

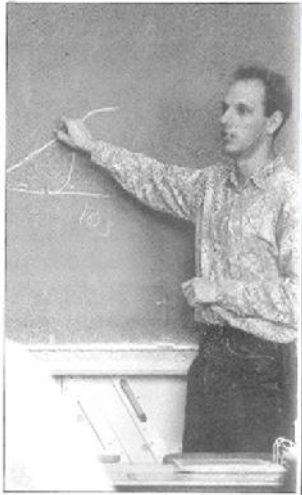


University of Idaho

College of Art and Architecture

**BIOREGIONAL PLANNING
AND COMMUNITY
PLACEMAKING AND DESIGN**

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- **Bioregional Planning and Community Design:**
- Provides a planning education tailored to the specific needs of Idaho and the Mountain West.
- Challenges the traditional planning education paradigm by leading with people and place-based community values.
- Tries to meet the needs for planning education throughout Idaho, the Mountain West and rural communities throughout the US.



BIOREGIONAL PLANNING AND COMMUNITY PLACEMAKING AND DESIGN

Given that placemaking aims to create or enhance a community's assets by improving its attractiveness and livability – and economic development seeks to create and retain jobs and investment – placemaking is clearly a vital tool for EDOs to deliver their missions.

In this session learn why placemaking is relevant to economic development and the important role economic developers play in placemaking.



PLACE MAKING AS AN ECONOMIC DEVELOPMENT STRATEGY:

THE PLACE THAT YOU LIVE IS IMPORTANT FOR BUSINESS ATTRACTION, BUSINESS RETENTION AND THESE DAYS IS VERY IMPORTANT TO KEEP AND RETAIN TALENT!

TOM JOHNSON, ASSOCIATE DIRECTOR OF COMMUNITY AND ECONOMIC DEVELOPMENT AT COLORADO STATE UNIVERSITY.





IN THIS SESSION

- I What in the world is bioregional planning?
- I What is placemaking?
- I Why is it relevant to economic development?

BIOREGIONS

‘biogeographical areas sharing cultural, economic and historic characteristics, distinguished by interdependent and interconnected ecological resources, which influence a region’s economic development, cultural history, land use patterns, environmental quality, and ecological carrying capacity and integrity’

Callahan, 1993, page 3





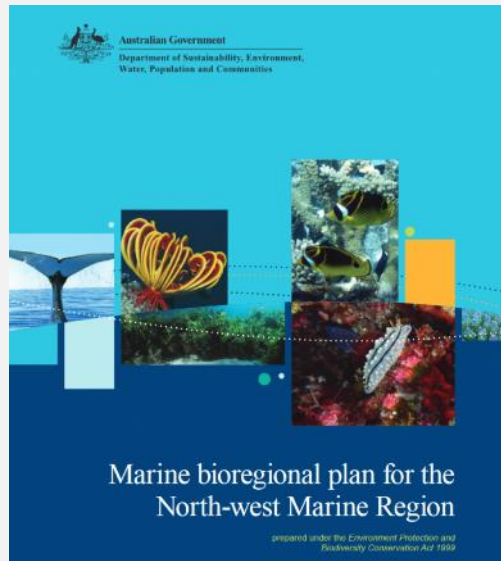
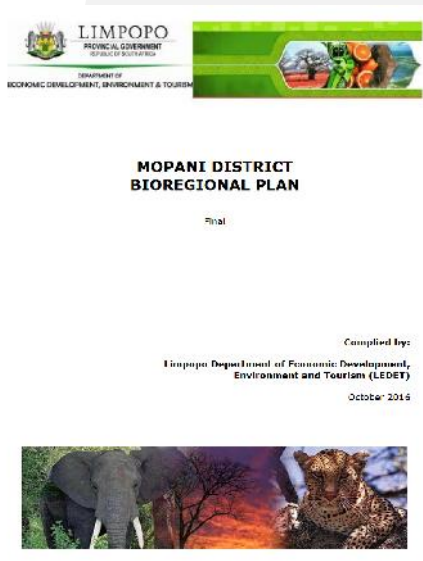
BIOREGIONAL PLANNING

“an unifying planning model designed to maintain the integrity and intrinsic value of ecosystems while promoting sustainable development”

