. Architecture (or style).

l. Interior (design, layout).

m. Historic significance.

n. Number of bedrooms.

o. Number of bathrooms and half-bathrooms.

p. Total square feet.

q. Yard space.

8. Please indicate how much the following statements influenced your decision to purchase your home:

a. I am close to my job.

b. I am able to walk/bike to many nearby places that are important to me.

c. I am able to do a majority of my shopping at nearby stores.

d. The neighborhood is safe.

e. Great neighbors live in the neighborhood.

f. I have good access to fresh and healthy foods.

g. There is a strong sense of community.

h. There are many employment opportunities in this city.

i. The home is energy efficient.

j. I have great access to public transportation.

k. Homes in my neighborhood are affordable.

l. Commuting time to job or school is short.

REGRESSION ANALYSIS AND RESULTS

This study included three regression analyses, based on subsets of the larger dataset:

1. Entire Midwest Dataset: This analysis included all home sales in each of the 11 cities over the time period of 2005–2012.

2. Separate City Dataset: This analysis utilized the same model from the first analysis, but the dataset was broken down into the individual cities to compare coefficients across the case study area.

3. Surveyed Homes Dataset: This analysis included only home sales for which completed surveys were received.

Entire Midwest Dataset Analysis

After filtering out properties that sold for less than $1,000; had zero bathrooms or square feet; and exhibited obvious errors or were extreme outliers (e.g., more than 50,000 square feet), the resulting number of cases was 51,112 properties

throughout Davenport, IA; Flint, Grand Rapids, Kalamazoo, Lansing, Royal Oak and Traverse City, MI; Rochester, MN; Lakewood, OH; and Madison and Manitowoc, WI.

The adjusted R-squared for the model was 0.596, meaning that close to 60% of the variance of the natural log of sale price was explained by the independent variables.

Variables used to predict in a typical hedonic pricing analysis were used in this model. Due to the limitations associated with collecting data across multiple cities, the number of structural, socio-economic and neighborhood variables are not as prevalent as in previous studies. This data circumstance likely resulted in a lower adjusted R-squared value than might typically be seen in this type of analysis.

The number of bathrooms and square footage of the house were used to control for structural attributes of the house. All else being equal, each additional bathroom was associated with a marginal sale price of 12.8%. The coefficient on the 100-square footage variable was positive and significant, indicating that each additional 100 square feet of floor space was associated with a 1.8% higher home price. These coefficients for structural variables were consistent with previous hedonic studies.

For each additional percentage increase in poverty in the Census tract, home prices were 0.1% higher. This result suggests that impoverished neighborhoods actually have higher property prices, which is counter intuitive; it is possible that the bias in the survey respondents toward wealthier individuals had an impact on this variable. One possible explanation is that the geographic area of analysis (Census tract) is too large to accurately assess the relationship between

poverty proportion at the neighborhood scale and property price at the individual house level.

For each percentage increase in people age 25 or older with an associate's degree or higher, home prices were 0.9% higher, all else remaining equal.

Two green amenity features were included in this model: Proximity to rivers and lakes. Instead of measuring a linear distance, a dummy variable was used to indicate if a home was located within 200 feet of a river or lake. The coefficients were positive and significant. Houses within 200 feet of a river sold for 3.8% more, ceteris paribus, and houses within 200 feet of a lake sold for 30.5% more than those that were not.

The year of sale and city in which the sale occurred were used to control for market and regional differences. The years 2006 through 2012 were analyzed, with all coefficients compared to the year 2005. With the coefficients for 2006 and 2007 being insignificant, the subsequent five years (2008–2012) were significant and negative, indicating that home prices were declining from 2008 onward. All else equal, houses sold for 3% less in 2008; 6.2% less in 2009; 6.7% less in 2010; 3.5% less in 2011; and 11.6% less in 2012 than they did in 2005. The coefficients closely mirror the national recession. However, the difference in

coefficients between 2011 and 2012 is interesting. It would appear that home prices improved over one year, then heavily dipped again into 2012 (compared to 2005 prices).

The city in which the sale occurred was also included in the model. Lansing, MI, was excluded from the model, meaning that the coefficients were compared to this city. Lansing was selected, because it is close to the median size, in terms of metropolitan population and land area, for the study cities. All of the coefficients were significant, except for Lakewood, OH, suggesting that similar houses in Lakewood and Lansing sell for about the same price. Dummy variable coefficients showed that:

- Houses in Davenport, IA, sold for 9.1% more, ceteris paribus (or all else equal);

- Houses in Flint, MI, sold for 30.2% less;

- Houses in Grand Rapids, MI, sold for 14.8% more;

- Houses in Kalamazoo, MI, sold for 5.4% less;

- Houses in Madison, WI, sold for 56.2% more;

- Houses in Manitowoc, WI, sold for 10.9% more;

- Houses in Rochester, MN, sold for 14.8% less;

- Houses in Royal Oak, MI, sold for 41.9% more; and

- Houses in Traverse City, MI, sold for 49.3% more than Lansing.

It is not clear why a similar house in Rochester, MN, would sell for less than a similar house in

Lansing, MI, when the average housing price in Rochester ($183,023) is higher than the Lansing average ($104,458). One explanation could be that, in this dataset, the average house size in Rochester (3,217 square feet) was quite a bit bigger than in Lansing (1,216 square feet) and, in fact, bigger than the other cities' average house sizes. The average price per square foot in Rochester is $56.89, while in Lansing, it's $85.90. Therefore, a 1,200 square foot house in Lansing, ceteris paribus, could sell for less in the Rochester market simply because larger homes are available at comparable prices. Additional statistics on the city data are available in Appendix F on page 142.

The target variables for this model included the presence of specified amenities within a half mile (walkable distance) of the house, as well as interaction variables noting the presence of more than one amenity. Dummy variables were created to indicate: 1) Zero instances of the amenity within a half mile; 2) One instance of the amenity within a half mile; and 3) More than one instance of the amenity within a half mile. In the case of bars and restaurants, an additional dummy variable was calculated to increase the variation between dummies, including: 1) Zero, 2) one to two, 3) three to five and 4) more than five amenities present within a half mile. In the case of parks, only two dummies were calculated, including: 1) Zero and 2) one or more. Table 2 indicates the degree and sign of amenity variable coefficients.

The coefficient values from the statistical analysis reflect the relationship of the presence of that place-based characteristic within a half mile of the home to the home's sale price. For example, proximity to a grocery store within a half mile was associated with a 3.3% lower sale price, all else remaining equal. Conversely, the presence of a

Table 2: Amenity Variable Coefficients for Entire Midwest Analysis

Description	Interpreted Coefficient
1 Grocery Store within a 1/2 Mile	-3.3%
Multiple Grocery Stores within a 1/2 Mile	-4.5%
1 or 2 Restaurants within a 1/2 Mile	-1.8%
3 to 5 Restaurants within a 1/2 Mile	-1.7%
1 or 2 Bars within a 1/2 Mile	Not Significant
1 School within a 1/2 Mile	6.4%
Multiple Schools within a 1/2 Mile	3.2%
1 Museum within a 1/2 Mile	-1.4%
1 Other Recreation within a 1/2 Mile	-1.4%
1 Religious Institution within a 1/2 Mile	Not Significant
Multiple Religious Institutions within a 1/2 Mile	-1.4%
1 Performing Arts Theater within a 1/2 Mile	5.7%
1 Hobby/Toy/Game Store within a 1/2 Mile	Not Significant
1 Department Store within a 1/2 Mile	-11.4%
1 Bookstore within a 1/2 Mile	4.5%
Multiple Bookstores within a 1/2 Mile	-2.7%
1 Clothing Store within a 1/2 Mile	-1.9%
Multiple Gift Shops within a 1/2 Mile	8.7%
1 Florist within a 1/2 Mile	-3.5%
1 Supplemental Grocery Store within a 1/2 Mile	-5%

Source: Land Policy institute, Michigan State University, 2014.

bookstore within a half mile was associated with a 4.5% higher sale price, all else equal.

Some of the regression results for these amenities support prior literature and studies. For instance, a school within a half mile of a home was found to have a positive significant relationship to that home's sale price, which supports findings from previous hedonic analyses that suggest school quality is related to property price (although the variable in this model only refers to location, not quality). In addition, Walk Score, which is based on proximity of a home to several amenities, including cultural venues like theatres, showed a positive relationship to sale price (Cortright, 2009; Pivo and Fisher, 2011). However, Walk Score also includes proximity to shopping, but proximity to grocery stores and department stores all showed negative relationships to property price in this model. Also, other cultural venues, like museums, showed up as negative or insignificant relationships in the model.

It was also interesting to compare the results of the hedonic analysis to the results from the National and Midwest Placemaking Surveys. For instance, a majority of respondents from the national survey indicated that they did not want a bar located within walking distance of their home; here, bars have an insignificant relationship to home price. On the other hand, a majority of respondents said that they would like to have

grocery shopping close by their home, and these variables' coefficients came up negative; once again, the type of grocery store may have an effect here, but the data could not be broken down into grocery store type for the hedonic analysis. A majority of respondents did want to have retail shopping nearby their home, but not malls, which seemed consistent with the negative relationship between department stores and home sale price. A surprising result in the hedonic analysis was the negative, significant relationship between proximity to restaurants and property price; most people in the national survey indicated that they wanted restaurants within walking distance.

One of the most important elements of place is the mix of amenities within a walkable distance of a home. Therefore, interaction variables were used in the model to indicate the presence of more than one type of amenity. For instance, a variable that shows the presence of both one grocery store and one florist was created using the product of the values for these two variables (i.e., one grocery store and one museum within a ½ mile). If the value for both variables is one, the value for the interaction variable is one as well. If the value for either variable is zero, the value for the interaction variable will be zero. Table 3 indicates the degree and sign of selected interaction variable coefficients (with the remaining coefficients reported in Appendix E on page 137).

There did not appear to be a clear relationship between amenities that were positive or negative factors on their own and the interactions of these amenities. It should be noted that the two amenities were not necessarily located right next to each other; because the dummy variables only indicate whether each amenity is within a half mile of the home, they could, in effect, be as much as one mile apart in opposite directions from the home. Conversely, the two amenities could be located in the same building or right next two each other (as in an interior mall or strip mall); this model did not distinguish between malls and independent local merchants, which proved to be an important distinction in the National Placemaking Survey.

Some of these interaction relationships made intuitive sense. For instance, the co-location of multiple restaurants and a bar or recreational facility (like a bowling alley or fitness center) had a positive and significant relationship to the sale price of the home. Also, having a grocery store and a florist located near a house had a positive marginal price. These interactions made sense, because the co-location of these activities for convenience or a more robust entertainment experience seemed appealing, despite the fact that these amenities, on their own, were negatively related to sale price. On the other hand, having a bar co-located with a religious institution resulted in a negative significant relationship to sale price. When two activities don't seem to mix well, a negative marginal price was expected.

Other interaction relationships were difficult to explain. For instance, having a school and a bookstore within a half mile of a home would intuitively have a positive relationship, since both amenities have positive coefficients on their own. However, this interaction had a significant, negative relationship to sale price. It should also be noted that interactions one might expect to have had a positive relationship to sale price did not even show up in the model, because of their lack of significance and/or importance. For instance, one might expect that having multiple restaurants near a theatre would create a positive experience and, thus, a positive impact on housing value, but this interaction proved to be unimportant in the model.

Table 3: Interaction Variable Coefficients for Entire Midwest Analysis

Description	Interpreted Coefficient
1 Grocery Store and 1 Museum within a 1/2 Mile	-2.7%
1 Grocery Store and 1 Performing Arts Theater within a 1/2 Mile	-3.1%
Multiple Grocery Stores and 1 Florist within a 1/2 Mile	3.1%
1 or 2 Restaurants and 1 Other Recreation within a 1/2 Mile	4.1%
3 to 5 Restaurants and 1 or 2 Bars within a 1/2 Mile	3.4%
1 or 2 Bars and Multiple Religious Institutions within a 1/2 Mile	-8.2%
1 School and 1 Bookstore within a 1/2 Mile	-11.3%
1 School and Multiple Bookstores within a 1/2 Mile	-6%
Multiple Schools and 1 Other Recreation within a 1/2 Mile	-9.2%
1 Other Recreation and 1 Department Store within a 1/2 Mile	Not Significant
1 Other Recreation and 1 Bookstore within a 1/2 Mile	2.5%
1 Religious Institution and 1 Bookstore within a 1/2 Mile	-3.3%
Multiple Religious Institutions and 1 Bookstore within a 1/2 Mile	-5.1%
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a 1/2 Mile	Not Significant
1 Hobby/Toy/Game Store and 1 Department Store within a 1/2 Mile	Not Significant
1 Clothing Store and Multiple Gift Shops within a 1/2 Mile	-13.7%
1 Supporting Grocery Store and Multiple Religious Institutions within a 1/2 Mile	Not Significant
1 Supporting Grocery Store and Multiple Gift Shops within a 1/2 Mile	7.1%

Source: Land Policy institute, Michigan State University, 2014.

These unclear findings could result from a number of circumstances. First, there could be some selection bias in the model, because only sold homes are included as observations. This selection is not random; for instance, the fact that many people had a difficult time selling their homes following the housing market crisis in 2008-2009 would suggest a possible bias in the data. Second, there could be endogeneity of the target variables; that is, there are other factors affecting the location and co-location of these amenities that are not included in the model. Another potential challenge would be correlation between the target amenity variables, but a statistical correlation test of the coefficients did not return any problematic results.

Finally, while the relationship of the proximity to a home was significant for a number of amenities and their interactions, it was possible that the relationships were not linear. For instance, living within 200 feet of a restaurant might have a negative significant impact on sale price, but living 500 feet away from a restaurant could have a positive significant impact. Furthermore, that relationship could lessen the farther away from the home the restaurant was located. Walk Score, for instance, was based on an algorithm that assumes the relationship between sale price and nearby amenities was not linear. Further research is needed to better understand these relationships.

It should be noted that these results were unique to this model and can not necessarily be generalized beyond this group of cities, and certainly not beyond the Midwest. It has already been mentioned that Midwest cities have had

a difficult time moving from an auto-oriented design to a pedestrian-oriented design. Because it was limited to 11 Midwest cities, this analysis should not be purported to broadly represent the potential economic impact of place-based elements. Furthermore, there appeared to be differences in the marginal prices of amenities (and amenity interactions) between cities, which will be examined in the next section.

Tables with the variable descriptive statistics and the regression coefficients for this analysis were provided in Appendix E on page 137.

Separate City Dataset Analysis

The same model, including the same variables, that was used for the entire dataset analysis was also used when assessing the hedonic property price impacts for each city separately. This method allows for comparability across city analysis coefficients.

Some differences between cities were apparent with respect to the traditional hedonic variables. For instance, six of the cities experienced a declining trend in housing prices between 2005 and 2012 (Lansing, Flint, Grand Rapids, Kalamazoo and Royal Oak, MI; and Lakewood, OH), while three cities saw housing prices climb (Davenport, IA; Madison, WI; and Rochester, MN), although Madison did experience a decline in property prices in 2012. Two cities had relatively steady housing prices over the seven-year period (Traverse City, MI; and Manitowoc, WI). Interestingly, Davenport, Madison and Rochester all experienced population growth between 2000 and 2010, at rates of 1%, 12% and 24% respectively. Traverse City and Manitowoc had relatively stable populations as well, while the other six cities experienced an outmigration. This pattern suggested a link between housing prices and population change.

Unsurprisingly, the number of bathrooms, square footage and percent of the population with an associate's degree or higher were variables with significant and positive coefficients for every city. However, while having a river or lake within 200 feet of the property had a positive, significant relationship to sale price in the entire dataset model, close proximity to rivers was only positive and significant for the city of Madison, WI. Close proximity to lakes was positive and significant for Madison and Rochester, MN. Being within 200 feet of a river actually had a strong negative impact in Lakewood, OH, and Traverse City, MI. This result was somewhat counter-intuitive, as people tend to believe that living on water increases property values. Previous research has shown that the quality of a natural feature, such as a river, can affect this relationship. For instance, having a dam along a river, greater flood potential or having poor water quality could contribute to the negative coefficients for this variable in these three cities.

Some coefficients from the regression analysis illustrated differences between the cities in terms of the relationship between amenities within a half mile and sale price. The City of Madison, WI, had the most amenity variables with positive, significant coefficients. Having three to five restaurants, more than one school, one museum, one other recreation facility, one/multiple religious organizations, one theatre, one department store, one book store and more than one gift shop within a half mile all had a positive relationship to sale price. Additionally, marginal prices for several interaction variables were positive and significant; for instance, having multiple restaurants and bars within a half mile of a home added to the property price. These results support the idea that Madison, a city that is well known for its vibrant, walkable downtown, was experiencing a growing demand for its housing, reflected in higher prices.

Differences in amenity impacts between cities also could suggest that communities value amenities differently. For instance, proximity to department stores had a negative relationship to property price in Davenport, Grand Rapids and Rochester, but a positive relationship to property price in Lansing and Madison, WI. These results may suggest that people in Lansing, MI, and Madison like to have department stores within walking distance, while people in Davenport, IA; Grand Rapids, MI; and Rochester, MN, prefer to drive to these stores. It was also important to note that some large amenities (such as a golf course or mall) may be near lots of properties in the analysis, and the quality of that specific amenity could have had a sizable impact on that aggregate amenity's marginal price. The values of residents and significant amenities that serve as assets (or potentially as disamenities, if they are of poor quality) can have a major impact on the effectiveness of placemaking efforts, as well as property prices.

Tables with the variable descriptive statistics and the regression coefficients for this analysis are provided in Appendix F on page 142. Differences in the marginal prices of proximity to amenities can be noted across cities in these regression tables.

In the final regression analysis, an attempt is made to determine whether perceptions of amenities and amenity quality, rather than the mere presence of amenity types within a half mile, have an impact on property prices in the eleven Midwest cities. This analysis was smaller, because it incorporates responses from the Midwest placemaking survey, and therefore narrows the dataset to that group of homes from which completed surveys were received.

Surveyed Homes Dataset Analysis

Surveys were sent to home buyers in the 11 cities examined in this study. Information collected from the surveys was combined with assessor's data to analyze how home buyer perceptions and preferences related to home prices. The online survey returned 2,008 usable responses. After filtering out properties with obvious outliers (e.g., properties that sold for less than $1,000) or with missing data for target variables, the resulting number of observations in the model was 1,682 properties throughout the 11 cities. Only home owner responses were included in this analysis, because there was not enough renter observations to create a similar model regressing hedonic characteristics on rental prices.

The adjusted R-squared for the model was 0.657, meaning that close to 66% of the variance of the natural log of sale price was explained by the independent variables.

Assessor's data was supplemented with survey responses on structural attributes of the home. Surveys made it possible to include such features as porches, basements, garages and others, as well as bedrooms, where they were not available in assessor's data consistently across cities. In many cases, the survey responses provided more accurate data. For instance, thousands of the observations in the original assessor dataset showed that the house had zero bedrooms; these observations were removed from the analysis.

As previous hedonic analyses have shown, structural variables, such as the number of bathrooms and square footage had a positive, significant relationship to property price. An additional bathroom added 6.2% to the property's price, and an additional 10 square feet of space added 2.5%. The presence of a garage, fireplace,

finished basement and partially finished basement also had positive coefficients at the 5% significance level, with marginal prices of 14.2%, 11.4%, 12.4% and 6.4% respectively. The presence of a porch was negative and significant at the 10% level, subtracting 2.7% from the property price, all else equal. Previous literature has shown that porches can have a positive relationship to property price, and placemaking proponents associate the presence of porches, in front of the house near the sidewalk, with welcoming, friendly neighborhoods with a good sense of community.

