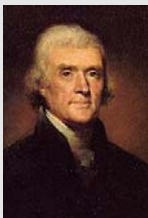


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"I know of no safe depository of the ultimate powers of the society but the people themselves, . . . and if we think them not enlightened enough to exercise their control with wholesome discretion, the remedy is not to take it from them, but to inform their discretion."

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First Annual Meeting of the  
Wexford Joint Planning Comm.

February 27, 2017

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### What We Will Cover

- A. The Big Picture
- B. The New Economy
- C. Placemaking
- D. Wexford Joint Master Plan
- E. Rural Placemaking and your Joint Zoning


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### A. 10,000 foot view


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### A. Relationship to Planning


- Planning precedes zoning.**
  - Master plan is the basis for zoning.
- A zoning plan is required** prior to adoption of a zoning ordinance (Sec. 305).



#1: Master Plan



#2: Zoning Plan



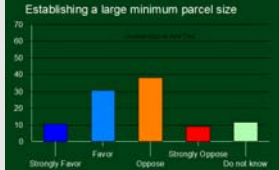
#3: Zoning Ordinance

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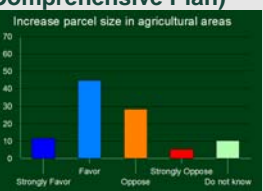
### A. Wexford Joint Master Plan, 2003 (a.k.a. Wexford County Comprehensive Plan)

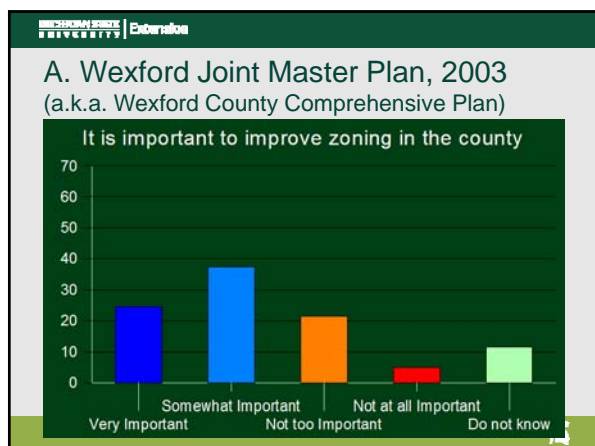
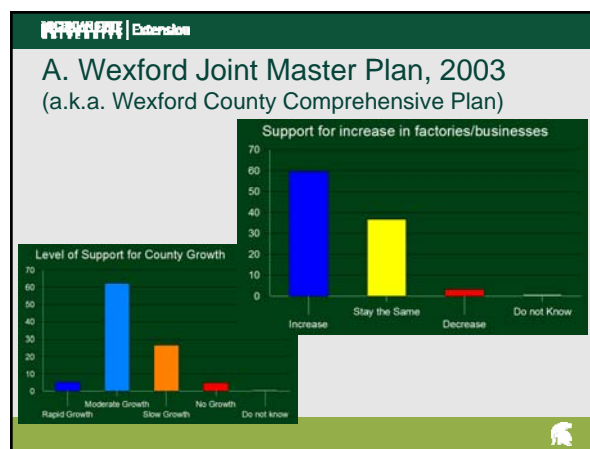
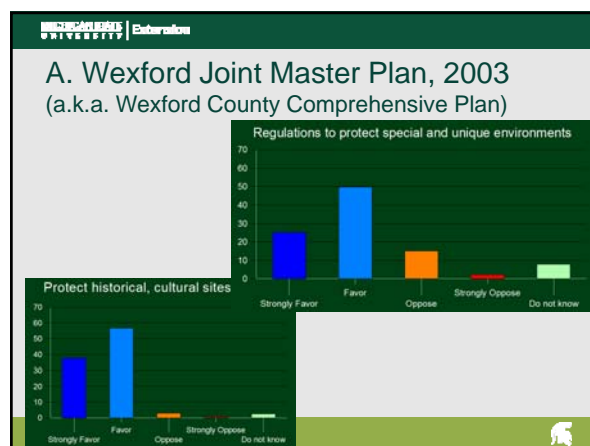
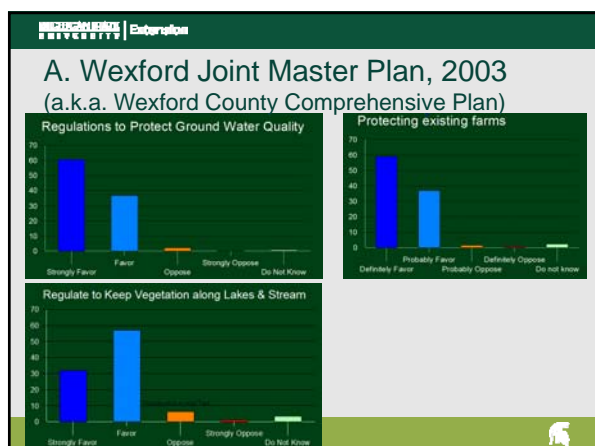
- Popular and has public support