Callahan, 1993, page 3

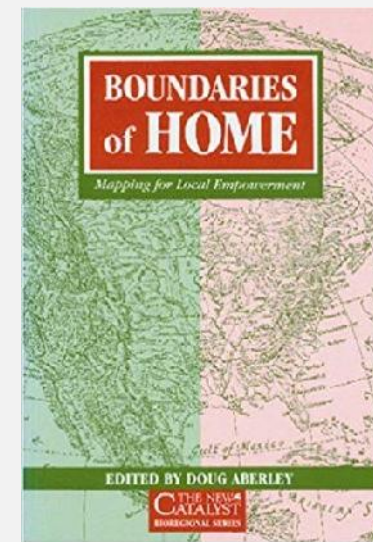
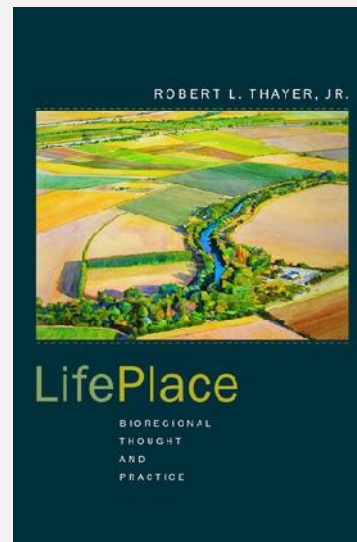
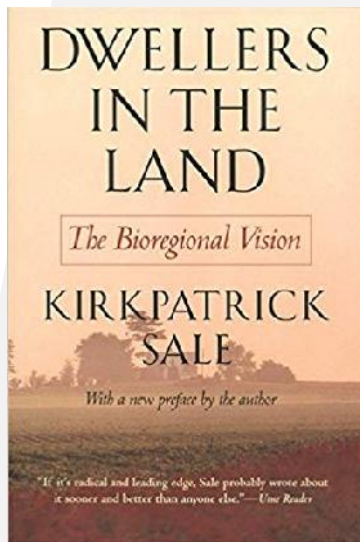
BIOREGIONAL PLANNING MODEL 1

Large scale science based planning for large landscapes (or seascapes), typically in the context of national parks and protected areas.



BIOREGIONAL PLANNING MODEL 2

People and their natural, surroundings are connected and planning should be based on people and place-based community values.



BIOREGIONAL PLANNING MODEL 3

Based on related economic activities.





BIOREGIONAL PLANNING IS FIRST AND FOREMOST ABOUT COMMUNITIES

Our students try to strengthen local communities by building on their unique character, helping them understand and strengthen their local economy to reduce economic leakage and helping them protect themselves against outside influences, especially “hostile take overs.”



PLACEMAKING

Inspire people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.

Paraphrased from: Project for public spaces



PRINCIPLES OF PLACEMAKING:

1. The Community is the Expert
2. Create a Place, Not a Design
3. Look for Partners
4. You Can See a Lot Just By Observing
5. Have a Vision
6. Start with the Petunias: Lighter, Quicker, Cheaper
7. Triangulate
8. They Always Say "It Can't Be Done"
9. Form Supports Function
10. Money Is Not the Issue
11. You Are Never Finished

Paraphrased from: Project for public spaces

CENTRAL QUESTIONS ABOUT PLACEMAKING AND ECONOMIC DEVELOPMENT:

1. Attractiveness and livability for who?
2. Economic development for who?



BIOREGIONAL PLANNING AND PLACEMAKING

Placemaking in the context of bioregional planning is about creating viable communities that provide for the needs of everybody in the community and takes advantage of the unique place specific strengths of a community.



SO WHAT DOES THAT HAVE TO DO WITH ECONOMIC DEVELOPMENT?

Companies and individuals increasingly make locational decisions based on quality of life.

Through location specific placemaking we can strengthen communities and offer a unique life experience for both companies and individuals that are making locational decisions.



SO WHAT DOES THAT HAVE TO DO WITH ECONOMIC DEVELOPMENT?

According to the conference program:

Economic Development is a competitive team sport with readily identifiable goals and benchmarks for success.



SO WHAT DOES THAT HAVE TO DO WITH ECONOMIC DEVELOPMENT?

If your team is not ranked in the top with regard to either its players or its resources, you need to find your edge or change the playing field.



SO WHAT DOES THAT HAVE TO DO WITH ECONOMIC DEVELOPMENT?