In terms of neighborhood attributes, the percentage of the population in the Census tract with an associate's degree or higher was positive and significant; for every 1% larger this population was, the sale price of a home was 0.5% higher, all else remaining equal. The portion of the population in the surrounding Census tract that was below the poverty line had a small but positive, significant relationship to property price in this model; for a 1% increase in households in poverty, property price was higher by 0.2%, all else equal. This result was unexpected as higher poverty neighborhoods tend to have lower property prices, but once again could be explained the scale difference between poverty rates at the Census tract and prices at the property level. The presence of a lake within 200 feet of the home was associated with a 33.3% higher property price, while the presence of a river within 200 feet did not have a significant relationship to property price.

The year that the house sold was significantly related to the sale price. All years in the model were compared to 2000 sale prices. While 2001 was not statistically different from 2000, coefficients for 2002 through 2011 showed prices were higher than in 2000, with sale prices peaking around 2007. Evidence of the housing market crisis

of 2008 was apparent in the lower, though still positive, coefficients for years 2009–2011.

The city in which the sale occurred was also included in the model. Lansing, MI, was excluded from the model, meaning that the coefficients were relative to this City. Fewer coefficients were statistically significant in this model than in the previous model, perhaps due to having a smaller sample size. Significant coefficients showed that:

- Houses in Flint, MI, sold for 25.2% less;

- Houses in Kalamazoo, MI, sold for 8.5% less;

- Houses in Madison, WI, sold for 38.8% more;

- Houses in Rochester, MN, sold for 29.4% less;

- Houses in Royal Oak, MI, sold for 38.5% more; and

- Houses in Traverse City, MI, sold for 34.3% more than Lansing.

Once again, it appears that a house in Rochester would sell for less than a similar house in Lansing, possibly, because the average price per square foot was lower in Rochester than in Lansing.

Two questions on the survey asked the subject to rate whether specific features influenced their decision to purchase their home. These questions were asked on a one-to-five scale (with one being "not at all" and five being "very much"). The responses to these questions were converted to dummy variables. When a respondent answered four or five, it was re-coded to one; answers one through three were converted to zero. Thus, a one indicated a high level of influence related to

the question on the survey, and a zero indicated the opposite (including a low level of influence, or no influence). When entered into the hedonic regression, it was possible to answer the question: Do people pay more or live in higher priced homes when they feel that specific place- and community-based features are influential?

All influence factors were tested separately and together in the model. In the final model, variables were reduced to those that were either the most influential factors, based on survey responses, and/or had significant coefficients.

Another question in the survey asked people about the quality of different close-by amenities, and the look and feel of a walk in their neighborhood. These questions were asked on a one-to-five scale (with one being "very poor quality" and five being "very high quality"). The responses to these questions were converted to dummy variables. When a respondent answered four or five, it was re-coded to one; answers one through three were converted to zero. Thus, a one indicated a high level of quality related to the question on the survey, and a zero indicated the opposite (including neutral to very poor quality). When entered into the hedonic regression, it was possible to answer the question: Do people pay more or live in higher-priced homes when they feel that the nearest amenities to their home were of high quality, or that the look and feel of a walk in their neighborhood is high quality?

Since safety was one of the biggest influence factors for home purchase decisions, a variable on the perceived safety of the neighborhood was included. This question was asked on a one-to-five scale (with one being "not at all safe" and five being "extremely safe"). The responses to these

questions were converted to dummy variables. When a respondent answered four or five, it was re-coded to one; answers one through three were converted to zero. Thus, a one indicated a perception of the neighborhood being very to extremely safe, and a zero indicated the opposite (including moderately safe to not at all safe). When entered into the hedonic regression, it was possible to answer the question: Do people pay more or live in higher priced homes when they feel that the neighborhood is very to extremely safe? This variable did not have a significant relationship to sale price in the model.

The survey asked some questions for which answers could be related. For instance, the influence of the ability to walk and bike to nearby places was somewhat correlated with the look and feel of a walk in the neighborhood. There was also significant correlation between each of the responses about the quality of the closest amenity; this result could be because there was an actual relationship between quality of amenities (i.e., in a nice neighborhood, all of the amenities tend to be of better quality), or due to survey bias (i.e., people tend to rate most options on one end of the quality scale or the other). Because of these relationships, only one variable among similar variable types was included in the model.

The results showed that the strong influence of street lighting had a negative relationship to sale price; that is, if the homeowner stated that the presence of street lighting had a strong influence on their decision to purchase the home, the home had a 5.5% lower sale price, all else equal. While street lighting has been linked to perceptions about safety, this result could suggest that people do not like bright lights coming through their windows

at night. One survey respondent indicated that he/she moved to their home partly because their neighborhood did not have street lights.

The strong influence of shade trees was associated with a 6.6% higher sale price, all else equal, suggesting that people were willing to pay more for a house with a green canopy. This result was consistent with prior studies that found trees can add to a property's value (Sander et al., 2008). The strong influence of parks and recreation had a positive relationship to property price, significant at the 10% level; this influence was associated with a 3.3% higher property price. This finding was somewhat consistent with a study by Crompton (2005), which found that the economic impact of a park was about 20% on an abutting or fronting property in the United States.

Respondents who indicated that the investment potential of a home and the availability of affordable housing in the neighborhood were strong influence factors in their home purchase decision paid 4.3% and 7.6% less, respectively. This finding was intuitive since people who are looking to purchase a home for its income potential generally look for lower priced homes that can be fixed up and turn a profit when resold, while people looking for affordable housing would hopefully find a cheaper house, as well.

People who cited the presence of great neighbors nearby as an influential factor in their decision to purchase their home paid 4.2% more, all else equal. This factor appears to support findings from the Soul of the Community research that welcomeness and openness were important elements for community attachment (Gallup, 2010).

Despite being cited as important factors, the influence of home interior, commute to job or school and nearby shopping did not show

significant relationships to home sale price. In addition, the perception of safety, that is the indication that one felt very to extremely safe in their neighborhood, also did not show a significant coefficient. However, as was previously stated in the survey results section, responses about the look and feel of a walk and perceived safety appear to be related.

It was hypothesized that having energy efficiency improvements made in the home before its sale might have a positive impact on sale price, because it would, theoretically, reduce utility costs. However, this variable did not have a significant relationship to sale price in the model.

Finally, the presence of a sidewalk and dedicated bike lane in front of the home were tested in the model. Neither variable returned a significant coefficient. This result could be due to the fact that there was not a large degree of variability for either of these characteristics. While 84% of homes had a sidewalk in front, 93% of homes did not have a dedicated bike lane.

In summary, some elements of place as measured by resident perceptions appeared to have a positive relationship to the sale price of a home; the strong influence of parks and recreation, shade trees and having great neighbors, as well as a high-quality look and feel of a walk in the neighborhood added to home prices in these 11 cities. However, a few factors that people cited as being important to their home purchase decision, like home interior, commute and nearby shopping, did not register a strong association with sale price. In addition, the presence of a porch, an important measure of sense of community in placemaking efforts, had a negative marginal price. Some results could be affected by survey bias and/or relationships between the model's independent variables.

Tables with the variable descriptive statistics and the regression coefficients for this analysis are provided in Appendix G on page 159.

DISCUSSION

This section provides a brief summary of the interesting findings from the three hedonic property price models.

One proxy for place in this analysis was measured by the presence of certain amenities within a half-mile (walkable distance) of a home. The proximity of some amenities, including one or more schools, a theatre company/dinner theatre, a bookstore or more than one gift/novelty/souvenir store, had a positive relationship to the sale price of a home. However, the proximity of several other amenities, including one or more grocery stores, one or more restaurants, a museum, a recreational facility, more than one religious organization, a department store, more than one bookstore, a clothing store, a florist or a supplemental grocery store, had a negative relationship to property price. In some cases, these results were consistent with previous literature that suggests schools are often a positive factor for home buyers, while a department store may be viewed as less desirable. However, the finding that the presence of multiple restaurants was a negative factor seemed surprising given survey responses that showed people's desire to have them close by.

The impact of the presence of different amenities became less clear when measured together through interaction variables. While one might expect having two amenities with a positive marginal property price within a half mile of a home to have a positive, perhaps larger coefficient, this result was not borne by the model. In many cases, the interaction of two positive amenities resulted in a negative coefficient, while the interaction of two negative amenities resulted in a positive coefficient. These results could be the product of statistical errors in the model, or could suggest that there are other relevant, untested aspects of these amenities other than their location within a half mile radius of a home. They could also suggest that placemaking is not a clear-cut process, whereby co-locating a certain mix of amenities within a walkable neighborhood will, in isolation, stimulate higher property prices.

Proximity of amenities appears to be related to home sale price in different ways between the 11 Midwest cities, suggesting that community values or amenity quality vary from community to community, and possibly from neighborhood to neighborhood. It was discovered that in Madison, WI, a city with a growing population, had more positive coefficients for close amenities than any of the other cities in the analysis.

> Proximity of amenities appears to be related to home sale price in different ways between the 11 Midwest cities, suggesting that community values or amenity quality vary from community to community, and possibly from neighborhood to neighborhood.

Using survey responses in the hedonic analysis allows for the evaluation of residents' perceptions, as opposed to physical locations measured by spatial data. This distinction was important as a home may be located close by a park, but the resident could not walk there due to obstacles like traffic or fences. In this property price analysis, some elements of place as measured by resident perceptions, like parks and recreation, shade trees and having great neighbors, appeared to have a positive relationship to sale price. A high-quality look and feel of a walk in the neighborhood also added to home prices in these 11 cities. However, place-based elements, such as porches, short

commutes and nearby shopping, did not register a positive association with sale price.

Another interesting finding, although not part of the hedonic analysis per se, was the connection between city Walk Scores and property prices. Midwest cities with a higher Walk Score than Lansing (47), included Royal Oak, MI (59), Traverse City, MI (98), Grand Rapids, MI (54), and Madison, WI (55), also appeared to have high property prices. This trend did not hold true for Flint, MI, which had a slightly higher Walk Score than Lansing (48), but significantly lower property prices (by 36%), nor for Lakewood, OH, which had a Walk Score of 68, but property prices that were not statistically different from Lansing. Davenport, IA, and Manitowoc, WI, had slightly lower Walk Scores (46 and 44, respectively), but higher property prices (by 8.7% and 10.3%, respectively).

While these results support the hypothesis that place elements can have positive economic benefits, as measured by increased property prices, not all amenities had the expected result, and the marginal price of certain amenities within walking distance of a home (one half mile) varies when compared across Midwest cities or when interacted with other amenities.

Further research on this dataset could include an analysis to measure the coefficients of interaction variables indicating the presence of one amenity (such as a school) and the absence of another (such as a liquor store). This analysis could provide additional information about the co-location of amenities with positive and negative coefficients. Another analysis could assess the "donut effect" of amenities; it has been suggested that people would like to be within walking distance of certain amenities without having them right next door. Measuring the presence of amenities between 500 feet and a ½ mile, for instance, could possibly capture this phenomenon. Of course, if the donut effect were significant, it would suggest some preferences (or lack thereof) for a mix of certain uses with housing.

The most important step for furthering this line of research would be to perform a similar hedonic analysis on a national, and perhaps international, scale. One problem with limiting the analysis to Midwest cities is that they tend to be more auto- than pedestrian-oriented. By analyzing the impact of place elements on property prices in cities that are already walkable, the presence of a relationship may be more readily apparent. This evaluation of model cities for place-based development would provide additional information on the potential economic benefit for Midwest cities, in particular Michigan cities, to embrace placemaking activities.

The next section provides a brief overview of current placemaking policies and programs within Michigan that seek to help Michigan communities to transform their downtowns to be more pedestrian-oriented, more appealing to young talent, more economically viable and in general, more sustainable places.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Part 5: Michigan's Current Policies and Programs (MIplace Partnership Initiative)

OUT OF THE WORK OF THE SENSE OF PLACE COUNCIL AND THE INTERDEPARTMENTAL COLLABORATION COMMITTEE CAME AN INITIATIVE CALLED THE MIPLACE PARTNERSHIP, WHICH WAS CREATED TO PROVIDE EDUCATION AND TRAINING, TOOLS AND TECHNICAL ASSISTANCE WITH REGIONAL AND LOCAL PLANS TO MICHIGAN COMMUNITIES. THE GOAL OF THE MIPLACE PARTNERSHIP INITIATIVE IS TO CREATE MORE JOBS, ATTRACT AND RETAIN TALENTED WORKERS, AND RAISE INCOMES, AT LEAST IN PART, THROUGH TARGETED LOCAL AND REGIONAL PLACEMAKING ACTIVITIES; THEREBY RESTORING PROSPERITY IN MICHIGAN.

In the first phase of this study, it was discovered that there was a lack of understanding among several key stakeholder groups, including developers and lending institutions, about placemaking. In addition, a 2012 survey by LPI and MSU's Institute for Public Policy and Social Research revealed that only 1.4% of Michigan's population was "very familiar" with the term "placemaking" and another 13.1% were "somewhat familiar" with the term. The surveys that LPI conducted showed that many local government officials, developers, financial institution representatives and the general public believe in the positive economic impact of placemaking, though the process, methods and logistics are less clear. These findings suggest the need for some intervention by state leaders to provide stakeholders at the local and regional level with some education, training, tools and technical assistance to affect placemaking in Michigan communities.

The Michigan Sense of Place Council was formed by the Michigan Municipal League (MML) and the Michigan State Housing Development Authority (MSHDA), to bring together a diverse group of public, private and non-profit leaders to promote principles and practices that create attractive places to live, work and play, as well as encourage strategic activities that lead to retention and attraction of talent. This Council has worked diligently to coordinate State resources around "place-based" community investment, to support regional planning, and to gather evidence of the positive impacts of placemaking. The partnership of these stakeholder groups has been very important to the infusion of placemaking into policies and programs around the state and, in particular, in the state government.

In an address in 2011, Michigan Governor Rick Snyder stated, "I don't separate place making from economic development. They are intertwined." This commitment to place-based development has permeated state-level outlooks and actions over the

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land policy institute

past few years. It sparked the creation of a Placemaking Partnership Subcommittee of the Interdepartmental Collaboration Committee (ICC), a group of State agency directors and managers that harnesses the varied expertise of the different agencies to address complex challenges through balanced, consistent and innovative approaches. The ICC members include Michigan Departments of Agriculture and Rural Development; Environmental Quality; Licensing and Regulatory Affairs; Natural Resources; Technology, Management & Budget; Treasury; Transportation; the Michigan Land Bank Authority; and the MSHDA. The objectives of the ICC include fostering and promoting collaboration among and between entities engaged in economic development and placemaking.

Out of the work of the Sense of Place Council and the ICC came an initiative called the MIplace Partnership, which was created to provide education and training, tools and technical assistance with regional and local plans to Michigan communities. The goal of the MIplace Partnership Initiative is to create more jobs, attract and retain talented workers, and raise incomes, at least in part, through targeted local and regional placemaking activities; thereby restoring prosperity in Michigan. The MIplace Initiative, led by MSHDA with Michigan State University and the MML serving as major partners, consists of the following programs.

PLACEMAKING TOOLKIT

The ICC Placemaking Partnership Subcommittee has identified a number of existing State grant and loan programs that could be modified to assist local placemaking without statutory or rules changes. In addition, the group established a set of criteria to guide State agencies in making grant, loan and technical assistance decisions based

on local commitment to Strategic Placemaking principles. These existing programs, including both financial resources and technical assistance programs, are provided in a searchable database at the MIplace initiative website: www.MIplace.org. The website also includes information about what Michigan downtowns and neighborhoods have to offer, placemaking research studies, placemaking publications available online, Michigan case studies, news and events.

EDUCATION AND TRAINING

During 2013, the MIplace partners created and rolled out the first comprehensive curriculum on placemaking ever developed anywhere in the nation. This six module series (more than 2,200 slides) is available at three levels (teacher/ practitioner – 300 level; interested stakeholder – 200 level; and introductory – 100 level). Teaching time for all six modules varies from 36 hours (about six hours per module at the 300 level) down to six hours (about one hour for each module at the 100 level). About 3,800 people were exposed to the curriculum between July 1, 2012 and June 30, 2013; and another 1,200 were targeted for the rest of 2013. More than 300 staff within six major State agencies were trained on placemaking through this curriculum. The curriculum includes:

- Module 1: People, Places and Placemaking;

- Module 2: Economics of Place;

- Module 3: Neighborhoods, Streets and Connections;

- Module 4: Form Planning and Regulation;

- Module 5: Collaborative Public Involvement; and

- Module 6: Applied Placemaking.

Trainings will continue to be offered by the MIplace partnerships over the next two years to interested stakeholder groups. Classes will be taught by the 120 individuals who have been trained in the instruction of placemaking curriculum. A guidebook synthesizing the curriculum is being prepared by the MSU Land Policy Institute in Spring 2014.

PLACEPLANS

Through "PlacePlans," the Michigan Municipal League and MSU School of Planning, Design and Construction (SPDC) are assisting communities in planning a specific, high-impact, place-based project to spark momentum for long-term success. Activities include cataloguing assets; setting strategic priorities; integrating place-based development within master plans and other formalized strategies; selecting technical expertise for preparing specific studies, materials, designs and plans (such as a downtown residential market study; a design charrette for a key public space; or a multi-modal transportation plan), executing public engagement strategies and implementing on-the-ground projects.

In the first phase that took place from July 2012 through August 2013, MML and MSU completed four PlacePlans to demonstrate how planning can be used to identify and prepare for local placemaking implementation efforts. In the current phase that started September 2013 and will wrap up at the end of August 2014, products will include eight PlacePlans; four by MML and its consultant team, and four by faculty and students at MSU's SPDC. For each community project, the final product to the community will include a:

- Catalogue of place-based assets and a comprehensive list of key stakeholders;

- Prioritization of potential place projects;

- Specific action plan, and/or conceptual design related to a selected project; and

- Final report document that recaps methodology, relevant findings, potential barriers to success and suggestions for leveraging resources and partnerships.

PLACEMARKET

PlaceMarket is a marketplace of successful, completed placemaking projects that enhance the stability of a community and the quality of life within it through physical improvements, as well as social and entrepreneurial activities, which create a sense of place. These are scalable solutions that include step-by-step guides, supporting materials and documentation. PlaceMarket also serves as a network of place makers on the ground, doing the work.

The Michigan Municipal League and other members of the Sense of Place Council have created more than 37 PlaceMarket case studies of placemaking in action at the local level in Michigan, which are all available at the MIplace website.

In the current phase of the MIplace initiative, the number and range of PlaceMarket case studies will be expanded.

MEASUREMENT AND OUTCOMES

In order to assess the progress of the MIplace initiative, various metrics are under development to document work completed and its impact, including surveys of people participating in a training, and those using various tools and technical assistance resources. The LPI will analyze participant data from training programs using the curriculum and feed data into the metrics analysis for the Initiative. The LPI and MSU Extension Greening Michigan Institute have created a follow-up survey instrument and process

to send to persons that attended the Placemaking training a few months earlier and will feed results into this process as well.

The MIplace Partnership Initiative seeks to create jobs, raise incomes and restore prosperity in Michigan through targeted local and regional placemaking activities. The most effective approach to achieving this goal encompasses broad education/training of State and local government staff and officials and key stakeholders about the "what" and "how" of placemaking; toolkits and direct technical assistance for local officials and stakeholders; regional and local strategic action plans for targeted placemaking improvements; local engagement; and specific local project action plans. A significant amount of State, regional, local and private resources in Michigan will be marshaled to make significant physical change in a relatively short period of time, through the support and guidance of the Sense of Place Council, ICC Placemaking Partnership Subcommittee and the MIplace Initiative.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Part 6: Recommendations

BASED ON THE RESULTS OF THIS PLACEMAKING STUDY, THE FOLLOWING RECOMMENDATIONS FOR FURTHER RESEARCH, OUTREACH AND IMPLEMENTATION ARE PROPOSED.