Establishing a large minimum parcel size




Increase parcel size in agricultural areas





**B. The Rules Have Changed**

- Every other town, city, and region in the world is now **competing** with us for **prosperity**.
  - They have flexible infrastructure, a more flexible decision-making framework, and better partnership between government and business.
  - They do not have our legacy costs (pensions, health insurance, etc.).
  - The competition can take more risk.
  - They have nothing to lose and prosperity to gain.
  - They do not care about us.
- We have to **change the way we think, act, and do business** at every level in the public, private and nonprofit sectors in order to compete globally in the New Economy.



**B. Industries Change Over Time**

- Agricultural employment peaked early in the last century.
- Manufacturing employment peaked in the 1960's.
- It is unrealistic to grow an economy based on industries that are past the peak since labor costs are much lower in the developing world.
- To be prosperous, we need to be increasing employment in those industries that are growing.



**B. From Research We Know...**

- A transition from manufacturing to service has occurred.
- Most U.S. growth is attributable to the **service and knowledge sub-economy**.
- Firms with the highest **quality of knowledge** tend to be the fastest-growing and most profitable. For example:
  - Information-communications-technology industries were best in 2008:
  - Service industries that were most integrated with global demand accounted for more than 75% of job gains in 2008, many of which were created by exports.
- But there is more to it than just knowledge assets.**

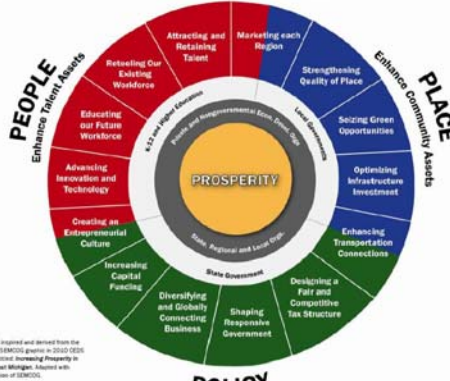
OLD ECONOMY	NEW ECONOMY
Inexpensive	Rich in talent and Ideas
Attracting Companies	Attracting educated people
High quality physical environment was a luxury, in the way of attracting cost-conscious business	Physical and cultural amenities. Key in attracting knowledge workers.
Success=fixed Competitive advantage in some resource or skill	Success=organizations Individual with the ability to learn adapt
Economic Development is government led	Partnerships with business, government, and nonprofit sector

OLD ECONOMY	NEW ECONOMY
Industrial & Manufacturing Focus	Diversity desired; Cluster related sectors is targeted
Fossil fuel dependant	Communications dependent, but energy smart
People followed jobs	Talented, well-educated people choose location first, then look for or create jobs
Dirty, ugly, and a poor quality environment were common outcomes that did not prevent growth	Clean, green environment and proximity to open space and quality recreational opportunities are critical
Connection to global opportunities not essential	Connection to emerging global opportunities is critical

**B. State-wide plan: Actions We Could Take**

(New Economy 101, 201, & 301)

Figure 1 – Fourteen Strategy Categories



Source: Inspired and derived from the original EMQ101 graphic in 2010/2015. Plan instead: Increasing Prosperity in Southeast Michigan. Adapted with permission of EMQ101.

