



Involving the private sector in Placemaking: A REALTOR® example



Contact

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Lighter, Quicker, Cheaper

- ◆ LQC describes a local movement that has produced some of the world's most successful public places.
- ◆ Can take many forms which build lasting change.
- ◆ Incremental demonstration projects draw upon local assets and people.
- ◆ Small scale, neighborhood level, people habitat projects.
- ◆ Capacity building – helps initiate and build social capital.

Role of the REALTOR®

- ◆ Private Sector / REALTORS®
Lead
- ◆ Natural Placemakers
- ◆ Advocates for their
communities and neighborhoods
- ◆ Residential and Commercial
Components



Phase 1:



- ◆ Lansing regional program designed to increase awareness of Placemaking principles within a neighborhood, town, or community through sponsorships of REALTOR® coordinated Lighter, Quicker, Cheaper projects; offering grants to help underwrite the cost of each selected LQC projects.
- ◆ July – Oct, 2012

Phase 2:

- ◆ Statewide program with volunteer local REALTOR® associations funded directly by NAR or through MAR using NAR grant funds.
- ◆ April – August, 2013



Program Goals

- ◆ Highlight REALTOR® role as community advocate
- ◆ Inspire small projects offering big bang for the buck
- ◆ Encourage local placemaking partnerships
- ◆ Formulate template for national program
- ◆ Gather data for future program sponsors

Application Form

- ◆ My Great Idea is: _____
- ◆ My great idea will increase opportunities for social engagement and activity in the neighborhood, using the principles of Lighter, Quicker, Cheaper.
 - ◆ Transform or Enhance space
- ◆ My neighborhood/community will provide these resources: _____
- ◆ My REALTOR® sponsor is: _____

Process

- ◆ Advisory Council outreach
- ◆ REALTOR® Education Session
- ◆ Launch via web/e-communications
- ◆ Application Review
 - ◆ Checklist from Project for Public Spaces – new in 2013
- ◆ Simple grant agreement
- ◆ Video submission

LQC Grant Winners

Arty Party - \$500

“Arty Parties” for the Downtown Neighborhood Association’s signage campaign will bring the neighborhood together for change through handmade folk-art signs in front yards around town. The signs will announce the Association’s meetings and Web site and invite new input and ideas from residents.

Historic Building Connections - \$2250

Preservation Lansing is recognizing those who have taken on urban blight and made the old new again. The group will award plaques to one residential and two commercial building renovation projects and celebrate the successes with “Porch Parties” at each, inviting the public, city leaders and associated business to come together and spread the word that renovation builds strong cities.

Neighborhood Art Installation - \$2500

One of Lansing’s oldest neighborhoods is recreating itself and making a place for some nearly lost art by nationally known artist W. Robert Youngman. The six concrete panels will grace the neighborhood’s Corner Community Garden and may be the only remaining panels from the original 1972 Washington Square urban renewal project.

LQC Grant Winners

Fab Acres Neighborhood, Barnes Street Community Garden - \$1220

Combining seven accessible raised-bed gardens, a commissioned sculpture, meeting space, and a working shed, this new community garden will serve the entire neighborhood. The project is part of ongoing place-making activities to create a new sense of place within the Village Summit Community and will provide fresh produce as well a meeting place for all to enjoy for years to come.

Trowbridge Village Neighbor's Station - \$2500

Capitalizing on past efforts to beautify the busy Trowbridge area, the project will create an oasis by transforming an existing covered walkway into a public area for sharing books, games, skills, and friendship. A local artist will engage children to help with murals, volunteers will install comfy artistic furniture and the local grocery store will help keep the space clean.

Old Town Honorarium Sculpture Park - \$2500

Former Old Town Mayor Robert Busby will be memorialized when residents install a statue of him in once-blighted Burchard Park, the first of many sculptures to come. This community-wide project will include landscaping and flower beds using plants collected by volunteers and from Busby's own gardens. The sculpture park will become a welcoming space among other Old Town attractions like the Brenke Fish Ladder, Cesar Chavez Plaza and the River Trail and a beautifully fitting tribute to Mayor Busby.

LQC Grant Winners

Historic Dimondale Walking Tour of Dimondale - \$1925

Significant aspects of Dimondale's 164-year history will be featured on a walking tour with the installation of new signage and benches throughout the village. Signs will depict significant buildings and events from the past while embracing the present and the future with QR codes linking smart phone users to the village's web site. The tour will tie a rich past with a bright future, expressing the community's culture and pride.

Farmer's Market Expansion - \$2500

The South Lansing Community Development Association will expand and enhance the market with local performers, hot food vendors, interactive children's activities and local business resources. These activities will boost social interaction at the already vibrant market.

Reutter Fountain Park Weekly Features - \$2500

For decades Reutter Fountain Park was a jewel in downtown Lansing with its huge fountain and shade trees. It was a destination then and will be again thanks to weekly concerts and the cooperation of local businesses to again make Reutter Fountain Park a safe and entertaining place to relax and meet friends.

Final Four Approved Grant Descriptions

LQC Grant Winners





Thank you!