Based on the results of this placemaking study, the following recommendations for further research, outreach and implementation are proposed.

1. **MOVE BEYOND MIDWEST BOUNDARIES TO UNDERSTAND AND MODEL PLACEMAKING:**
Naturally, a study performed for Michigan began with research phases in the state and the broader Midwest region. However, given the understanding that this state, as the birthplace of the automobile, is predisposed to auto-orientated community design, it would seem to be beneficial to extend the analysis outside of Michigan and the Midwest to assess the economic value of place-based characteristics in more pedestrian-oriented locations. While there is general concern that successful models from other places won't be applicable to Michigan urban areas, there are ways to adapt place-based development techniques to cooler weather climates. If people, particularly young knowledge workers, are attracted to places like Chicago, IL; Minneapolis, MN; Portland, OR; and Seattle, WA, weather will not deter them from coming to Michigan cities with the right urban atmosphere.

2. **DISCOVER HOW FORM AND SOCIABILITY INTERACT WITH FUNCTION TO CREATE POSITIVE PLACE-BASED DEVELOPMENT:** One limitation of the property price study was its main focus on the functional characteristics of place, largely based on secondary data and people's perceptions of existing infrastructure. While an attempt was made to better understand the "quality" aspect of place-based characteristics through the Midwest Placemaking Survey, the data reflects subjective perceptions, rather than a consistent, objective assessment. The results instigate more questions. Is the grocery store around the corner a "Mom and Pop" or big box store? How many people use this park on the weekend? Would parents feel safe letting their children cross the street at this intersection? Further analysis with on-the-ground data collection about form and sociability characteristics of place, and their interaction with function, could create a more robust model and permit the further investigation of the value of place-based development.

3. **TAKE A HOLISTIC VIEW OF THE SOCIAL, ECONOMIC AND ENVIRONMENTAL IMPACTS OF PLACEMAKING:** This study begins to evaluate some of the local economic impacts of place-based development, but property price effects are simply one measure of the benefits of placemaking. Other studies have assessed the impacts of place-based characteristics, or the products of placemaking. For instance, Leinberger's WalkUp studies include measures of social equity in walkable

urban places. The MIT's Department of Urban Studies and Planning suggests the following categories of metrics for placemaking success: Use & Activity, Economic, Public Health/Healthy Living and Social Capital (MIT, 2013). In addition, the actual process of placemaking, not just its creations, can have benefits for improving governmental, business and civic processes. Furthermore, placemaking, like any other policy or program, can have unintended, negative consequences. As was mentioned in the first LPI report on *Building Prosperous Places in Michigan*, placemaking efforts can lead to developments that are not affordable for workforce or low-income households. To obtain a truly comprehensive view of the value of placemaking, these other potential and real impacts should be measured.

4. DEVELOP A COMPREHENSIVE "PLACE" METRIC OR SET OF METRICS: Walk Score is probably the best existing aggregate measure of place-based development, but it has some limitations. Walk Score uses proprietary algorithms and data on locations of a variety of destinations (weighted for importance) to measure the walkability of a physical address. For instance, the presence of a grocery store within walking distance of a property contributes to a higher Walk Score. Given the finding of this study that

presence of grocery stores can sometimes be negatively related to property price, these destinations may not consistently enhance walkability or other place values. Walk Score is limited in its ability to account for other things, such as street width, sidewalk width, block length, street design, safety from crime and traffic, topography, natural walking barriers, bodies of water or inclement weather conditions (Carr et al., 2010). Furthermore, walkability only comprises a part of what place-based development is really about; it is an excellent proxy, but not a full measure. On the other end of the spectrum, the Irvine Minnesota Inventory (IMI) to Measure Built Environments is a 162-item audit tool that can be used to collect objective data on a variety of aspects of place, such as aesthetics, connectivity, form, pedestrian amenities, safety, public safety, traffic, etc. While Walk Score is readily attainable through the internet, and based on existing GIS data, the IMI requires intensive primary data collection. Developing an in-between scoring system, with the accessibility of Walk Score and the thoroughness of the IMI, would be beneficial to establishing place benchmarks and metrics. These metrics can then be used to evaluate the efficacy of placemaking efforts.

for creating more diverse, welcoming, economically competitive places. Target market analyses can help communities to be more informed about what growing population segments want to see in their neighborhoods and communities, aiding in the effective implementation of place-based economic development.

5. **CONDUCT TARGET MARKET ANALYSIS FOR THE RESIDENTIAL AND COMMERCIAL ASPECTS OF PLACE:** It is important to include existing community residents and businesses in placemaking activities; their values, ideas and goals for the places where they live and work are important to preserving and enhancing quality of life. However, with so many demographic and economic changes at play in Michigan, the nation and the world, it is also critical to understand the values, ideas and goals of other people and businesses that currently don't reside in these communities, especially those that we want to attract

6. **DEFINE BEST PRACTICES FOR INCLUDING PEOPLE (ESPECIALLY UNDERREPRESENTED POPULATIONS) IN THE PLACEMAKING PROCESS:** Once again, placemaking is about creating spaces with a high quality of life that is attractive to people and businesses. In order to do so, placemaking efforts need to engage and empower people to participate in helping to shape their community. Some groups, such as low-income households, LGBTQ (lesbian, gay, bisexual, transgender or questioning) individuals, minorities, persons with disabilities, immigrants and students, tend to be underrepresented in community planning processes. Communities that engage in placemaking need a set of best practices for ensuring that underrepresented populations are included. Activities like easily accessible charrettes, online/social media surveys and "Lighter, Quicker, Cheaper" projects can help to engage people from a variety of backgrounds in the placemaking process.

Part 7: Conclusion

AT THE NATIONAL LEVEL, PEOPLE BELIEVE THAT THERE IS A CONNECTION BETWEEN PLACEMAKING AND ECONOMIC DEVELOPMENT, AS WELL AS BETWEEN PLACEMAKING AND QUALITY OF LIFE. THEIR PERCEPTIONS ABOUT WHETHER THEIR NEIGHBORHOOD AND COMMUNITY ARE BATTER PLACES TO LIVE NOW THAN FIVE YEARS AGO APPEARS TO BE ASSOCIATED WITH PLACE-BASED CHARACTERISTICS, SUCH AS VISUAL APPEAL, MIXED-USE, SHOPPING, SOCIAL ACTIVITIES, BIKE LANES OR PATHS/TRAILS, ARTS AND CULTURE EXPERIENCES AND PUBLIC TRANSPORTATION. PEOPLE STATED THAT THEY WANT A VARIETY OF AMENITIES WITHIN A 10-MINUTE WALK OF THEIR HOME, INCLUDING NEIGHBORHOOD GROCERY STORES, FARMERS' MARKETS, INDEPENDENT LOCAL MERCHANTS, SANDWICH SHOPS, COFFEE SHOPS, PARKS WITH MULTIPLE USES, LIBRARIES, MOVIE CINEMAS AND ART FAIRS. THESE FINDINGS ARE CONSISTENT WITH PAST STUDIES THAT SOUGHT TO UNDERSTAND WHAT PEOPLE WANT IN THEIR NEIGHBORHOODS, LIKE THE NATIONAL ASSOCIATION OF REALTORS' CONSUMER PREFERENCE SURVEY.

The second phase of the Rebuilding Prosperous Places project sought to address two major questions related to placemaking:

1. How do citizens view placemaking, both in terms of what value it has for their communities and what types of "place amenities" they like to have within their neighborhoods?

2. What economic value does place-based development derive in a neighborhood, as measured by the change in housing prices in places that boast such characteristics as walkability, access to green space and mixed-use developments?

At the national level, people believe that there is a connection between placemaking and economic development, as well as between placemaking and quality of life. Their perceptions about whether their neighborhood and community are better places to live now than five years ago appears to be associated with place-based characteristics, such as visual appeal, mixed-use, shopping, social activities, bike lanes or paths/trails, arts and culture experiences and public transportation. People stated that they want a variety of amenities within a 10-minute walk of their home, including neighborhood grocery stores, farmers' markets, independent local merchants, sandwich shops, coffee shops, parks with multiple uses, libraries, movie cinemas and art fairs. These

findings are consistent with past studies that sought to understand what people want in their neighborhoods, like the National Association of Realtors' Consumer Preference Survey.

However, there is a general ambivalence about the pros and cons of living in denser, busier communities, particularly among the rural and suburban respondents. Many people indicated a preference for rural and suburban locations, larger lots, suburban parks and a separation of other types of land use from housing. Though the survey may be skewed toward rural and suburban respondents, some respondents from urban transects also noted these preferences. Due to the negative externalities associated with some amenities, like traffic and crime, people prefer not to have certain amenities (like bars and malls) within walking distance, but somewhere else in their community. Despite an understanding that placemaking improves economic well-being, concerns about how it might encourage crime, noise and higher expenses still exist and should be addressed.

Certain demographics, including young people (age 25 to 34), non-white households and low-income households, are more likely to live in urban areas, whether by choice or necessity. Results support the growing evidence that there are groups of people who prefer highly walkable, mixed-use, green developments with access to a variety of amenities. Young people are more likely than older age groups to want bars, entertainment, restaurants and arts and cultural venues within walking distance of their home. Because these demographic groups are large and growing, their desires are likely to be influential in downtown revitalization, assuming that they have access to planning and placemaking processes.

In the Midwest, walkability was noted as a preferred neighborhood feature. It is one of the factors that is often involved in people's decisions to purchase or rent their homes. Many people in these 11 Midwest cities indicated that they walk often (most likely for recreation, as well as to reach destinations) and prefer to walk to destinations that are within a 15-minute walk of their home. Among those surveyed, the older age brackets appear slightly more likely to walk often (age 40 to 64) and slightly more willing to walk farther distances than their younger counterparts. Younger people (age 18 to 34) exhibited a stronger preference to walk to destinations that are less than 20 minutes away. The aesthetics and perceived safety of neighborhoods has an impact on whether and how far people are willing to walk to reach destinations, as did safety. Walking showed a positive relationship to health and happiness, as well. Midwest respondents reported that their neighborhoods are fairly walkable for a number of amenities; a majority of people could walk to a school, park, transit stop, grocery store, convenience store, retail store, entertainment venue or eating/drinking establishment in 20 minutes or less. Most homeowners rated the quality of their nearest amenities, including grocery stores, parks, restaurants, gas station/convenience stores and coffee shops, as high or very high quality.

Not all place-based attributes were viewed as important. Among the factors that were least likely to affect the decision to purchase or rent a home were historic significance, energy efficiency and the availability of employment opportunities. In addition, while being close to one's job or having a short commute time, was viewed as important, most people said that walking to work would be impractical, because it was too far away. There are many garages and plenty of off- and on-street parking in these Midwest neighborhoods, which suggests auto-orientation.

Historic preservation, energy efficiency and job opportunities have been notes as important components of placemaking.

Just as there appear to be some mixed preferences for place-based attributes based on survey responses, the connection between place features and economic value (specifically, property prices) in the 11 Midwest cities varied as well. The results of the hedonic analysis suggested that the value of having a certain amenity near a house could have an impact on its property price; however, it does not appear that one type of amenity always had a positive value in every neighborhood, while other types always had a negative value.

Across the Midwest cities, close proximity to some amenities, like schools, theatres, bookstores and gift shops, appeared to be positively related to home sale price. However, proximity to other amenities, like grocery stores, restaurants, museums and department stores, appeared to be negatively related to home sale price. These results were somewhat surprising since a majority of people surveyed, at least at the national level, indicated a preference for grocery stores, restaurants and museums within walking distance. Furthermore, having two amenities with a positive marginal price within a half mile of a home did not necessarily have a greater, positive marginal price than those amenities independently. In fact, in most cases, the effect of two positive amenities within a half mile had a negative marginal price. Conversely, having two amenities with negative marginal prices within a half mile sometimes had a positive relationship to home sale price. Again, these results are confusing, because having multiple amenities within a half mile suggests true walkability, which was a noted preference among Midwest survey respondents and has also been shown to be positively related

to residential housing a commercial prices (Cortright, 2009; Leinberger, 2013).

The marginal price of proximity to a certain amenity does not appear to be the same across the 11 Midwest cities. This result could mean that people in one city value being able to walk to that amenity, while people in another city don't. It could also be the result of "noise" or omissions in the models; that is, the amenity's other characteristics or other features of the neighborhood are making it difficult to measure the impact of amenity proximity.

It is likely that there are other aspects of the amenity besides close proximity that could also affect home price, such as the quality or affordability of that amenity. It is also likely that the relationship between amenity proximity and home sale price was not linear; that is, having the amenity abutting the property could have a negative marginal price, while being a little farther down the block could have a positive marginal impact. Further research is needed to discover what other neighborhood elements related to placemaking, such as quality of amenities, form (streetscape, aesthetics, etc.) and affordability, are related to property prices. A better understanding of the nature of the proximity relationship is also needed. A more detailed analysis, with primary data collection of both quantitative and qualitative information, should be conducted on a national scale.

The hedonic model that utilized perception-based data (from the Midwest survey), as opposed to physical locations measured by spatial data, returned mixed results as well. Some elements of place-based development, like parks and recreation, shade trees and having great neighbors, appear to have a positive relationship to sale price. A high-quality look and feel of a walk in the

neighborhood also added to home prices in these 11 cities. However, other place-based elements, such as porches, short commutes and nearby shopping, did not register a positive association with sale price, despite being noted as influential factors in the decision to purchase one's home.

It is clear that people recognize the value of placemaking activities, particularly to economic development and quality of life in their communities, but there is still a gap in understanding about placemaking concepts and capacity to carry out these activities. There is also a general mindset, particularly among rural and suburban residents, that more compact development can have negative impacts on neighborhoods, creating an environment where there is more traffic, crime, lack of affordability and general congestion. However, when placemaking is done in a deliberate way, bringing all of the affected parties to the table to vision and plan, these negative externalities can be minimized.

While these findings support previous literature on place trends, the value of place-based elements and citizen perceptions of placemaking, certain results suggest that many people maintain a "sprawl" mindset toward community design and development (including separation of uses, low-density development and isolated residential areas); that downtown areas, particularly in the Midwest, still exemplify an auto-oriented, as opposed to people-oriented, built environment; that close proximity to single amenities does not have a clear relationship to sale price across geographic areas; and that there is not yet a "magic" recipe for a mix of amenities within a walkable neighborhood, at least with respect to higher property prices. These circumstances warrant further investigation into the quantifiable benefits of placemaking; continued education of community leaders, stakeholders and citizens as to the benefits and logistics of placemaking; and provision of resources, tools and technical assistance to communities interested in placemaking. The MIplace Partnership Initiative is helping to educate and train the myriad stakeholder groups involved in placemaking at the local and regional level and providing resources and technical assistance to implement these strategies.

Rural and suburban communities, many with a high quality of life, are available to people who would prefer to have the space, privacy and isolation afforded by low density neighborhoods. However, existing downtowns and major urban centers, particularly in Michigan, are in need of targeted strategies to improve the quality of life for residents and to attract young talent. In order to be globally competitive in aggregating the knowledge and creative resources necessary to a thriving economy, Michigan and other Midwest states must have functional downtown, or urban core, places that have good form and evoke positive feelings among residents and visitors. Placemaking efforts can help these communities to achieve more choices in housing and transportation; opportunities for improved social interaction; more variety in entertainment, cultural and recreational offerings; more green space; greater human diversity; and more business and entrepreneurial activities—places where people want to live, work play and, most importantly, stay.

Part 8: Appendices

APPENDIX A: NATIONAL PLACEMAKING SURVEY RESPONSE SUMMARY
Definitions

For the purpose of this survey, "placemaking" is defined as: . . . The targeted improvement of a place, within a neighborhood or community, that uniquely creates a functional space with a variety of uses, that is appealing to a wide range of people and that has an identifiable character, or "sense of place."

Placemaking typically include elements that are designed for use and enjoyment by people. These elements include:

- Mixed uses (diverse options for living above or near entertainment and shopping);

- Pedestrian-orientation (sidewalks, paths and other foot-based connections);

- Opportunities for social activity and engagement (outdoor seating, community festivals, farmers' markets, etc.);

- Arts, cultural and other entertainment opportunities (museums, galleries, bowling alleys, clubs, etc.);

- Alternative transportation choices (walking, biking, public transportation, etc.);

- Public spaces (squares, plazas, courtyards, etc.);

- Green/open spaces (parks, trails, playgrounds, etc.)

For the purpose of this study, please consider the following definitions to describe the area surrounding where survey respondents live:

- "Neighborhood": Places within a 10-minute walk of your home.

- "Local Community": Places within a 30-minute walk, a 10-minute bike/public transportation ride, or a five-minute drive of your home.

- "Region": All of the communities within a 45-minute bike/public transportation ride or a 30-minute drive of your home.

Questions about Your Neighborhood, Community and Region

Table 4: Please Indicate Your Level of Agreement or Disagreement with the Following Statements about Placemaking

Statement 1: Incorporating Placemaking into Our Local Community Will . . .	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Unsure
Increase economic activity.	32%	40%	18%	5%	2%	3%
Improve opportunities for jobs.	33%	37%	19%	6%	3%	3%
Improve the quality of life.	41%	36%	16%	3%	2%	2%
Positively affect home prices.	33%	37%	21%	4%	2%	3%
Enhance the sense of community belonging.	37%	37%	18%	4%	2%	2%
Attract new people to our community.	35%	37%	19%	4%	2%	3%

Source: Land Policy Institute, Michigan State University, 2014.

Table 5: Please Indicate Your Level of Agreement or Disagreement with the Following Statements about Getting around in Your Neighborhood

Statement 2: Answer	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Unsure
There are many places to go (for working, eating, shopping, drinking, entertainment, recreation, etc.) in my neighborhood.	25%	31%	10%	16%	17%	1%
My neighborhood has a mix of residential, retail and commercial uses.	27%	34%	12%	12%	14%	1%
It is hard to walk in my neighborhood, because of traffic.	12%	17%	14%	22%	34%	2%
It is hard to walk in my neighborhood due to lack of sidewalks.	18%	19%	12%	16%	32%	2%
It is too dangerous to walk in my neighborhood, because of high crime rates.	7%	10%	14%	18%	47%	3%
The places I most frequently go to in my neighborhood are too far to walk.	25%	28%	15%	14%	17%	1%
There is not enough time to walk to the places I most frequently go in my neighborhood.	18%	25%	22%	15%	18%	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 6: Please Indicate Your Level of Agreement or Disagreement with the Following Statements about Your Neighborhood

Statement 3: Answer	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Unsure
My neighborhood attracts a lot of visitors.	13%	23%	22%	21%	20%	2%
My neighborhood is ethnically diverse.	22%	35%	17%	13%	11%	2%
My neighborhood has people from different income levels.	22%	44%	17%	11%	4%	2%
My neighborhood is too isolated from the rest of the community.	8%	15%	19%	27%	30%	2%
I know many of my neighbors on a first-name basis.	15%	29%	17%	18%	19%	1%
My neighborhood has many opportunities for social activities.	10%	22%	21%	21%	23%	2%
My neighborhood is visually appealing.	25%	38%	21%	10%	6%	1%
My neighborhood is quiet.	30%	41%	15%	9%	5%	1%
My neighborhood has clean-smelling air.	32%	38%	19%	7%	4%	1%
Property values in my neighborhood have remained stable, despite the recent economic recession.	14%	28%	23%	16%	12%	7%

Source: Land Policy Institute, Michigan State University, 2014.