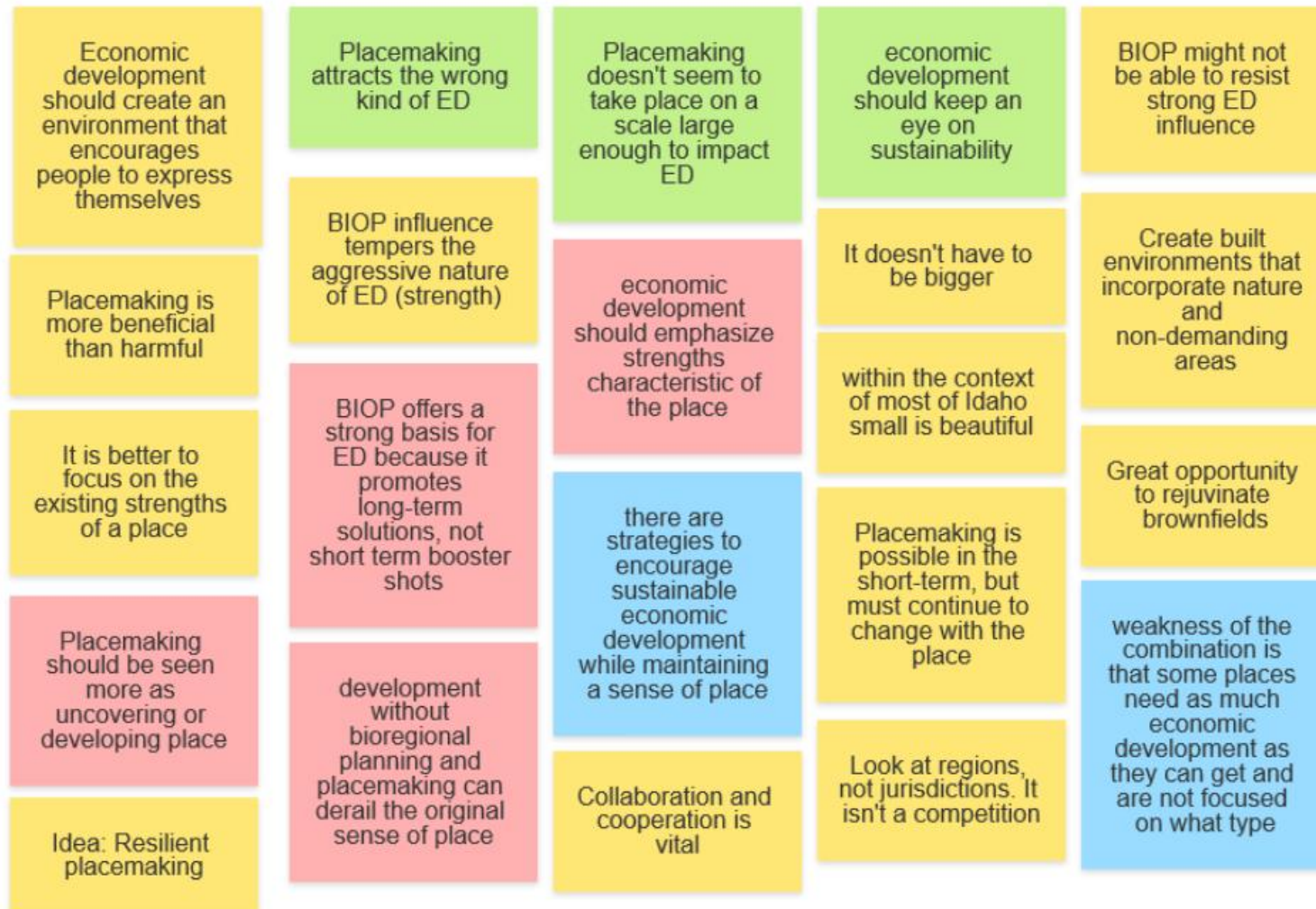
Our edge is quality of life, natural amenities, the outdoors.

“Last winter was awesome, Skiing in the morning, Kayaking after an early lunch and a quick round of golf in the late afternoon.”



PLACEMAKING WITHIN THE CONTEXT OF BIOREGIONAL PLANNING MEANS:

Working on increasing or furthering the quality of life of places based on their unique strengths and attributes (social, natural and economic) rather than competing with 1000s of other by employing some generic placemaking approach and copying what has successfully been done in other places.



Mission Valley, San Diego, Cal.







WHAT IS YOUR ROLE?

1. To identify economic development (businesses, employment categories) that can strengthen the quality of life and unique characteristics of a community.
2. To find an appropriate fit that benefits the community and the bioregion, rather than the business/activity with the biggest economic impact.



WHAT IS THE BENEFIT?

Economic Development based on placemaking grounded in bioregional planning principles focuses on “intrinsic suitability” and thereby promotes long term solutions that will sustain itself because it focuses on economic development that is “fitting” and strengthens communities and regions.



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**THANK YOU,
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