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## B. Six Pillars of Prosperity

Our historic, future, and best assets

- 1. Vibrant, successful communities**  

- 2. Thriving agriculture**  

- 3. Inclusive and entrepreneurial culture**  

- 4. Natural resources for recreation and job creation**  

- 5. Strong lifelong learning**  

- 6. Knowledge-based technologies**  


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[www.peopleandland.com](http://www.peopleandland.com)

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## B. People Count

- In the New Economy, population counts.
- Jobs follow people. People move to quality places.
- A state that is shrinking in population cannot grow.
- Consider **population attraction strategies**, in addition to job and company attraction strategies. Attract former Michigan residents home and new well-educated foreign immigrants.
- Other assets count too...




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## B. Key Findings of LPI Studies and Others

- Place Matters
- Knowledge workers are attracted to place
- Place is defined by:
  - Entrepreneurial Infrastructure
  - Green Infrastructure
  - Social Infrastructure
  - Public Transportation Infrastructure
  - Information Technology Infrastructure
  - Collaborative Capacity Infrastructure





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## B. Strategic Assets & Placemaking

- Strategic assets are unique resources that can make a region distinct in attracting the right mix of resilient and sustainable growth and global opportunities. They include:
  - Attractive, high quality cities
  - Universities and colleges
  - First class medical facilities
  - Regional transit
  - Transportation and highway access
  - Green infrastructure
- Economic development is now all about economic, social and environmental **PLACEMAKING**.




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## C. Placemaking

- Use your imagination

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## C. Grand Rapids Transect



Graphic by Amanda Harrell-Seyburn for MSHDA, 2013



**C. Rural township placemaking**

Step 1: Identify rural assets      Step 2: Tie them together

Illustration credit: Kurt Schander

**D. The Wexford County Plan.**

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**D. The Wexford County Plan**

- Has a strong **rural placemaking** component
- Involved many to identify “Special and Unique Areas” in Wexford County.
  - Cadillac Area Land Conservancy
  - Local governments
  - DNR, USFS, NRCS, NFI
  - Historic register lists, Wexford Historic Soc.
  - Wexford County Soil Conservation District

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**D. The Wexford County Plan.**

- “Special and Unique Areas” are listed and numbered:
  - 1 - 44
- And uses a letter code:
  - E = Environmentally special and unique
  - H = Historically, culturally special and unique
  - R = Recreationally special and unique
  - S = Scenically special and unique
  - T = Timber, forestry special and unique

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**D. The Wexford County Plan some Special and Unique areas.**



• 1HER: Big Manistee River (and Pine River)	• 9E: Wheatland-Mystic area
• 2ESR: Briar Hills	• ...
• 3ERT: Caberfae Hills	• 17S: Caberfae Highway
• 5ET: Pine River Experimental Forest	• 24S: N 17 Road and N 19 Road (Harvey Bridge)
• 6ET: Olga Lake area	• ...
• 7E: Thousand Acre Swamp	• 39H: Greenwood Church
• 8E: Heritage-Cadillac Nature Study area	• ...
	• 44E: Bear Corridors

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**1HER: Big Manistee and River Corridors**  
Environment  
Historic  
Recreation


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


**2ESR: Briar Hills**  
Environment  
Recreation  
Scenic

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**3ERT: Caberfae Hills**  
Environment  
Recreation  
Timber

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**5ET: Pine River Experimental Forest**  
Environment  
Timber





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**6ET: Olga Lake area**  
Environment  
Timber

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Fairchild Creek

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**7E: Thousand Acre Swamp (Brandy Brook) and  
44E Bear Corridor**  
Environment


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**9E: Wheatland-Mystic Area**  
Environment