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Table 7: Please Indicate Your Level of Agreement or Disagreement with the Following Statements about Your Local Community

Statement 4: Answer	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Unsure
There are many opportunities for arts and cultural experiences within my local community.	14%	28%	17%	20%	20%	2%
There is a lack of job opportunities in my local community.	25%	31%	21%	14%	6%	3%
I can do most of my grocery shopping at stores in my local community.	42%	32%	10%	7%	8%	1%
It is difficult to find parking in local community shopping areas.	7%	12%	16%	25%	38%	2%
I have changed my driving habits, as a result of the rising price of gasoline.	27%	30%	20%	11%	11%	1%
There are bike lanes or paths/trails in my local community.	21%	29%	13%	14%	21%	3%
Public transportation/transit in my community is reliable and convenient.	18%	22%	18%	13%	24%	5%

Source: Land Policy Institute, Michigan State University, 2014.

Table 8: "Transect" and What Zone People Live In

Community Planners often use the concept of the "transect" to talk about the types of places where people live based on the density of buildings. Using the transect diagram on page 20 as a guide, do you live in a . . .?

Question 5: Zone	Percent
T2: Rural	18%
T3: Suburban	36%
T4: General Urban	30%
T5: Urban Center/Small Town	10%
T6: Urban Core	5%

Source: Land Policy Institute, Michigan State University, 2014.

Table 9: How Would You Say Your Neighborhood, Overall, is as a Place to Live Today, as Compared to Five Years Ago?

Question 6: Answer	Percent
Getting Better	34%
Getting Worse	10%
Staying the Same	56%

Source: Land Policy Institute, Michigan State University, 2014.

Table 10: How Would You Say Your Local Community, Overall, is as a Place to Live Today as Compared to Five Years Ago?

Question 7: Answer	Percent
Getting Better	31%
Getting Worse	12%
Staying the Same	56%

Source: Land Policy Institute, Michigan State University, 2014.

Table 11: Right Now, Do You Think that Economic Conditions in Your Region, as a Whole, are Getting Better, Getting Worse or Staying the Same?

Question 8: Answer	Percent
Getting Better	30%
Getting Worse	24%
Staying the Same	47%

Source: Land Policy Institute, Michigan State University, 2014.

Questions about Moving to a New Location

This next set of questions asked survey respondents about their interest in moving to a new home, neighborhood, community or region, and any challenges they may face in moving.

Table 12: If You Were Able to Move Out of Your Current Home, Would You?

Question 9: Answer	Percent
Yes	45%
No	36%
Not Sure	19%

Source: Land Policy Institute, Michigan State University, 2014.

Table 13: If You Were to Move, What Do You See as the Main Barriers to Moving for You?*

Question 10: Answer	Percent
I can't sell my house.	19%
I owe more on my mortgage than the house is worth.	11%
Moving costs are too high (e.g., closing costs, moving van, etc.).	24%
I (or my spouse) can't find a job elsewhere.	12%
I can't get a loan.	10%
I can't afford a house where I want to live.	31%
There is a lack of transportation options elsewhere.	5%
Personal reasons (divorce, family, health, etc.).	18%
Other	8%
None	20%

*Note: Survey respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

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Table 14: If You Were Able to Move, Which Type of Home Would You Most Likely Choose?

Question 11: Answer	Percent
Single family home ownership.	69%
Condominium/apartment ownership.	12%
Single family rental.	9%
Multi-family (apartment, duplex, condo) rental.	8%
Other	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 15: "Transect" and Types of Places Where People Want to Live Based on the Density of Buildings*

Community Planners often use the concept of the "transect" to talk about the types of places where people live based on the density of buildings. Using the transect diagram on page 20 as a guide, in which zone would you most want to live?

Question 12: Zone	Percent
T2: Rural	28%
T3: Suburban	39%
T4: General Urban	21%
T5: Urban Center/Small Town	8%
T6: Urban Core	4%

Source: Land Policy Institute, Michigan State University, 2014.

Table 16: Which of the Following Life Changes Might Cause You to Consider Moving to a Different Zone? If So, Which Zone?*

Question 14: Answer	Rural (T2)	Suburban (T3)	General Urban (T4)	Urban Center (T5)	Urban Core (T6)	Would Not Move	Unsure	Not Applicable to Me
Graduating from high school	6%	9%	7%	5%	3%	7%	3%	65%
Graduating from college	4%	11%	8%	7%	4%	6%	4%	63%
Going back to college	3%	9%	11%	9%	4%	9%	6%	56%
Getting married	6%	15%	10%	7%	3%	6%	6%	55%
Having children	7%	17%	9%	5%	3%	6%	4%	57%
"Empty nest" (children move out).	12%	19%	11%	6%	4%	10%	6%	40%
New job	8%	17%	17%	13%	9%	7%	11%	35%
Loss of job	6%	12%	12%	7%	5%	10%	14%	42%
Divorce	5%	10%	9%	7%	4%	8%	11%	51%
Death of spouse	7%	12%	10%	6%	5%	9%	12%	45%
Retirement	16%	20%	11%	6%	3%	10%	10%	33%
Other	4%	6%	6%	4%	2%	4%	10%	66%

*Note: Survey respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

Table 17: As a Result of Higher Gas Prices, Would You Consider the Following Changes?

Question 15: Answer	Have Adopted	Considering Adopting	Not an Option to Consider
Moving closer to work or school	15%	22%	63%
Taking public transportation	16%	24%	59%
Biking or walking	22%	27%	51%
Carpooling	12%	28%	60%
Buying a more fuel efficient vehicle	16%	47%	37%
Downsizing my home to reduce household expenses	12%	31%	57%

Source: Land Policy Institute, Michigan State University, 2014.

Questions about Place Preferences in Your Neighborhood/Community

This set of questions asked survey respondents to consider the types of buildings or spaces that they would like to have in their neighborhood.

They were also asked to tell us why they would like the specified building or space in their neighborhood, or why not. Examples could include that the place looks like:

- There are too many/not enough people.
- It is too noisy/quiet.
- There is (not) enough parking/
- It is expensive/affordable.
- It is (not) convenient.

Tables 18a–c: Grocery Shopping

Question 16a: Do You Have an Option Like This in Your Neighborhood?	
Big Box Store — Large store with groceries, pharmacy, clothes, automotive, etc.	
Yes	No
49%	51%
Neighborhood Grocery Store — Medium-sized store for daily/weekly food shopping	
Yes	No
71%	29%
Convenience Store — Small store with limited grocery items	
Yes	No
71%	29%
Specialty Market — Small store with specialty products, such as meat, organics, or international foods	
Yes	No
49%	51%
Farmers' Market — Indoor or outdoor space with many vendors and a variety of foods	
Yes	No
57%	43%

Source: Land Policy Institute, Michigan State University, 2014.

Question 16b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Big Box Store	47%	33%	20%
Neighborhood Grocery Store	72%	16%	12%
Convenience Store	55%	26%	19%
Specialty Market	53%	23%	23%
Farmers' Market	69%	18%	14%

Question 16c: Do You Want This Option in Your Local Community?*	Yes	No
Big Box Store	69%	31%
Neighborhood Grocery Store	84%	16%
Convenience Store	68%	32%
Specialty Market	71%	29%
Farmers' Market	81%	19%

*Note: A "Not Sure" response option was inadvertently not provided for this question.

Tables 19a–c: Retail Shopping

Question 17a: Do You Have an Option Like This in Your Neighborhood?		
	Several shops within a large indoor space, with ample parking	
	Yes	**No**
Interior Mall	39%	61%
	A few connected shops with ample parking	
	Yes	**No**
Strip Mall/Plaza	56%	44%
	Several connected shops with discount goods in an outdoor setting	
	Yes	**No**
Outlet Mall	26%	74%
	Several connected shops mixed with restaurants, bars, theaters, and residential/commercial space above	
	Yes	**No**
Lifestyle Center	26%	74%
	Small retail shops with limited parking in front	
	Yes	**No**
Independent Local Merchants	62%	38%

Question 17b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Interior Mall	39%	45%	16%
Strip Mall/Plaza	51%	34%	15%
Outlet Mall	34%	48%	18%
Lifestyle Center	33%	39%	28%
Independent Local Merchants	67%	20%	13%

Question 17c: Do You Want This Option in Your Local Community?	Yes	No	Not Sure
Interior Mall	51%	35%	14%
Strip Mall/Plaza	60%	26%	14%
Outlet Mall	43%	42%	16%
Lifestyle Center	39%	36%	25%
Independent Local Merchants	73%	16%	11%

Source: Land Policy Institute, Michigan State University, 2014.

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Tables 20a–c: Restaurants

Question 18a: Do You Have an Option Like This in Your Neighborhood?		
	Fast food restaurant with drive thru	
	Yes	No
Fast Food Restaurant with Drive Thru	72%	28%
	Could be locally-owned or a chain	
	Yes	No
Suburban Sit-Down Restaurant	66%	34%
	Sit-down restaurant in a strip mall/plaza/mall	
	Yes	No
Sit-Down Restaurant in a Strip Mall/Plaza/Mall	53%	47%
	Could be locally-owned or a chain	
	Yes	No
Coffee Shop	61%	39%
	Neighborhood sandwich shop	
	Yes	No
Neighborhood Sandwich Shop	61%	39%
	Downtown sit-down restaurant	
	Yes	No
Downtown Sit-Down Restaurant	56%	44%

Question 18b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Fast Food Restaurant with Drive Thru	62%	27%	11%
Suburban Sit-Down Restaurant	65%	24%	11%
Sit-Down Restaurant in a Strip Mall/Plaza/Mall	49%	34%	17%
Coffee Shop	64%	24%	12%
Neighborhood Sandwich Shop	68%	21%	11%
Downtown Sit-Down Restaurant	59%	27%	14%

Question 18c: Do You Want This Option in Your Local Community?	Yes	No	Not Sure
Fast Food Restaurant with Drive Thru	72%	18%	9%
Suburban Sit-Down Restaurant	74%	17%	9%
Sit-Down Restaurant in a Strip Mall/Plaza/Mall	59%	26%	14%
Coffee Shop	71%	19%	10%
Neighborhood Sandwich Shop	76%	15%	9%
Downtown Sit-Down Restaurant	69%	20%	12%

Source: Land Policy Institute, Michigan State University, 2014.

Tables 21a–c: Neighborhood Type

Question 19a: Do You Have an Option Like This in Your Neighborhood?		
	Such as farmland, forestland, etc.	
	Yes	No
Rural Area with Open Space	48%	52%
	Suburban neighborhood with large lots	
	Yes	No
Suburban Neighborhood with Large Lots	55%	45%
	Neighborhood with small- to medium-sized lots	
	Yes	No
Neighborhood with Small- to Medium-Sized Lots	75%	25%
	Downtown townhomes with small lots	
	Yes	No
Downtown Townhomes with Small Lots	31%	69%
	Three stories or less	
	Yes	No
Mixed-Use Building with Residential above and Retail/Commercial below	36%	64%
	Greater than three stories	
	Yes	No
High-Rise Building	23%	77%

Question 19b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Rural Area with Open Space	56%	28%	17%
Suburban Neighborhood with Large Lots	56%	28%	16%
Neighborhood with Small- to Medium-Sized Lots	65%	22%	12%
Downtown Townhomes with Small Lots	29%	53%	18%
Mixed-Use Building with Residential above and Retail/Commercial below	33%	46%	21%
High-Rise Building	21%	61%	19%

Question 19c: Do You Want This Option in Your Local Community?	Yes	No	Not Sure
Rural Area with Open Space	61%	25%	15%
Suburban Neighborhood with Large Lots	60%	26%	14%
Neighborhood with Small- to Medium-Sized Lots	69%	21%	10%
Downtown Townhomes with Small Lots	35%	48%	17%
Mixed-Use Building with Residential above and Retail/Commercial below	40%	42%	18%
High-Rise Building	25%	59%	16%

Source: Land Policy Institute, Michigan State University, 2014.

Tables 22a–c: Bars/Restaurants/Entertainment

Question 20a: Do You Have an Option Like This in Your Neighborhood?

	With ample parking, could be locally-owned or a chain

	Yes	No
Bar in Isolated Building	41%	59%

	With ample parking, could be locally-owned or a chain

	Yes	No
Bar in Strip Mall/Plaza/Mall	38%	62%

	With limited parking, but access to public transportation

	Yes	No
Downtown or Neighborhood Casual Bar	46%	54%

	With limited parking, but access to public transportation

	Yes	No
Downtown Upscale Bar	30%	70%

	With limited parking, but access to public transportation

	Yes	No
Downtown Nightclub with Live Music	30%	70%

Source: Land Policy Institute, Michigan State University, 2014.

Question 20b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Bar in Isolated Building	30%	53%	17%
Bar in Strip Mall/Plaza/Mall	30%	55%	16%
Downtown or Neighborhood Casual Bar	39%	46%	14%
Downtown Upscale Bar	31%	53%	16%
Downtown Nightclub with Live Music	28%	56%	15%

Question 20c: Do You Want This Option in Your Local Community?	Yes	No	Not Sure
Bar in Isolated Building	38%	45%	17%
Bar in Strip Mall/Plaza/Mall	37%	46%	16%
Downtown or Neighborhood Casual Bar	45%	40%	15%
Downtown Upscale Bar	37%	46%	17%
Downtown Nightclub with Live Music	35%	50%	15%

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Tables 23a–c: Parks

Question 21a: Do You Have an Option Like This in Your Neighborhood?		
	Such as walking, biking, swimming, etc.	
	Yes	No
Suburban Park with Specific Use	58%	42%
	Such as playgrounds, eating, walking, concerts, swimming, etc.	
	Yes	No
Suburban Park with Multiple Uses	70%	30%
	Such as walking, biking, swimming, etc.	
	Yes	No
Urban Park with Specific Use	47%	53%
	Such as playgrounds, eating, walking, concerts, festivals, swimming, etc.	
	Yes	No
Urban Park with Multiple Uses	34%	66%
	Small green space with few uses, such as gardening, sitting, viewing art, etc.	
	Yes	No
Urban Pocket Park	27%	73%

Question 21b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Suburban Park with Specific Use	73%	17%	10%
Suburban Park with Multiple Uses	77%	16%	7%
Urban Park with Specific Use	57%	29%	14%
Urban Park with Multiple Uses	41%	41%	18%
Urban Pocket Park	37%	42%	21%

Question 21c: Do You Want This Option in Your Local Community?	Yes	No	Not Sure
Suburban Park with Specific Use	77%	14%	9%
Suburban Park with Multiple Uses	81%	12%	7%
Urban Park with Specific Use	62%	25%	14%
Urban Park with Multiple Uses	48%	37%	16%
Urban Pocket Park	42%	37%	20%

Source: Land Policy Institute, Michigan State University, 2014.

Tables 24a–c: Arts and Culture

Question 22a: Do You Have an Option Like This in Your Neighborhood?		
	Library	
	Yes	No
Library	70%	30%
	Movie Cinema	
	Yes	No
Movie Cinema	51%	49%
	Where plays, operas, ballets, etc. are held	
	Yes	No
Performing Arts Center/Theater	35%	65%
	History, science, children's, etc.	
	Yes	No
Museum	31%	69%
	Art museum/gallery	
	Yes	No
Art Museum/Gallery	27%	73%
	Art Fair/Festival	
	Yes	No
Art Fair/Festival	44%	56%

Question 22b: Would You Want an Option Like This in Your Neighborhood?	Yes	No	Not Sure
Library	73%	18%	9%
Movie Cinema	56%	33%	11%
Performing Arts Center/Theater	46%	37%	16%
Museum	44%	39%	16%
Art Museum/Gallery	40%	42%	18%
Art Fair/Festival	55%	32%	14%

Question 22c: Do You Want This Option in Your Local Community?	Yes	No*	Not Sure
Library	83%	11%	6%
Movie Cinema	68%	22%	10%
Performing Arts Center/Theater	57%	28%	16%
Museum	55%	30%	15%
Art Museum/Gallery	50%	34%	17%
Art Fair/Festival	63%	24%	13%

Source: Land Policy Institute, Michigan State University, 2014.

Figure 9: National Placemaking Survey Respondent Zip Codes Map*

Figure 9 represents the responses to Question 23 in the national survey about "What is your zip code?"
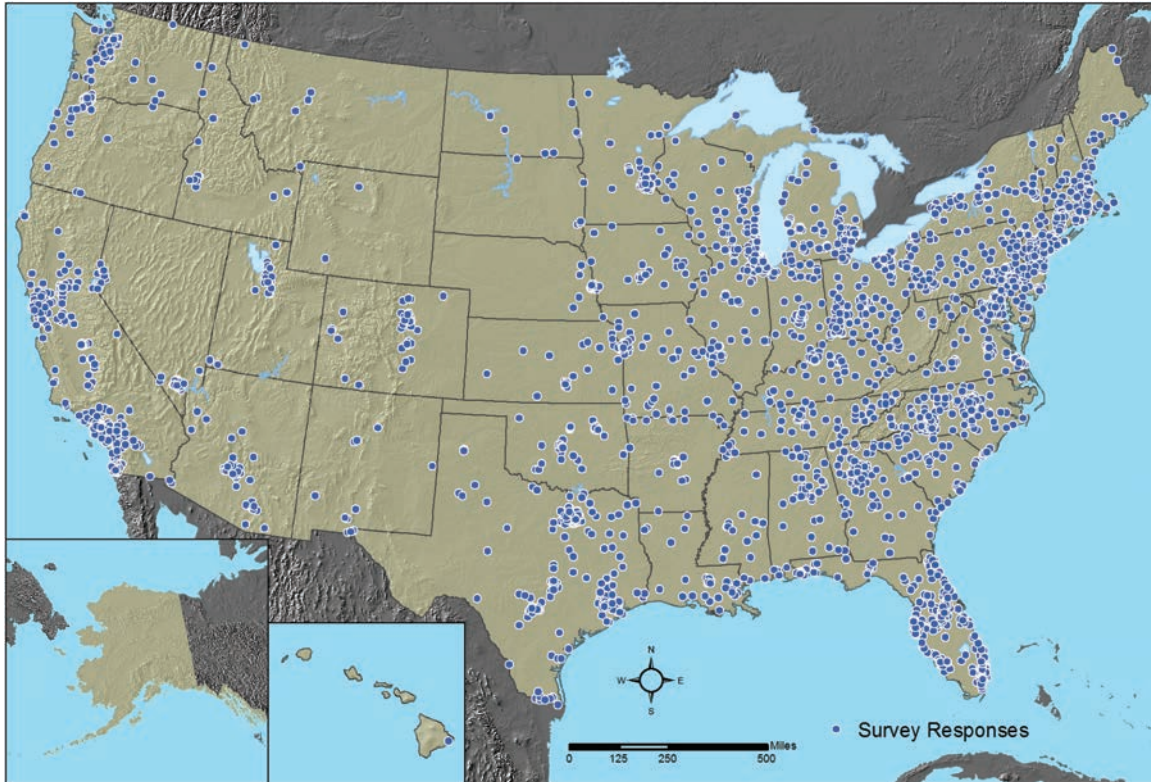
Source: Figure created by the Land Policy Institute, Michigan State University, 2014.

Table 25: How Long Have You Lived in Your Current Address?

Question 24: Answer	Count	Percent
Less than One Year	235	7%
1 to 2 Years	500	15%
3 to 4 Years	397	12%
5 to 7 Years	496	15%
8 to 10 Years	381	11%
11 to 20 Years	713	21%
21 to 30 Years	326	10%
31 to 40 Years	197	6%
41 to 50 Years	67	2%
More than 50 Years	46	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 26: Which of the Following Best Describes Your Current Residence?

Question 25: Answer	Percent
Single Family Home Ownership	64%
Condominium/Apartment Ownership	7%
Single Family Rental	10%
Multi-Family (Apartment, Duplex, Condo) Rental	17%
Other	3%

Source: Land Policy Institute, Michigan State University, 2014.

Table 27: Are You a . . . ? (Resident Type)

Question 26: Answer	Percent
Homeowner (Name is on Mortgage).	58%
Renter (Name is on a Lease/Sub-Lease).	28%
Living with Family, Relatives or Friends (Paying Rent; Name is Not on the Lease).	5%
Living with Family, Relatives or Friends (Not Paying Rent; Name is Not on the Lease).	6%
Other.	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 28: What is Your Age?

Question 27: Answer	Percent
18- to 24-Years-Old	9%
25- to 34-Years-Old	18%
35- to 45-Years-Old	19%
46- to 55-Years-Old	22%
56- to 65-Years-Old	18%
More than 65-Years-Old	14%

Source: Land Policy Institute, Michigan State University, 2014.

Table 29: Do You Most Closely Identify as Male or Female?

Question 28: Answer	Percent
Male	41%
Female	59%

Source: Land Policy Institute, Michigan State University, 2014.

Table 30: What is Your Employment Status?

Question 29: Answer	Percent
Employed Full-Time	38%
Employed Part-Time	13%
Full-Time Student	3%
Student and Working Full- or Part-Time	2%
Retired	17%
Unemployed, Looking for Work	9%
Unemployed, Not Looking for Work	1%
Homemaker	10%
Disabled	6%
Other	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 31: What is Your Marital Status?

Question 30: Answer	Percent
Single, Never Been Married	25%
Married	52%
Divorced	12%
Widow/Widower	4%
Member of an Unmarried Couple	6%

Source: Land Policy Institute, Michigan State University, 2014.

Table 32: How Many Children Under the Age of 17 Live in Your Household?

Question 31: Answer	Percent
None	66%
1	17%
2	12%
3	4%
4	1%
5 or More	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 33: Does Your Household Have More than Just Immediate Family (Parents and Children)?

Question 32: Answer	Percent
Yes	15%
No	84%
Not Sure	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 34: Is Someone in Your Household an Immigrant (Not Born in the United States)?

Question 33: Answer	Percent
Yes	13%
No	87%
Not Sure	0%

Source: Land Policy Institute, Michigan State University, 2014.

Table 35: What Race(s) Represent the People in Your Household (Check All that Apply)?*

Question 34: Answer(s)	Percent
Black/African American	18%
Asian	9%
Native Hawaiian/Other Pacific Islander	1%
American Indian/Alaska Native	4%
White/Caucasian	70%
Other	6%

*Note: Respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

Table 36: Are You or Any Member of Your Household of Hispanic, Latino or Spanish Descent?

Question 35: Answer	Percent
Yes	16%
No	84%

Source: Land Policy Institute, Michigan State University, 2014.

Table 37: What is the Highest Level of Education that You Have Attained?

Question 36: Answer	Percent
Some High School	2%
High School Diploma or GED	19%
Some College	31%
Trade School Certification	8%
Bachelor's Degree	26%
Master's Degree	11%
PhD of Other Terminal Degree	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 38: What is the Range of Your Annual Household Income?

Question 37: Answer	Percent
Less than $10,000	6%
$10,000–$24,999	14%
$25,000–$49,999	28%
$50,000–$74,999	24%
$75,000–$99,999	14%
More than $100,000	14%

Source: Land Policy Institute, Michigan State University, 2014.

APPENDIX B: MIDWEST SURVEY RESPONSES

The first question in this survey asked the respondent to indicate resident status. This survey included questions for both homeowners and renters to answer and, then, featured questions specific to homeowners and questions specific to renters.

Table 39: Please Indicate Which of the Following Best Represents Your Current Living Situation at this Address

Statement 1: Answer	Count	Percent
I am the owner and live here.	1,879	92%
I rent this home and live here.	140	7%
I do not live here.	5	0%
Other	20	1%

Source: Land Policy Institute, Michigan State University, 2014.

All Respondents

The following questions were asked of all respondents, including homeowners and renters. Some questions and responses that were unique to homeowners or renters are presented below.

Table 40: In What Year Did You Begin to Live at this Address?

Question 2: Answer	Percent
Less than 1 Year Ago	5%
1 to 2 Years Ago	18%
3 to 4 Years Ago	19%
5 to 7 Years Ago	26%
8 to 10 Years Ago	18%
11 to 20 Years Ago	8%
21 to 30 Years Ago	0%
31 to 40 Years Ago	0%
41 to 50 Years Ago	0%
More than 50 Years Ago	0%
No Response	5%

Note: Data was used to calculate how many years the respondent lived in the residence.
Source: Land Policy Institute, Michigan State University, 2014.

Table 41: How Many Years Have You Lived in this . . . ? (Neighborhood/City)

Question 3: Answer	Less than 1 Year	1 to 3 Years	4 to 6 Years	7 to 10 Years	11 to 15 Years	More than 15 Years
Neighborhood	4%	25%	30%	29%	10%	2%
City	2%	13%	19%	21%	16%	29%

Source: Land Policy Institute, Michigan State University, 2014.

Tables 42a–c: How Many Bedrooms and Bathrooms are in Your House?

Question 4a: Bedrooms	Percent
1	1%
2	19%
3	51%
4	19%
5	3%
6 or More	0%
No Response	7%

Question 4b: Full Bathrooms	Percent
0	0%
1	48%
2	35%
3	9%
4 or More	1%
No Response	7%

Question 4c: Half Bathrooms	Percent
0	36%
1	41%
2	3%
3 or More	0%
No Response	19%

Source: Land Policy Institute, Michigan State University, 2014.

Table 43: About How Long Would it Take to Get from Your Home to the Nearest Places Listed Below if You Walked to Them?

Question 5: Answer	1 to 5 Minutes	6 to 10 Minutes	11 to 20 Minutes	21 to 30 Minutes	31 or More Minutes	Too Far/ Not Practical
Your Job	8%	10%	14%	12%	17%	40%
School (University, College or Trade School)	8%	13%	20%	15%	17%	27%
Nearest Elementary, Middle or High School	38%	31%	19%	5%	3%	3%
Public Transit Stop	63%	24%	8%	2%	0%	2%
Park	55%	26%	12%	4%	1%	2%
Supermarket/Grocery	19%	26%	28%	14%	7%	6%
Convenience Store	39%	33%	19%	5%	2%	2%
Retail Store (Clothing, Book/Music, Boutique, etc.)	13%	22%	27%	16%	9%	14%
Entertainment (Bar, Venue)	25%	25%	26%	12%	5%	7%
Dining (Sit-Down)	27%	28%	24%	11%	5%	4%
Dining (Fast Food)	25%	28%	26%	12%	5%	5%

Source: Land Policy Institute, Michigan State University, 2014.

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Table 44: How Would You Rate the Overall Look and Feel of a Walk in Your Neighborhood?

Question 6: Answer	Percent
1 (Very Low Quality)	2%
2	4%
3	16%
4	38%
5 (Very High Quality)	40%
Not Practical/I Don't Walk	0%

Source: Land Policy Institute, Michigan State University, 2014.

Table 45: How Safe do You Feel in this Neighborhood?

Question 7: Answer	Percent
Extremely Safe	23%
Very Safe	52%
Moderately Safe	21%
Slightly Safe	4%
Not at All Safe	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 46: Which of the Following Statements Best Describes the Amount of Walking You Do in Your Neighborhood?

Question 8: Answer	Percent
I walk all the time.	23%
I walk very often.	36%
I tend to walk a bit, but not too much.	27%
I do not walk very often.	11%
Not practical/I do not walk.	3%

Source: Land Policy Institute, Michigan State University, 2014.

Table 47: Generally Speaking, How Many Minutes are You Willing to Walk to Reach a Destination (such as a Restaurant, Store, Park or Other Places You Might Frequently Visit)?

Question 9: Answer	Percent
1 to 5 Minutes	7%
6 to 10 Minutes	21%
11 to 15 Minutes	29%
16 to 20 Minutes	23%
21 to 25 Minutes	7%
26 to 30 Minutes	8%
30 Minutes or Longer	5%

Source: Land Policy Institute, Michigan State University, 2014.

Table 48: Is There a Sidewalk in Front of Your Home?

Question 10: Answer	Percent
Yes	84%
No	16%
Not Sure	0%

Source: Land Policy Institute, Michigan State University, 2014.

Table 49: Is There a Dedicated Bike Lane on Your Street?

Question 11: Answer	Percent
Yes	7%
No	93%
Not Sure	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 50: Does Your City Allow for 24-Hour On-Street Parking?

Question 12: Answer	Percent
Yes	65%
No	26%
Not Sure	9%

Source: Land Policy Institute, Michigan State University, 2014.

Tables 51a–b: How Many Off-Street Parking Spaces are Available at Your Home?

Question 13a: In the Garage	Percent
0	12%
1	29%
2	47%
3 or More	8%
No Response	4%

Question 13b: In Driveway	Percent
0	3%
1	12%
2	37%
3 or More	43%
No Response	4%

Source: Land Policy Institute, Michigan State University, 2014.

Table 52: Does Your Home Have Any of the Following (Check All that Apply)?*

Question 14: Answer	Percent
Garage	88%
Fireplace	52%
Front Porch	62%
Deck (Backyard)	61%
Finished Basement	29%
Partially Finished Basement	37%
Pool	3%

*Note: Respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

Table 53: Which of the Following Best Describes Where You Grew Up?

Question 15: Answer	Percent
City	30%
Small Town	26%
Suburbs	28%
Country	11%
Farm	5%

Source: Land Policy Institute, Michigan State University, 2014.

Homeowners

The following responses for questions 16–25 were unique to homeowners from the Midwest survey.

Table 54: Please Indicate How Much the Following Things Were Involved in Your Decision to Purchase Your Home.

Question 16: Answer	1 (Not at All)	2	3	4	5 (Very Much)
Public School Quality	36%	16%	17%	18%	13%
Nearby Parks and Recreation Areas	13%	15%	27%	26%	19%
Grocery Stores are Close by	13%	19%	29%	27%	11%
Retail Shopping Stores are Close by	19%	20%	29%	22%	9%
Convenience Stores are Close by	29%	24%	24%	16%	8%
Street Lights	34%	28%	25%	10%	3%
Shade Trees	17%	19%	27%	25%	13%
Road Quality	22%	29%	31%	14%	3%
On-Street Parking	52%	22%	17%	7%	2%
Off-Street Parking	24%	12%	19%	23%	21%
Architecture (or Style)	9%	14%	25%	31%	22%
Interior (Design, Layout)	2%	5%	17%	36%	39%
Historic Significance	57%	17%	12%	9%	4%
Income/Investment Potential	23%	18%	25%	22%	12%
Number of Bedrooms	2%	7%	21%	39%	31%
Number of Bathrooms	11%	17%	28%	29%	15%
Total Square Feet	4%	12%	33%	37%	14%
Size of Yard	9%	14%	28%	30%	20%
Property Taxes	18%	23%	36%	17%	6%

Source: Land Policy Institute, Michigan State University, 2014.

Table 55: Please Indicate How Much the Following Statements Influenced Your Decision to Purchase Your Home

Statement 17: Answer	1 (Not at All)	2	3	4	5 (Very Much)
I am close to my job.	13%	8%	17%	29%	33%
I am able to walk/bike to many nearby places that are important to me.	14%	17%	18%	22%	30%
I am able to do a majority of my shopping at nearby stores.	10%	13%	27%	31%	20%
The neighborhood is safe.	3%	4%	15%	37%	41%
Great neighbors live in the neighborhood.	10%	14%	28%	28%	21%
I have good access to fresh and healthy foods.	18%	14%	23%	26%	19%
There is a strong sense of community.	12%	17%	27%	26%	17%
There are many employment opportunities in this city.	26%	20%	26%	19%	8%
The home is energy efficient.	15%	24%	32%	21%	8%
I have great access to public transportation.	43%	20%	17%	11%	9%
Homes in my neighborhood are affordable.	4%	9%	24%	37%	26%
Commuting time to job or school is short.	10%	7%	14%	32%	36%

Source: Land Policy Institute, Michigan State University, 2014.

Table 56: How Would You Rate the Quality of the Nearest . . . ?

Question 18: Answer	1 (Very Poor Quality)	2	3	4	5 (Very High)	Don't Know/ Not Sure
Park	2%	5%	20%	35%	34%	5%
Grocery Store	2%	6%	17%	35%	39%	2%
Gas Station/Convenience Store	2%	8%	28%	38%	22%	2%
Bar	4%	8%	17%	21%	22%	27%
Restaurant or Cafe	2%	5%	22%	33%	33%	5%
Coffee Shop	2%	4%	15%	26%	33%	20%

Source: Land Policy Institute, Michigan State University, 2014.

Table 57: How Would You Rate the Quality of the Following Features of Your Home at the Time of Purchase?

Question 19: Answer	1 (Very Low Quality)	2	3	4	5 (Very High Quality)	Not Applicable/ Don't Know
Roof	6%	14%	25%	32%	21%	1%
Windows	12%	19%	28%	24%	17%	0%
Doors	6%	18%	37%	27%	11%	0%
Siding	5%	12%	30%	31%	16%	6%
Insulation R-Value (Quality of Insulation)	13%	20%	28%	19%	11%	9%
Appliances	11%	19%	32%	24%	11%	4%
Garage	7%	14%	29%	27%	14%	9%
Kitchen	8%	18%	32%	27%	15%	0%
Bedrooms	2%	7%	35%	41%	16%	0%
Bathrooms	6%	17%	38%	27%	12%	0%
Basement	8%	19%	31%	24%	11%	7%
Landscaping	11%	23%	34%	22%	10%	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 58: Since Buying Your Home, Have You Done Any Remodeling?

Question 20: Answer	Percent
Yes	78%
No	22%

Source: Land Policy Institute, Michigan State University, 2014.

Table 59: If So, About How Much Did You Spend on All Remodeling Efforts?

Question 21: Answer	Percent
Less than $5,000	20%
$5,000–$10,000	30%
$10,001–$20,000	23%
$20,001–$30,000	11%
More than $30,000	15%

Source: Land Policy Institute, Michigan State University, 2014.

Table 60: Before You Purchased Your Home, Were Energy-Efficiency Improvements Made?

Question 22: Answer	Percent
Yes	38%
No	43%
Not Sure	19%

Source: Land Policy Institute, Michigan State University, 2014.

Table 61: If So, which Improvements Were Made (Check All that Apply)?*

Question 23: Answer	Percent
More Efficient Windows Installed	58%
Insulation Added	38%
EnergyStar Appliances	35%
More Efficient Doors	17%
More Efficient Furnace	41%
More Efficient Water Heater	31%
Solar Panels	1%
Weather Stripping	17%
Other	9%

* Note: Respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

Table 62: Since Buying Your Home, Have You Made Any Energy-Efficiency Improvements? (Windows, Insulation, EnergyStar Appliances, Doors, Furnace, Solar Panels, etc.) (Improvements Could Have Been Done Yourself or through a Contractor, Hired Help, etc.)

Question 24: Answer	Percent
Yes	76%
No	23%
Not Sure	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 63: If So, Which Improvements Were Made (Check All that Apply)?*

Question 25: Answer	Percent
More Efficient Windows Installed	38%
Insulation Added	46%
EnergyStar Appliances	64%
More Efficient Doors	35%
More Efficient Furnace	31%
More Efficient Water Heater	36%
Solar Panels	1%
Weather Stripping	35%
Other	18%

*Note: Respondents were able to choose more than one option.
Source: Land Policy Institute, Michigan State University, 2014.

Renters

The following responses for questions 26–31 were unique to renters from the Midwest survey.

Table 64: How Much Does This Unit Cost per Month (Total Rent for the Entire Unit, Not including Fees or Utilities)?

Question 26: Answer	Percent
Less than $500	4%
$500–$1,000	68%
$1,001–$2,000	27%
More than $2,000	0%

Source: Land Policy Institute, Michigan State University, 2014.

Table 65: Is This Residence a . . . ? (Residence Type)

Question 27: Answer	Percent
Single Family Home	73%
Duplex	12%
Condominium or Townhouse	7%
Apartment (More than 2 Units)	4%
Other	4%

Source: Land Policy Institute, Michigan State University, 2014.

Table 66: How Many Total Separate Units are at this Address?

Question 28: Answer	Percent
1	11%
2	50%
3	16%
4	11%
5	0%
6 or More	5%
Don't Know	8%

Source: Land Policy Institute, Michigan State University, 2014.

Table 67: Please Indicate the Degree to Which the Following Things Were Involved in Your Decision to Rent Your Home.

Statement 29: Answer	1 (Not at All)	2	3	4	5 (Very Much)
Public Schools	65%	9%	9%	11%	6%
Nearby Parks and Recreation Areas	14%	16%	30%	23%	17%
Grocery Stores are Close by	11%	22%	28%	25%	14%
Retail Shopping Stores are Close by	22%	25%	23%	19%	11%
Convenience Stores are Close by	22%	27%	24%	19%	8%
Street Lights	36%	20%	18%	19%	7%
Shade Trees	27%	26%	19%	19%	9%
Road Quality	32%	29%	26%	9%	3%
On-Street Parking Availability	41%	24%	16%	13%	7%
Number of Private Off-Street Parking Spaces	32%	13%	25%	20%	10%
Architecture (or Style)	22%	22%	22%	24%	10%
Interior (Design, Layout)	7%	11%	20%	35%	26%
Historic Significance	59%	19%	12%	8%	2%
Number of Bedrooms	1%	9%	15%	36%	39%
Number of Bathrooms and Half-Bathrooms	18%	20%	23%	23%	15%
Total Square Feet	7%	15%	37%	34%	8%
Yard Space	9%	16%	22%	24%	29%

Source: Land Policy Institute, Michigan State University, 2014.

Table 68: Please Indicate How Much the Following Statements Influenced Your Decision to Rent Your Home.

Statement 30: Answer	1 (Not at All)	2	3	4	5 (Very Much)
I am close to my job.	14%	9%	18%	23%	36%
I am able to walk/bike to many nearby places that are important to me.	14%	17%	15%	20%	34%
I am able to do a majority of my shopping at nearby stores.	13%	16%	13%	36%	21%
The neighborhood is safe.	6%	6%	21%	41%	26%
Great neighbors live in the neighborhood.	17%	22%	24%	21%	15%
I have good access to fresh and healthy foods.	19%	15%	24%	19%	23%
There is a strong sense of community.	21%	25%	26%	18%	10%
There are many employment opportunities in this city.	32%	22%	22%	16%	8%
The home is energy efficient.	22%	29%	30%	16%	4%
I have great access to public transportation.	35%	16%	9%	21%	20%
Homes in my neighborhood are affordable.	13%	10%	32%	27%	18%
Commuting time to job or school is short.	10%	6%	23%	20%	41%

Source: Land Policy Institute, Michigan State University, 2014.

Table 69: How Would You Rate the Quality of the Nearest . . . ?

Question 31: Answer	1 (Very Poor Quality)	2	3	4	5 (Very High)	Don't Know/ Not Sure
Park	1%	6%	24%	29%	35%	5%
Grocery Store	1%	12%	22%	24%	37%	4%
Gas Station/Convenience Store	5%	15%	24%	29%	23%	4%
Bar	5%	8%	14%	25%	22%	26%
Restaurant or Cafe	3%	7%	17%	33%	30%	10%
Coffee Shop	5%	5%	15%	25%	23%	26%

Source: Land Policy Institute, Michigan State University, 2014.

Demographic Questions

The following responses were asked of all the Midwest survey respondents, including homeowners and renters..

Table 70: How Old are You?

Question 32: Answer	Percent
18- to 24-Years-Old	2%
25- to 34-Years-Old	33%
35- to 45-Years-Old	31%
46- to 55-Years-Old	16%
56- to 65-Years-Old	14%
More than 65-Years-Old	5%

Source: Land Policy Institute, Michigan State University, 2014.

Table 71: Are You Male or Female?

Question 33: Answer	Percent
Male	46%
Female	54%

Source: Land Policy Institute, Michigan State University, 2014.

Table 72: What is Your Highest Level of Education Completed?

Question 34: Answer	Percent
Primary School	0%
High School	10%
Associates/Professional Degree	12%
Bachelor's Degree	41%
Master's Degree	28%
Doctorate	9%

Source: Land Policy Institute, Michigan State University, 2014.

Table 73: Which of the Following Best Describes Your Marital Status?

Question 35: Answer	Percent
Single	23%
Married	60%
Widowed/Widower	1%
Domestic Partnership	6%
Divorced	10%

Source: Land Policy Institute, Michigan State University, 2014.

Table 74: How Many Adults (Age 18 or Older) Live in Your Home with You?

Question 36: Answer	Percent
0	20%
1	51%
2	21%
3	3%
4 or More	1%
No Response	4%

Source: Land Policy Institute, Michigan State University, 2014.

Table 75: How Many Children (Age 17 or Under) Currently Live in Your Home with You?

Question 37: Answer	Percent
0	59%
1	15%
2	16%
3	4%
4 or More	2%
No Response	4%

Source: Land Policy Institute, Michigan State University, 2014.

Table 76: Which of the Following Best Describes Your Employment Status?

Question 38: Answer	Percent
Employed Full-Time	73%
Employed Part-Time	10%
Not Employed (Currently Seeking Employment)	3%
Not Employed (Not Currently Seeking Employment)	4%
Not Employed (Retired)	8%
Not Employed (because I'm a Student)	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 77: Which of the Following Best Describes Your Race?

Question 39: Answer	Percent
White	94%
Black or African American	2%
Hispanic, Latino or Spanish Origin	1%
American Indian and Alaska Native	0%
Asian	2%
Native Hawaiian and Other Pacific Islander	0%
Some Other Race	0%
Two or More Races	2%

Source: Land Policy Institute, Michigan State University, 2014.

Table 78: Which of the Following Best Describes Your Political Views?

Question 40: Answer	Percent
Very Liberal	15%
Liberal	32%
Moderate/Independent	33%
Conservative	17%
Very Conservative	3%

Source: Land Policy Institute, Michigan State University, 2014.

Table 79: Generally Speaking, How Happy Would You Say You are?

Question 41: Answer	Percent
Extremely Happy	14%
Very Happy	57%
Moderately Happy	26%
Slightly Happy	2%
Not at All Happy	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 80: How Physically Healthy Are You?

Question 42: Answer	Percent
Extremely Healthy	12%
Very Healthy	51%
Moderately Healthy	32%
Slightly Healthy	4%
Not at All Healthy	1%

Source: Land Policy Institute, Michigan State University, 2014.

Table 81: What is Your Annual Household Income?

Question 43: Answer	Percent
$0–$20,000	4%
$20,001–$30,000	6%
$30.001–$40,000	8%
$40,001–$50,000	10%
$50,001–$80,000	29%
$80,001–$100,000	16%
$100,000 or More	27%

Source: Land Policy Institute, Michigan State University, 2014.

Table 82: Data Sources

Variable	Data Source*	Data Calculations
Sale Price	1	–
Natural Log of Sale Year	1	Natural Log of Sales Price
Sold in 2000	1	Dummy for Sale Year (0,1)
Sold in 2001	1	Dummy for Sale Year (0,1)
Sold in 2002	1	Dummy for Sale Year (0,1)
Sold in 2003	1	Dummy for Sale Year (0,1)
Sold in 2004	1	Dummy for Sale Year (0,1)
Sold in 2005	1	Dummy for Sale Year (0,1)
Sold in 2006	1	Dummy for Sale Year (0,1)
Sold in 2007	1	Dummy for Sale Year (0,1)
Sold in 2008	1	Dummy for Sale Year (0,1)
Sold in 2009	1	Dummy for Sale Year (0,1)
Sold in 2010	1	Dummy for Sale Year (0,1)
Sold in 2011	1	Dummy for Sale Year (0,1)
Sold in 2012	1	Dummy for Sale Year (0,1)
# of Bathrooms	1	–
Square Footage in Tens of Square Feet	1	Divided Square Feet by 100
% of Households with Associate's Degree or Higher	2	Summed % with Associate's Degrees or Higher
% of Households below Poverty Line	2	–
River within 200 Feet	3	Dummy for Distance to River (0,1)
Lake within 200 feet	3	Dummy for Distance to Lake (0,1)
Lansing, MI	1	Dummy for City ID (0,1)
Traverse City, MI	1	Dummy for City ID (0,1)
Royal Oak, MI	1	Dummy for City ID (0,1)
Flint, MI	1	Dummy for City ID (0,1)
Grand Rapids, MI	1	Dummy for City ID (0,1)
Kalamazoo, MI	1	Dummy for City ID (0,1)
Davenport, IA	1	Dummy for City ID (0,1)
Rochester, MN	1	Dummy for City ID (0,1)
Lakewood, OH	1	Dummy for City ID (0,1)
Madison, WI	1	Dummy for City ID (0,1)
Manitowoc, WI	1	Dummy for City ID (0,1)

*Listing of Data Sources:

– No data calculations were performed for this variable.

1. City Assessor's Office for each state, 2000–2012.
2. U.S. Census Bureau, 2010 Census Data.
3. Land Use/Land Cover Spatial Data (2012).
4. Environmental Systems Research Institute, Business Analyst, 2012.
5. Land Policy Institute, Michigan State University, East Lansing, MI, 2012 Midwest Placemaking Survey.

Table 82: Data Sources (cont.)

Variable	Data Source*	Data Calculations
No Grocery Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Grocery Store within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
Multiple Grocery Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Restaurants within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 to 2 Restaurants within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
3 to 5 Restaurants within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Bars within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 or 2 Bars within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Schools within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 School within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
Multiple Schools within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Museums within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Museum within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Other Recreation within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Other Recreation within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Religious Institutions within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Religious Institution within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
Multiple Religious Institutions within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Performing Arts Theaters within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Performing Arts Theater within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Hobby/Toy/Game Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Hobby/Toy/Game Store within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Department Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Department Store within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Bookstores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Bookstore within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
Multiple Bookstores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Clothing Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Clothing Store within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Gift Shops within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
Multiple Gift Shops within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
No Florists within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Florist within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS

Table 82: Data Sources (cont.)

Variable	Data Source*	Data Calculations
No Supplemental Grocery Stores within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Supplemental Grocery Store within a ½ Mile	4	Dummy for Amenity Presence (0,1) Using GIS
1 Grocery Store and 1 Museum within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
Multiple Grocery Stores and 1 Florist within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 to 2 Restaurants and 1 Other Recreation within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 to 2 Bars and Multiple Religious Institutions within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 School and 1 Bookstore within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 School and Multiple Bookstores within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
Multiple Schools and 1 Other Recreation within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Other Recreation and 1 Department Store within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Other Recreation and 1 Bookstore within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Religious Institution and 1 Bookstore within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Clothing Store and Multiple Gift Shops within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	4	Interaction Dummy for Presence of Both Amenities (0,1)

*Listing of Data Sources:

– No data calculations were performed for this variable.

1. City Assessor's Office for each state, 2000–2012.
2. U.S. Census Bureau, 2010 Census Data.
3. Land Use/Land Cover Spatial Data (2012).
4. Environmental Systems Research Institute, Business Analyst, 2012.
5. Land Policy Institute, Michigan State University, East Lansing, MI, 2012 Midwest Placemaking Survey.

Entertainment/Leisure Businesses

7112 — Spectator Sports

This industry comprises 1) Sports teams or clubs primarily participating in live sporting events before a paying audience; 2) Establishments primarily engaged in operating racetracks; 3) Independent athletes engaged in participating in live sporting or racing events before a paying audience; 4) Owners of racing participants, such as cars, dogs and horses, primarily engaged in entering them in racing events or other spectator sports events; and 5) Establishments, such as sports trainers, primarily engaged in providing specialized services to support participants in sports events or competitions. The sports teams and clubs included in this industry may or may not operate their own arena, stadium or other facility for presenting their games or other spectator sports events.

7131 — Amusement Parks and Arcades

This industry group comprises establishments primarily engaged in operating amusement parks and amusement arcades and parlors.

Includes: Theme parks.

7139 — Other amusement and recreation services

Includes: Golf courses, country clubs, skiing facilities, marinas, fitness and recreational sports centers, and bowling centers.

51213 — Motion Picture and Video Exhibition

This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth.

Includes: Motion picture theaters and drive-in motion picture theaters.

7132 — Gambling Industries

This industry group comprises establishments (except casino hotels) primarily engaged in operating gambling facilities, such as casinos, bingo halls and video gaming terminals, or in the provision of gambling services, such as lotteries and off-track betting. Casino hotels are classified in Industry 72112, Casino Hotels.

Cultural/Educational Businesses

71111 — Theater Companies and Dinner Theaters

This industry comprises 1) Companies, groups or theaters primarily engaged in producing the following live theatrical presentations: Musicals; operas; plays; and comedy, improvisational, mime and puppet shows; and 2) Establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

Includes: Comedy troupes, opera companies, live theatrical productions (except dance), theatrical stock or repertory companies and musical theater companies.

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71131 — Promoters of Performing Arts, Sports and Similar Events with Facilities

This industry comprises establishments primarily engaged in 1) Organizing, promoting, and/or managing live performing arts productions, sports events and similar events, such as state fairs, county fairs, agricultural fairs, concerts and festivals, held in facilities that they manage and operate; and/or 2) managing and providing the staff to operate arenas, stadiums, theaters or other related facilities for rent to other promoters.

712 — Museums, Historical Sites and Similar Institutions

Industries in the Museums, Historical Sites and Similar Institutions sub-sector engage in the preservation and exhibition of objects, sites and natural wonders of historical, cultural and/or educational value.

Includes: Zoos, botanical gardens and nature parks.

45293 — Art Dealers

This industry comprises establishments primarily engaged in retailing original and limited-edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

8131 — Religious Organizations

This industry comprises 1) Establishments primarily engaged in operating religious organizations, such as churches, religious temples and monasteries; and/or 2) Establishments primarily engaged in administering an organized religion or promoting religious activities.

Includes: Churches, shrines, monasteries (except schools), synagogues, mosques and temples.

Grocery Stores
4451 — Grocery Stores

This industry group comprises establishments primarily engaged in retailing a general line of food products.
Includes: Supermarkets and convenience stores.

4521 — Department Stores

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: Apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

4452 — Specialty Food Stores

This industry group comprises establishments primarily engaged in retailing specialized lines of food.
Includes: Meat markets, fish and seafood markets, fruit and vegetable markets, baked goods stores, and confectionary and nut stores.

446191 — Food (Health) Supplement Stores

This U.S. industry comprises establishments primarily engaged in retailing food supplement products, such as vitamins, nutrition supplements and body enhancing supplements.

Restaurants
722511 — Full-Service Restaurants

This U.S. industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing carry out services or presenting live non-theatrical entertainment.

722513 — Limited-Service Restaurants

This U.S. industry comprises establishments primarily engaged in providing food services (except snack and non-alcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages. Includes: Delicatessen restaurants, pizza delivery shops, limited-service family restaurants, takeout eating places, fast-food restaurants, takeout sandwich shops and limited-service pizza parlors.

Bars
7224 — Drinking Places (Alcoholic Beverages)

This industry comprises establishments known as bars, taverns, nightclubs or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Shopping
311811 — Retail Bakeries

This U.S. industry comprises establishments primarily engaged in retailing bread and other bakery products not for immediate consumption made on the premises from flour, not from prepared dough.

4453 — Beer, Wine and Liquor Stores

This industry comprises establishments primarily engaged in retailing packaged alcoholic beverages, such as ale, beer, wine and liquor.

44611 — Pharmacies and Drug Stores

This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

448 — Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories merchandise from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors and combinations of clothing and accessories to the characteristics and tastes of the customer.

Includes: Men's clothing stores; women's clothing stores; children's and infant's clothing stores; shoe stores; and jewelry, luggage and leather goods stores.

45112 — Hobby, Toy and Game Stores

This industry comprises establishments primarily engaged in retailing new toys, games and hobby and craft supplies (except needlecraft).

45114 — Musical Instruments and Supplies Stores

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music and related supplies; or retailing these new products in combination with musical instrument repair, rental or music instruction.

Includes: Musical instrument stores, sheet music stores and piano stores.

4521 — Department Stores

This industry comprises establishments known as department stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: Apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys and sporting goods. Merchandise lines are normally arranged in separate departments.

45311 — Florists

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

453220 — Gift, Novelty and Souvenir Stores

This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations and curios.

Includes: Balloon shops, greeting card shops, Christmas stores, novelty shops, curio shops, souvenir shops and gift shops.

Books

4512 — Book Stores and News Dealers

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines and other periodicals.

51912 — Libraries and Archives

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational or recreational needs of their user. These establishments may also acquire, research, store, preserve and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material and other archival material of historical interest. All or portions of these collections may be accessible electronically.

Table 83: Descriptive Statistics for the Entire Midwest

Description	Mean	Std. Dev.	Min.	Max.
Sale Price	$172,507.83	$129,172.44	$1000	$5,555,000
Natural Log of Sale Price	11.89	0.59	6.91	15.53
Sold in 2006	0.18	0.39	0	1
Sold in 2007	0.17	0.37	0	1
Sold in 2008	0.12	0.33	0	1
Sold in 2009	0.13	0.33	0	1
Sold in 2010	0.11	0.32	0	1
Sold in 2011	0.08	0.26	0	1
Sold in 2012	0.01	0.09	0	1
# of Bathrooms	2	0.91	1	10
Square Footage in Tens of Square Feet	17.49	10.23	2.69	131.62
% of Households with Associate's Degree or Higher	48.67%	18.10%	2.80%	93.40%
% of Households Below Poverty Line	13.33%	11.07%	0.50%	92.40%
River Within 200 Feet	0.01	0.09	0	1
Lake Within 200 Feet	0	0.05	0	1
1 Grocery Store within a ½ Mile	0.22	0.41	0	1
Multiple Grocery Stores within a ½ Mile	0.17	0.38	0	1
1 or 2 Restaurants within a ½ Mile	0.22	0.42	0	1
3 to 5 Restaurants within a ½ Mile	0.13	0.34	0	1
1 or 2 Bars within a ½ Mile	0.16	0.37	0	1
1 School within a ½ Mile	0.27	0.45	0	1
Multiple Schools within a ½ Mile	0.11	0.32	0	1
1 Museum within a ½ Mile	0.07	0.26	0	1
1 Other Recreation within a ½ Mile	0.19	0.40	0	1
1 Religious Institution within a ½ Mile	0.23	0.42	0	1
Multiple Religious Institutions within a ½ Mile	0.44	0.50	0	1
1 Performing Arts Theater within a ½ Mile	0.05	0.22	0	1
1 Hobby/Toy/Game Store within a ½ Mile	0.10	0.30	0	1
1 Department Store within a ½ Mile	0.04	0.19	0	1
1 Bookstore within a ½ Mile	0.14	0.35	0	1
Multiple Bookstores within a ½ Mile	0.58	0.49	0	1
1 Clothing Store within a ½ Mile	0.16	0.37	0	1
Multiple Gift Shops within a ½ Mile	0.09	0.29	0	1
1 Florist within a ½ Mile	0.12	0.33	0	1

Source: Land Policy Institute, Michigan State University, 2014.

Table 83: Descriptive Statistics for the Entire Midwest (cont.)

Description	Mean	Std. Dev.	Min.	Max.
1 Supplemental Grocery Store within a ½ Mile	0.15	0.36	0	1
1 Grocery Store and 1 Museum within a ½ Mile	0.02	0.14	0	1
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	0.01	0.12	0	1
Multiple Grocery Stores and 1 Florist within a ½ Mile	0.05	0.22	0	1
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	0.05	0.23	0	1
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	0.04	0.19	0	1
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	0.10	0.31	0	1
1 School and 1 Bookstore within a ½ Mile	0.04	0.19	0	1
1 School and Multiple Bookstores within a ½ Mile	0.19	0.40	0	1
Multiple Schools and 1 Outdoor Recreation within a ½ Mile	0.03	0.16	0	1
1 Other Recreation and 1 Department Store within a ½ Mile	0.01	0.11	0	1
1 Other Recreation and 1 Bookstore within a ½ Mile	0.02	0.15	0	1
1 Religious Institution and 1 Bookstore within a ½ Mile	0.04	0.20	0	1
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	0.04	0.21	0	1
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	0.01	0.10	0	1
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	0.01	0.10	0	1
1 Clothing Store and Multiple Gift Shops within a ½ Mile	0.01	0.10	0	1
1 Supplemental Grocery Store Grocery Store and Multiple Religious Institutions within a ½ Mile	0.10	0.30	0	1
1 Supplemental Grocery Store Grocery Store and Multiple Gift Shops within a ½ Mile	0.02	0.15	0	1
Lansing, MI	0.02	0.15	0	1
Traverse City, MI	0.01	0.12	0	1
Royal Oak, MI	0.07	0.26	0	1
Flint, MI	0.05	0.22	0	1
Grand Rapids, MI	0.09	0.29	0	1
Kalamazoo, MI	0.05	0.22	0	1
Davenport, IA	0.15	0.35	0	1
Rochester, MN	0.17	0.38	0	1
Lakewood, OH	0.04	0.20	0	1
Madison, WI	0.31	0.46	0	1
Manitowoc, WI	0.04	0.19	0	1

Source: Land Policy Institute, Michigan State University, 2014.

Table 84: Regression Results for Entire Midwest

Variable Name	Coeff.	Std. Err.
Constant	$50,412.78	0.02***
Sold in 2006	–	–
Sold in 2007	–	–
Sold in 2008	-3.05%	0.01***
Sold in 2009	-6.20%	0.01***
Sold in 2010	-6.67%	0.01***
Sold in 2011	-3.54%	0.01***
Sold in 2012	-11.57%	0.02***
# of Bathrooms	12.75%	0***
Square Footage in Tens of Square Feet	1.82%	0***
% of Households with Associate's Degree or Higher	0.90%	0***
% of Households Below Poverty Line	0.10%	0***
River Within 200 Feet	3.77%	0.02**
Lake Within 200 Feet	30.47%	0.03***
1 Grocery Store within a ½ Mile	-3.25%	0.01***
Multiple Grocery Stores within a ½ Mile	-4.50%	0.01***
1 or 2 Restaurants within a ½ Mile	-1.78%	0.01***
3 to 5 Restaurants within a ½ Mile	-1.69%	0.01***
1 or 2 Bars within a ½ Mile	–	–
1 School within a ½ Mile	6.40%	0.01***
Multiple Schools within a ½ Mile	3.15%	0.01***
1 Museum within a ½ Mile	-1.39%	0.01*
1 Other Recreation within a ½ Mile	-1.39%	0.01**
1 Religious Institution within a ½ Mile	–	–
Multiple Religious Institutions within a ½ Mile	-1.39%	0.01**
1 Performing Arts Theater within a ½ Mile	5.65%	0.01***
1 Hobby/Toy/Game Store within a ½ Mile	–	–
1 Department Store within a ½ Mile	-11.40%	0.01***
1 Bookstore within a ½ Mile	4.50%	0.01***
Multiple Bookstores within a ½ Mile	-2.66%	0.01***
1 Clothing Store within a ½ Mile	-1.88%	0.01***
Multiple Gift Shops within a ½ Mile	8.65%	0.01***
1 Florist within a ½ Mile	-3.54%	0.01***

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

Table 84: Regression Results for Entire Midwest (cont.)

Variable Name	Coeff.	Std. Err.
1 Supplemental Grocery Store within a ½ Mile	-4.97	0.01***
1 Grocery Store and 1 Museum within a ½ Mile	-2.66%	0.02*
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	-3.05%	0.02*
Multiple Grocery Stores and 1 Florist within a ½ Mile	3.05%	0.01***
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	4.08%	0.01***
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	3.36%	0.01***
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	-8.15%	0.01***
1 School and 1 Bookstore within a ½ Mile	-11.31%	0.01***
1 School and Multiple Bookstores within a ½ Mile	-6.01%	0.01***
Multiple Schools and 1 Other Recreation within a ½ Mile	-9.24%	0.01***
1 Other Recreation and 1 Department Store within a ½ Mile	–	–
1 Other Recreation and 1 Bookstore within a ½ Mile	2.53%	0.01*
1 Religious Institution and 1 Bookstore within a ½ Mile	-3.34%	0.01***
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	-5.07%	0.01***
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	–	–
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	–	–
1 Clothing Store and Multiple Gift Shops within a ½ Mile	-13.67%	0.02***
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	–	–
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	7.14%	0.01***
Traverse City, MI	49.33%	0.02***
Royal Oak, MI	41.91%	0.01***
Flint, MI	-30.23%	0.01***
Grand Rapids, MI	14.80%	0.01***
Kalamazoo, MI	-5.35%	0.01***
Davenport, IA	9.09%	0.01***
Rochester, MN	-14.79%	0.01***
Lakewood, OH	–	–
Madison, WI	56.21%	0.01***
Manitowoc, WI	10.85%	0.02***

Table 85: Descriptive Statistics for Michigan Cities

Variable Name	Lansing		Traverse City	
	Mean	Std. Dev.	Mean	Std. Dev.
Sale Price	$104,457.79	$49,639.68	$192,166.19	$151,302.81
Natural Log of Sale Price	11.46	0.48	12.03	0.50
Sold in 2006	0.25	0.43	0.18	0.38
Sold in 2007	0.13	0.34	0.18	0.39
Sold in 2008	0.10	0.29	0.15	0.36
Sold in 2009	0.13	0.34	0.14	0.34
Sold in 2010	0.10	0.30	0.20	0.40
Sold in 2011	0	0	0	0
Sold in 2012	0	0	0	0
# of Bathrooms	1.59	0.71	1.90	0.82
Square Footage in Tens of Square Feet	12.16	5.05	13.90	5.88
% of Households with Associates Degree of Higher	31.68%	14.38%	46.63%	8.23%
% of Households Below Poverty Line	22.47%	10.01%	12.30%	3.53%
River Within 200 Feet	0.01	0.07	0.01	0.10
Lake Within 200 Feet	0	0	0.03	0.18
1 Grocery Store within a ½ Mile	0.31	0.46	0.38	0.49
Multiple Grocery Stores within a ½ Mile	0.16	0.37	0.13	0.34
1 or 2 Restaurants within a ½ Mile	0.26	0.44	0.09	0.29
3 to 5 Restaurants within a ½ Mile	0.16	0.36	0.41	0.49
1 or 2 Bars within a ½ Mile	0.12	0.32	0.23	0.42
1 School within a ½ Mile	0.35	0.48	0.31	0.46
Multiple Schools within a ½ Mile	0.08	0.28	0.13	0.34
1 Museum within a ½ Mile	0.02	0.14	0.25	0.43
1 Other Recreation within a ½ Mile	0.19	0.39	0.20	0.40
1 Religious Institution within a ½ Mile	0.26	0.44	0.23	0.42
Multiple Religious Institutions within a ½ Mile	0.51	0.50	0.52	0.50
1 Performing Arts Theater within a ½ Mile	0.02	0.13	0.10	0.29
1 Hobby/Toy/Game Store within a ½ Mile	0.07	0.25	0.13	0.34
1 Department Store within a ½ Mile	0.03	0.16	0.04	0.19
1 Bookstore within a ½ Mile	0.11	0.32	0.08	0.28
Multiple Bookstores within a ½ Mile	0.44	0.50	0.73	0.44
1 Clothing Store within a ½ Mile	0.17	0.37	0.19	0.40
Multiple Gift Shops within a ½ Mile	0.05	0.22	0.10	0.30
1 Florist within a ½ Mile	0.06	0.24	0.32	0.47

Source: Land Policy Institute, Michigan State University, 2014.

Royal Oak		Flint		Grand Rapids		Kalamazoo	
Mean	**Std. Dev.**	**Mean**	**Std. Dev.**	**Mean**	**Std. Dev.**	**Mean**	**Std. Dev.**
$177,691.15	$74,236.20	$68,424.08	$43,367.76	$131,431.46	$54,069.51	$117,221.38	$69,607.88
12.01	0.43	10.99	0.54	11.72	0.38	11.53	0.54
0.18	0.38	0.24	0.43	0.21	0.41	0.24	0.43
0.14	0.35	0.18	0.38	0.15	0.36	0.17	0.37
0.12	0.32	0.11	0.31	0.12	0.33	0.12	0.32
0.13	0.33	0.08	0.27	0.13	0.33	0.12	0.32
0.14	0.35	0.06	0.23	0.12	0.32	0.10	0.31
0.07	0.25	0	0	0	0	0	0
0	0	0	0	0	0	0	0
1.74	0.75	1.52	0.77	1.84	0.76	1.79	0.82
12.63	4.31	11.78	5.55	14.01	4.64	14.28	5.93
54.67%	7.37%	26.42%	13.85%	39.51%	14.30%	43%	18.49%
6.51%	2.94%	25.25%	10.40%	17.87%	12.02%	28.91%	14.72%
0	0	0	0.02	0	0.07	0	0.05
0	0	0	0.02	0	0.03	0	0.03
0.42	0.49	0.36	0.48	0.25	0.43	0.32	0.47
0.1	0.32	0.30	0.46	0.19	0.39	0.18	0.39
0.27	0.44	0.36	0.48	0.24	0.43	0.25	0.44
0.21	0.41	0.18	0.38	0.16	0.36	0.17	0.37
0.20	0.40	0.40	0.49	0.20	0.40	0.13	0.33
0.30	0.46	0.49	0.50	0.29	0.46	0.41	0.49
0.03	0.18	0.05	0.22	0.19	0.39	0.15	0.35
0.02	0.13	0.03	0.18	0.03	0.18	0.12	0.32
0.30	0.46	0.26	0.44	0.23	0.42	0.27	0.44
0.31	0.46	0.19	0.40	0.19	0.39	0.29	0.45
0.38	0.49	0.58	0.49	0.71	0.45	0.52	0.50
0.03	0.18	0.01	0.12	0.03	0.18	0.04	0.20
0.18	0.38	0.01	0.09	0.09	0.29	0.19	0.39
0.03	0.18	0.05	0.22	0.04	0.19	0.05	0.21
0.09	0.28	0.07	0.26	0.16	0.37	0.09	0.29
0.90	0.30	0.93	0.26	0.68	0.47	0.88	0.33
0.26	0.44	0.18	0.39	0.20	0.40	0.22	0.42
0.13	0.33	0.09	0.29	0.23	0.42	0.05	0.22
0.09	0.28	0.12	0.33	0.14	0.35	0.21	0.41

Table 85: Descriptive Statistics for Michigan Cities (cont.)

Variable Name	Lansing		Traverse City	
	Mean	Std. Dev.	Mean	Std. Dev.
1 Supplemental Grocery Store within a ½ Mile	0.16	0.37	0.12	0.33
1 Grocery Store and 1 Museum within a ½ Mile	0.01	0.07	0.14	0.34
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	0	0.07	0	0.06
Multiple Grocery Stores and 1 Florist within a ½ Mile	0.04	0.20	0.07	0.26
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	0.06	0.24	0.03	0.16
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	0.02	0.14	0.11	0.31
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	0.07	0.26	0.16	0.37
1 School and 1 Bookstore within a ½ Mile	0.07	0.25	0.01	0.09
1 School and Multiple Bookstores within a ½ Mile	0.13	0.34	0.26	0.44
Multiple Schools and 1 Other Recreation within a ½ Mile	0.03	0.18	0.01	0.10
1 Other Recreation and 1 Department Store within a ½ Mile	0.01	0.07	0	0.05
1 Other Recreation and 1 Bookstore within a ½ Mile	0.04	0.19	0.02	0.14
1 Religious Institution and 1 Bookstore within a ½ Mile	0.04	0.19	0	0.06
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	0.05	0.21	0.05	0.22
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	0.01	0.08	0.02	0.14
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	0	0.05	0	0
1 Clothing Store and Multiple Gift Shops within a ½ Mile	0.01	0.09	0.01	0.09
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	0.09	0.29	0.07	0.25
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	0.02	0.13	0	0.05

Source: Land Policy Institute, Michigan State University, 2014.

Royal Oak		Flint		Grand Rapids		Kalamazoo	
Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
0.10	0.30	0.17	0.38	0.18	0.38	0.11	0.31
0	0	0.01	0.11	0.01	0.09	0.04	0.20
0.02	0.13	0.01	0.09	0.02	0.14	0.01	0.07
0.01	0.12	0.01	0.11	0.06	0.24	0.04	0.19
0.09	0.28	0.12	0.32	0.05	0.22	0.07	0.26
0.05	0.22	0.09	0.29	0.06	0.24	0.05	0.23
0.06	0.24	0.31	0.46	0.18	0.38	0.12	0.33
0.05	0.21	0.03	0.18	0.04	0.20	0.05	0.22
0.25	0.43	0.45	0.50	0.22	0.42	0.36	0.48
0.01	0.09	0.02	0.13	0.03	0.18	0.08	0.27
0.01	0.07	0.02	0.14	0.03	0.16	0.02	0.14
0.02	0.12	0.04	0.19	0.04	0.19	0.02	0.13
0.04	0.19	0.03	0.18	0.06	0.23	0.03	0.17
0.01	0.08	0.02	0.14	0.09	0.28	0.04	0.20
0	0.05	0	0	0.01	0.12	0	0.04
0.01	0.08	0	0.06	0.02	0.15	0.03	0.18
0.03	0.16	0.01	0.11	0.03	0.17	0	0.05
0.05	0.22	0.11	0.31	0.16	0.37	0.05	0.21
0.02	0.15	0	0.02	0.09	0.29	0	0.05

Table 86: Descriptive Statistics for Midwest Cities

Variable Name	Davenport, IA		Rochester, MN	
	Mean	Std. Dev.	Mean	Std. Dev.
Sale Price	$128,094.98	$74,236.51	$183,022.89	$110,711.31
Natural Log of Sale Price	11.62	0.54	11.97	0.55
Sold in 2006	0.16	0.37	0.17	0.37
Sold in 2007	0.15	0.35	0.18	0.38
Sold in 2008	0.14	0.35	0.14	0.34
Sold in 2009	0.15	0.36	0.13	0.34
Sold in 2010	0.14	0.34	0.11	0.31
Sold in 2011	0.11	0.32	0.10	0.30
Sold in 2012	0	0	0.01	0.07
# of Bathrooms	1.78	0.76	2.27	0.88
Square Footage in Tens of Square Feet	14.18	5.86	32.17	13.30
% of Households with Associates Degree of Higher	35.83%	14.92%	56.20%	12.39%
% of Households Below Poverty Line	15.78%	9.30%	7.25%	6%
River Within 200 Feet	0.03	0.17	0.01	0.11
Lake Within 200 Feet	0	0	0	0.07
1 Grocery Store within a ½ Mile	0.23	0.42	0.12	0.33
Multiple Grocery Stores within a ½ Mile	0.17	0.38	0.09	0.29
1 or 2 Restaurants within a ½ Mile	0.31	0.46	0.17	0.37
3 to 5 Restaurants within a ½ Mile	0.17	0.38	0.04	0.21
1 or 2 Bars within a ½ Mile	0.18	0.38	0.04	0.19
1 School within a ½ Mile	0.24	0.43	0.19	0.39
Multiple Schools within a ½ Mile	0.12	0.33	0.09	0.29
1 Museum within a ½ Mile	0.08	0.27	0.04	0.19
1 Other Recreation within a ½ Mile	0.23	0.42	0.08	0.27
1 Religious Institution within a ½ Mile	0.24	0.43	0.21	0.41
Multiple Religious Institutions within a ½ Mile	0.46	0.50	0.27	0.44
1 Performing Arts Theater within a ½ Mile	0.03	0.18	0.02	0.15
1 Hobby/Toy/Game Store within a ½ Mile	0.09	0.28	0.04	0.21
1 Department Store within a ½ Mile	0.07	0.25	0.03	0.16
1 Bookstore within a ½ Mile	0.22	0.41	0.10	0.30
Multiple Bookstores within a ½ Mile	0.35	0.48	0.29	0.45
1 Clothing Store within a ½ Mile	0.17	0.38	0.10	0.30
Multiple Gift Shops within a ½ Mile	0.05	0.22	0.06	0.23
1 Florist within a ½ Mile	0.17	0.38	0.08	0.27

Source: Land Policy Institute, Michigan State University, 2014.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Lakewood, OH		Madison, WI		Manitowoc, WI	
Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
$132,319.85	$112,503.02	$240,738.85	$170,623.13	$117,221.69	$56,652.74
11.64	0.56	12.29	0.42	11.57	0.45
0.16	0.36	0.19	0.39	0.14	0.34
0.14	0.35	0.17	0.38	0.20	0.40
0.14	0.35	0.11	0.32	0.16	0.37
0.15	0.36	0.12	0.32	0.15	0.36
0.12	0.33	0.10	0.30	0.13	0.34
0.11	0.31	0.09	0.28	0.13	0.34
0	0	0.02	0.15	0	0
1.67	0.79	2.29	1	1.68	0.74
18.12	6.71	15.17	6.30	14.87	5.38
44.32%	10.60%	60.67%	15.22%	28.45%	7.90%
14.67%	8.09%	10.97%	10.17%	9.16%	3.73%
0	0.04	0	0.04	0.02	0.13
0	0	0	0.06	0	0.05
0.20	0.40	0.16	0.36	0.21	0.41
0.64	0.48	0.15	0.36	0.17	0.38
0.09	0.29	0.18	0.39	0.35	0.48
0.16	0.36	0.10	0.30	0.11	0.32
0.27	0.45	0.15	0.36	0.14	0.35
0.58	0.49	0.21	0.40	0.36	0.48
0.17	0.38	0.11	0.31	0.16	0.37
0.20	0.40	0.09	0.28	0.18	0.38
0.18	0.39	0.18	0.39	0.21	0.41
0.09	0.28	0.24	0.43	0.22	0.41
0.83	0.38	0.39	0.49	0.38	0.49
0.09	0.29	0.09	0.29	0	0
0.35	0.48	0.08	0.27	0.13	0.34
0	0	0.03	0.16	0.10	0.31
0.01	0.10	0.17	0.38	0.21	0.41
0.99	0.10	0.61	0.49	0.40	0.49
0.22	0.42	0.13	0.34	0.14	0.35
0.12	0.33	0.09	0.28	0.10	0.30
0.15	0.36	0.11	0.31	0.11	0.31

Table 86: Descriptive Statistics for Midwest Cities (cont.)

Variable Name	Davenport, IA		Rochester, MN	
	Mean	Std. Dev.	Mean	Std. Dev.
1 Supplemental Grocery Store within a ½ Mile	0.15	0.36	0.08	0.28
1 Grocery Store and 1 Museum within a ½ Mile	0.03	0.16	0	0.05
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	0.02	0.14	0	0
Multiple Grocery Stores and 1 Florist within a ½ Mile	0.09	0.28	0.04	0.19
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	0.08	0.28	0.04	0.20
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	0.04	0.20	0.01	0.08
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	0.12	0.32	0.02	0.14
1 School and 1 Bookstore within a ½ Mile	0.04	0.20	0.03	0.18
1 School and Multiple Bookstores within a ½ Mile	0.11	0.32	0.09	0.29
Multiple Schools and 1 Other Recreation within a ½ Mile	0.04	0.20	0.02	0.14
1 Other Recreation and 1 Department Store within a ½ Mile	0.02	0.14	0.01	0.09
1 Other Recreation and 1 Bookstore within a ½ Mile	0.04	0.20	0.01	0.09
1 Religious Institution and 1 Bookstore within a ½ Mile	0.07	0.26	0.02	0.15
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	0.09	0.28	0.02	0.13
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	0.01	0.11	0	0.05
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	0.02	0.12	0	0.05
1 Clothing Store and Multiple Gift Shops within a ½ Mile	0.01	0.10	0.01	0.08
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	0.11	0.31	0.06	0.24
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	0.01	0.10	0.02	0.15

Source: Land Policy Institute, Michigan State University, 2014.

Lakewood, OH		Madison, WI		Manitowoc, WI	
Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
0.47	0.50	0.16	0.37	0.10	0.30
0.04	0.21	0.02	0.14	0.03	0.17
0.01	0.12	0.02	0.14	0	0
0.11	0.32	0.05	0.21	0.02	0.16
0.01	0.12	0.03	0.18	0.04	0.21
0.07	0.26	0.03	0.18	0.01	0.10
0.24	0.43	0.08	0.28	0.07	0.26
0	0.04	0.02	0.15	0.12	0.33
0.58	0.49	0.16	0.36	0.13	0.34
0.02	0.14	0.02	0.15	0.03	0.17
0	0	0	0.05	0.04	0.20
0	0.03	0.02	0.13	0.07	0.26
0	0.03	0.04	0.19	0.05	0.23
0	0	0.04	0.21	0.06	0.24
0.01	0.07	0.02	0.13	0	0
0	0	0	0.04	0.06	0.24
0.02	0.13	0	0.05	0.02	0.14
0.43	0.50	0.08	0.28	0.05	0.22
0.09	0.29	0.01	0.11	0.02	0.13

Table 87: Regression Results for Michigan Cities

Variable Name	Lansing		Traverse City	
	Coeff.	Std. Err.	Coeff.	Std. Err.
(Constant)	$51,947.08	0.06***	$66,568.38	0.22***
Sold in 2006	–	–	–	–
Sold in 2007	-6.39%	0.03**	–	–
Sold in 2008	-7.13%	0.04**	–	–
Sold in 2009	-21.65%	0.03***	-11.04%	0.05**
Sold in 2010	-31.13%	0.04***	–	–
Sold in 2011	–	–	–	–
Sold in 2012	–	–	–	–
# of Bathrooms	6.50%	0.02***	11.96%	0.02***
Square Footage in Tens of Square Feet	3.05%	0***	3.56%	0***
% of Households with Associates Degree of Higher	0.90%	0***	0.70%	0**
% of Households Below Poverty Line	–	–	–	–
River Within 200 Feet	–	–	-37.25%	0.14***
Lake Within 200 Feet	–	–	–	–
1 Grocery Store within a ½ Mile	-9.43%	0.03***	–	–
Multiple Grocery Stores within a ½ Mile	-8.33%	0.04**	–	–
1 or 2 Restaurants within a ½ Mile	–	–	–	–
3 to 5 Restaurants within a ½ Mile	–	–	–	–
1 or 2 Bars within a ½ Mile	–	–	-15.13%	0.09*
1 School within a ½ Mile	–	–	–	–
Multiple Schools within a ½ Mile	–	–	–	–
1 Museum within a ½ Mile	–	–	–	–
1 Other Recreation within a ½ Mile	–	–	10.85%	0.04**
1 Religious Institution within a ½ Mile	7.90%	0.03**	-9.15%	0.05*
Multiple Religious Institutions within a ½ Mile	6.50%	0.03**	–	–
1 Performing Arts Theater within a ½ Mile	-56.92%	0.15***	–	–
1 Hobby/Toy/Game Store within a ½ Mile	–	–	24.11%	0.06***
1 Department Store within a ½ Mile	15.72%	0.08*	–	–
1 Bookstore within a ½ Mile	–	–	–	–
Multiple Bookstores within a ½ Mile	-6.76%	0.03**	–	–
1 Clothing Store within a ½ Mile	–	–	-9.79%	0.04**
Multiple Gift Shops within a ½ Mile	–	–	20.92%	0.08**
1 Florist within a ½ Mile	–	–	–	–

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

Royal Oak		Flint		Grand Rapids		Kalamazoo	
Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.
$70,755.52	0.09***	$48,921.86	0.09***	$56,782.44	0.03***	$56,953.05	0.06***
-2.86%	0.02*	-4.78%	0.02***	–	–	–	–
-8.79%	0.02***	-10.42%	0.02***	–	–	-4.11%	0.02**
-19.51%	0.02***	-23.51%	0.03***	-6.95%	0.01***	-10.42%	0.02***
-32.36%	0.02***	-33.03%	0.03***	-11.75%	0.01***	-15.21%	0.02***
-33.30%	0.02***	-47.53%	0.03***	-17.30%	0.01***	-21.49%	0.03***
-37.62%	0.02***	–	–	–	–	–	–
–	–	–	–	–	–	–	–
7.14%	0.01***	6.61%	0.02***	10.08%	0.01***	8.44%	0.01***
4.39%	0***	4.39%	0***	2.74%	0***	4.19%	0***
0.70%	0***	0.30%	0**	0.80%	0***	0.80%	0***
–	–	-1.49%	0***	0.40%	0***	-0.60%	0***
–	–	–	–	–	–	–	–
–	–	–	–	-26.51%	0.14**	–	–
-2.47%	0.01**	7.04%	0.02***	-3.34%	0.01***	–	–
–	–	–	–	-4.69%	0.02***	-5.92%	0.03**
–	–	–	–	-2.66%	0.01**	-4.40%	0.02**
–	–	–	–	-6.39%	0.02***	-5.07%	0.02**
–	–	7.90%	0.03**	–	–	-20.31%	0.10**
–	–	–	–	–	–	–	–
12.52%	0.04***	-13.15%	0.04***	-7.04%	0.01***	–	–
–	–	-13.93%	0.05***	–	–	10.85%	0.03***
–	–	–	–	-9.24%	0.02***	–	–
-3.44%	0.02**	–	–	–	–	-5.35%	0.02**
-4.40%	0.02***	6.50%	0.03**	–	–	-6.67%	0.03***
–	–	–	–	–	–	-16.39%	0.05***
3.15%	0.02**	–	–	20.92%	0.02***	14.22%	0.02***
–	–	–	–	-13.15%	0.04***	–	–
–	–	–	–	14.34%	0.04***	-18.45%	0.07***
–	–	–	–	-10.68%	0.02***	-17.72%	0.04***
–	–	4.71%	0.02**	5.13%	0.01***	-5.16%	0.02***
–	–	–	–	–	–	–	–
–	–	–	–	–	–	4.08%	0.02*

Table 87: Regression Results for Michigan Cities (cont.)

Variable Name	Lansing		Traverse City	
	Coeff.	Std. Err.	Coeff.	Std. Err.
1 Supplemental Grocery Store in ½ Mile	-7.60%	0.04*	21.53%	0.08***
1 Grocery Store and 1 Museum within a ½ Mile	–	–	–	–
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	71.60%	0.20***	–	–
Multiple Grocery Stores and 1 Florist within a ½ Mile	–	–	–	–
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	–	–	–	–
3 to 5 Restaurants and 1 or 2 Bars within a ½ Mile	-16.39%	0.09**	–	–
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	–	–	–	–
1 School and 1 Bookstore within a ½ Mile	–	–	–	–
1 School and Multiple Bookstores within a ½ Mile	9.42%	0.05*	–	–
Multiple Schools and 1 Other Recreation within a ½ Mile	–	–	–	–
1 Other Recreation and 1 Department Store within a ½ Mile	-50.88%	0.18***	–	–
1 Other Recreation and 1 Bookstore within a ½ Mile	–	–	31.13%	0.14*
1 Religious Institution and 1 Bookstore within a ½ Mile	–	–	-38.98%	0.28*
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	–	–	-30.51%	0.15**
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within a ½ Mile	84.97%	0.19***	–	–
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	–	–	–	–
1 Clothing Store and Multiple Gift Shops within a ½ Mile	-22.74%	0.12**	–	–
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	–	–	-18.94%	0.10**
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	–	–	–	–

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Royal Oak		Flint		Grand Rapids		Kalamazoo	
Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.
–	–	–	–	–	–	-7.32%	0.03**
–	–	–	–	–	–	–	–
–	–	–	–	–	–	-16.89%	0.10*
–	–	–	–	21.90%	0.03***	-11.66%	0.05***
–	–	–	–	5.97%	0.03**	–	–
–	–	–	–	10.63%	0.03***	-7.69%	0.05*
–	–	-15.72%	0.04***	-16.14%	0.03***	25.99%	0.10**
–	–	16.42%	0.06**	–	–	–	–
–	–	–	–	–	–	–	–
–	–	–	–	–	–	-11.49%	0.05***
–	–	–	–	–	–	–	–
9.31%	0.05*	–	–	–	–	–	–
-9.70%	0.04**	–	–	-11.49%	0.04***	–	–
–	–	–	–	-20.15%	0.04***	22.02%	0.07***
–	–	–	–	-16.97%	0.05***	–	–
–	–	–	–	–	–	–	–
–	–	-21.73%	0.08***	-17.39%	0.03***	–	–
–	–	-8.79%	0.04**	–	–	–	–
–	–	–	–	12.08%	0.03***	–	–

Table 88: Regression Results for Midwest Cities

Variable Name	Davenport, IA		Rochester, MN	
	Coeff.	Std. Err.	Coeff.	Std. Err.
(Constant)	$48,629.20	0.02***	$58,570.29	0.05***
Sold in 2006	–	–	–	–
Sold in 2007	7.36%	0.01***	–	–
Sold in 2008	6.61%	0.01***	4.92%	0.02***
Sold in 2009	7.68%	0.01***	3.77%	0.02**
Sold in 2010	5.65%	0.01***	4.29%	0.02**
Sold in 2011	–	–	11.29%	0.02***
Sold in 2012	–	–	16.53%	0.07**
# of Bathrooms	22.88%	0.01***	9.64%	0.01***
Square Footage in Tens of Square Feet	2.43%	0***	1.51%	0***
% of Households with Associates Degree of Higher	1.01%	0***	0.40%	0***
% of Households Below Poverty Line	-0.90%	0***	0.40%	0***
River Within 200 Feet	–	–	–	–
Lake Within 200 Feet	–	–	25.99%	0.07***
1 Grocery Store within a ½ Mile	–	–	–	–
Multiple Grocery Stores within a ½ Mile	–	–	–	–
1 or 2 Restaurants within a ½ Mile	–	–	–	–
3 to 5 Restaurants within a ½ Mile	2.94%	0.01**	–	–
1 or 2 Bars within a ½ Mile	–	–	-12.89%	0.05***
1 School within a ½ Mile	–	–	12.19%	0.02***
Multiple Schools within a ½ Mile	-8.06%	0.02***	9.31%	0.02***
1 Museum within a ½ Mile	–	–	–	–
1 Other Recreation within a ½ Mile	–	–	-10.24%	0.03***
1 Religious Institution within a ½ Mile	3.46%	0.01***	–	–
Multiple Religious Institutions within a ½ Mile	-6.11%	0.01***	-3.44%	0.02*
1 Performing Arts Theater within a ½ Mile	–	–	-6.20%	0.04*
1 Hobby/Toy/Game Store within a ½ Mile	-4.02%	0.02**	–	–
1 Department Store within a ½ Mile	-19.67%	0.02***	-15.21%	0.05***
1 Bookstore within a ½ Mile	5.65%	0.02***	6.08%	0.03**
Multiple Bookstores within a ½ Mile	-11.93%	0.01***	–	–
1 Clothing Store within a ½ Mile	-3.25%	0.01***	–	–
Multiple Gift Shops within a ½ Mile	–	–	–	–
1 Florist within a ½ Mile	-8.15%	0.02***	-12.10%	0.03***

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Lakewood, OH		Madison, WI		Manitowoc, WI	
Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.
$162,916.63	0.17***	$73,938.32	0.01***	$50,210.53	0.09***
–	–	2.12%	0.01***	4.71%	0.02**
-8.24%	0.04**	2.94%	0.01***	–	–
-28.11%	0.04***	6.82%	0.01***	–	–
-24.80%	0.04***	2.22%	0.01**	–	–
-23.97%	0.04***	6.18%	0.01***	–	–
-31.27%	0.04***	3.15%	0.01***	–	–
–	–	-11.13%	0.02***	–	–
5.44%	0.02***	5.65%	0***	8.87%	0.01***
1.11%	0***	2.94%	0***	3.67%	0***
0.60%	0***	0.70%	0***	0.90%	0***
-0.90%	0***	0.60%	0***	1.11%	0***
-40.19%	0.27*	10.74%	0.05*	–	–
–	–	41.62%	0.04***	–	–
-15.89%	0.04***	-9.79%	0,01***	-12.19%	0.03***
-22.04%	0.03***	-10.24%	0.01***	-6.11%	0.03**
–	–	–	–	-3.44%	0.02*
–	–	3.46%	0.01***	-10.86%	0.03***
–	–	-6.48%	0.01***	–	–
–	–	-4.59%	0.02***	-9.52%	0.03***
18.06%	0.04***	7.14%	0.01***	-14.53%	0.03***
–	–	1.82%	0.01*	–	–
–	–	1.92%	0.01**	–	–
-16.14%	0.06***	2.53%	0.01***	–	–
-26.21%	0.05***	2.94%	0.01***	-5.82%	0.03**
–	–	8.33%	0.01***	–	–
-12.63%	0.03***	–	–	-8.06%	0.04**
–	–	5.13%	0.02***	–	–
–	–	7.68%	0.01***	-14.10%	0.04***
–	–	-4.30%	0.01***	-17.88	0.04***
-10.68%	0.03***	-3.73%	0.01***	-7.60%	0.03***
–	–	8.98%	0.01***	-15.63%	0.05***
-17.88%	0.06***	–	–	-8.24%	0.03***

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Table 88: Regression Results for Midwest Cities (cont.)

Variable Name	Davenport, IA		Rochester, MN	
	Coeff.	Std. Err.	Coeff.	Std. Err.
1 Supplemental Grocery Store within a ½ Mile	-11.22%	0.02***	–	–
1 Grocery Store and 1 Museum within a ½ Mile	–	–	–	–
1 Grocery Store and 1 Performing Arts Theater within a ½ Mile	-16.14%	0.05***	–	–
Multiple Grocery Stores and 1 Florist within a ½ Mile	–	–	10.30%	0.05**
1 or 2 Restaurants and 1 Other Recreation within a ½ Mile	–	–	–	–
3 to 5 Restaurants and 1 or 2 Bars in ½ Mile	-6.39%	0.02***	–	–
1 or 2 Bars and Multiple Religious Institutions within a ½ Mile	-4.50%	0.02**	23.86%	0.06***
1 School and 1 Bookstore within a ½ Mile	-12.45%	0.03***	-28.54%	0.04***
1 School and Multiple Bookstores within a ½ Mile	-7.60%	0.02***	-7.87%	0.03***
Multiple Schools and 1 Other Recreation within a ½ Mile	-8.97%	0.03***	14.80%	0.05***
1 Other Recreation and 1 Department Store within a ½ Mile	20.20%	0.04***	–	–
1 Other Recreation and 1 Bookstore within a ½ Mile	–	–	38.82%	0.06***
1 Religious Institution and 1 Bookstore within a ½ Mile	-4.59%	0.02*	–	–
Multiple Religious Institutions and 1 Bookstore within a ½ Mile	-11.66%	0.02***	–	–
1 Performing Arts Theater and 1 Hobby/Toy/Game Store within ½ Mile	–	–	–	–
1 Hobby/Toy/Game Store and 1 Department Store within a ½ Mile	13.77%	0.04***	–	–
1 Clothing Store and Multiple Gift Shops within a ½ Mile	–	–	–	–
1 Supplemental Grocery Store and Multiple Religious Institutions within a ½ Mile	7.47%	0.02***	-15.04%	0.04***
1 Supplemental Grocery Store and Multiple Gift Shops within a ½ Mile	12.30%	0.05**	13.77%	0.05**

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

REBUILDING PROSPEROUS PLACES IN MICHIGAN

Lakewood, OH		Madison, WI		Manitowoc, WI	
Coeff.	Std. Err.	Coeff.	Std. Err.	Coeff.	Std. Err.
–	–	–	–	–	–
–	–	3.46%	0.02*	–	–
–	–	5.76%	0.02***	–	–
–	–	11.18%	0.02***	19.24%	0.06***
17.94%	0.10*	–	–	–	–
–	–	6.93%	0.02***	–	–
–	–	–	–	–	–
–	–	–	–	–	–
–	–	11.07%	0.02***	8.11%	0.04*
–	–	-10.24%	0.02***	–	–
–	–	–	–	–	–
–	–	–	–	–	–
–	–	-6.11%	0.02***	–	–
–	–	-6.01%	0.02***	–	–
–	–	–	–	–	–
–	–	25.11%	0.07***	16.30%	0.06***
37.16%	0.09***	-8.52%	0.05*	14.22%	0.07**
–	–	–	–	–	–
–	–	-5.92%	0.03**	-16.72%	0.07***

Table 89: Descriptive Statistics for Surveyed Homes

Description	Mean	Std. Dev.	Min.	Max.
Sold in 2000	0.05	0.21	0	1
Sold in 2001	0.05	0.22	0	1
Sold in 2002	0.07	0.26	0	1
Sold in 2003	0.08	0.28	0	1
Sold in 2004	0.10	0.30	0	1
Sold in 2005	0.11	0.32	0	1
Sold in 2006	0.11	0.31	0	1
Sold in 2007	0.10	0.29	0	1
Sold in 2008	0.09	0.28	0	1
Sold in 2009	0.11	0.31	0	1
Sold in 2010	0.09	0.29	0	1
Sold in 2011	0.04	0.19	0	1
Sold in 2012	0	0.03	0	1
# of Bathrooms	1.87	0.87	0	6
Square Footage in Tens of Square Feet	16.19	8.74	2.69	72.12
% of Households Below Poverty Line	14.42%	10.84%	0.50%	77.30%
% of Households with Associate's Degree or Higher	47.79%	16.55%	8.70%	89.50%
River Within 200 Feet	0.01	0.08	0	1
Lake Within 200 Feet	0	0.06	0	1
Influence of Parks and Recreation	0.45	0.50	0	1
Influence of Street Lighting	0.15	0.35	0	1
Influence of Shade Trees	0.37	0.48	0	1
Influence of Interior	0.75	0.43	0	1
Influence of Investment Potential	0.33	0.47	0	1
Influence of Having Great Neighbors Nearby	0.48	0.50	0	1
Influence of Affordable Housing in Neighborhood	0.62	0.49	0	1
Influence of Commute to Job or School	0.68	0.47	0	1
Influence of Nearby Shopping	0.51	0.50	0	1

Source: Land Policy Institute, Michigan State University, 2014.

Table 89: Descriptive Statistics for Surveyed Homes (cont.)

Description	Mean	Std. Dev.	Min.	Max.
High-Quality Walking	0.78	0.41	0	1
Presence of Garage	0.85	0.35	0	1
Presence of Fireplace	0.50	0.50	0	1
Presence of Porch	0.60	0.49	0	1
Presence of Deck	0.59	0.49	0	1
Presence of Finished Basement	0.28	0.45	0	1
Presence of Partially Finished Basement	0.36	0.48	0	1
Energy Efficiency Improvements Made Before Purchase	0.38	0.49	0	1
Sidewalk Presence at House	0.84	0.37	0	1
Bike Lane Presence at House	0.06	0.25	0	1
Perceived Safety of Neighborhood	0.95	0.21	0	1
Lansing, MI	0.12	0.33	0	1
Traverse City, MI	0.11	0.31	0	1
Royal Oak, MI	0.13	0.33	0	1
Flint, MI	0.04	0.20	0	1
Grand Rapids, MI	0.09	0.28	0	1
Kalamazoo, MI	0.12	0.32	0	1
Davenport, IA	0.06	0.24	0	1
Rochester, MN	0.09	0.29	0	1
Lakewood, OH	0.06	0.23	0	1
Madison, WI	0.16	0.36	0	1
Manitowoc, WI	0.04	0.19	0	1

Source: Land Policy Institute, Michigan State University, 2014.

Table 90: Regression Results for Surveyed Homes

Variable Name	Coeff.	Std. Err.
Constant	$37,384.07	0.07***
Sold in 2001	–	–
Sold in 2002	9.09%	0.04**
Sold in 2003	15.03%	0.04***
Sold in 2004	19.36%	0.04***
Sold in 2005	27.25%	0.04***
Sold in 2006	25.73%	0.04***
Sold in 2007	27.89%	0.04***
Sold in 2008	21.77%	0.04***
Sold in 2009	8.87%	0.04**
Sold in 2010	14%	0.04***
Sold in 2011	15.37%	0.05***
Sold in 2012	–	–
# of Bathrooms	6.18%	0.01***
Square Footage in Tens of Square Feet	2.53%	0***
% of Households Below Poverty Line	0.20%	0*
% of Households with Associates Degree or Higher	0.50%	0***
River Within 200 Feet	–	–
Lake Within 200 Feet	38.82%	0.14**
Influence of Parks and Recreation	3.25%	0.02*
Influence of Street Lighting	-5.54%	0.02**
Influence of Shade Trees	6.61%	0.02***
Influence of Interior	–	–
Influence of Investment Potential	-4.30%	0.02***
Influence of Having Great Neighbors Nearby	4.19%	0.02***
Influence of Affordable Housing in Neighborhood	-7.60%	0.02***

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

Table 90: Regression Results for Surveyed Homes (cont.)

Variable Name	Coeff.	Std. Err.
High-Quality Walking	8.11%	0.02***
Influence of Commute to Job or School	–	–
Influence of Nearby Shopping	–	–
Presence of Garage	14.22%	0.03***
Presence of Fireplace	11.40%	0.02***
Presence of Porch	-2.66%	0.02*
Presence of Deck	–	–
Presence of Finished Basement	12.41%	0.02***
Presence of Partially Finished Basement	6.40%	0.02***
Energy Efficiency Improvements Made Before Purchase	–	–
Sidewalk Presence at House	–	–
Bike Land Presence at House	–	–
Perceived Safety of neighborhood	–	–
Traverse City, MI	34.31%	0.04***
Royal Oak, MI	38.54%	0.04***
Flint, MI	-25.17%	0.05***
Grand Rapids, MI	–	–
Kalamazoo, MI	-8.52%	0.03***
Davenport, IA	-25.17%	0.05***
Rochester, MN	-29.39%	0.05***
Lakewood, OH	–	–
Madison, WI	38.82%	0.03***
Manitowoc, WI	–	–

* Significant at the 0.10 confidence level.
** Significant at the 0.05 confidence level.
*** Significant at the 0.01 confidence level.
– This variable is not significant.
Source: Land Policy Institute, Michigan State University, 2014.

Part 9: References

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