



Columbus Metropolitan Library

SIDs' Annual Meeting

Keynoter Peter Kageyama discussed city placemaking.



- 1 Mike Bradley and Trudy Bartley
- 2 Stephen Benvenuto and Roxanne Garcia
- 3 Jessica Mathews and Todd Moroz
- 4 Roger Sugarman and Bill Nolan
- 5 Kari Kauffman, Linda Logan, Beth Ervin and Amy Tillinghast
- 6 Jeff Fisher, Peter Kageyama and Marc Conte
- 7 Kristen Edwards, Patty Olmsted, Catherine Girves and Diane Strausser
- 8 Ken Cookson, Jeff Darbee and Nancy Recchie
- 9 Shoshanah Goldberg-Miller and Todd Reutzler
- 10 Joseph Beatty and Bernice Cage
- 11 John Nestor and Megha Sinha
- 12 Cleve Ricksecker, Aaron Runyan and Nathan Wymer
- 13 Brian Mooney, Bob Loversidge and Paula Miller
- 14 Chris Hermann, Amy Taylor and Andrew Overbeck



By MARY YOST

Making Places that Pay Off

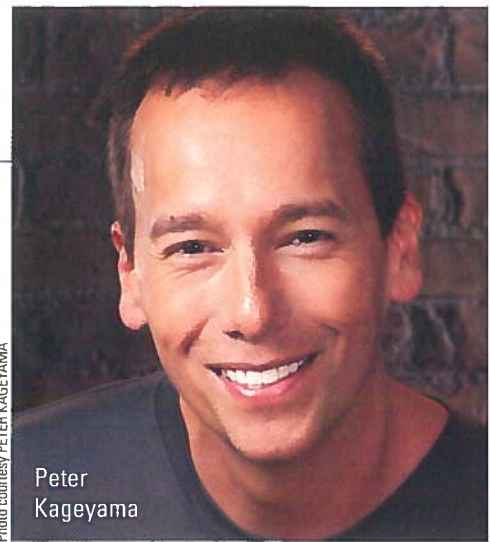
You know that favorite street corner or part of Downtown that just makes you smile when you pass through it, or even entices you to slow down and stop to enjoy it? That's placemaking, and it's not just another pretty face, says internationally known community development consultant Peter Kageyama.

Good placemaking "actually encourages us to come back and linger or shop there, smile and feel good about it, even as we momentarily pass through it," Kageyama says. The emotional attachment placemaking creates

can even elevate a community's ability to attract and retain its desired workforce, he says. As such, placemaking is increasingly recognized by the broader business community as an important economic development tool, he adds.

Columbus' two Downtown-area special improvement districts, Capital Crossroads and Discovery District, featured a keynote by Kageyama during their joint annual meeting in November. He is an Akron native and author of *For the Love of Cities: The Love Affair Between People and Their Places* and a follow-up book, *Love Where You Live: Creating Emotionally Engaging Places*.

Columbus examples of good placemaking range from as large in scope as Easton Town Center to as specific a site as a Jeni's Splendid Ice Creams Scoop Shop. "That's a placemaking institution. I see a line out the door on a summer night," with people then



Peter Kageyama

Photo courtesy PETER KAGEYAMA

taking their treats to a nearby bench or strolling through the adjacent area while they eat, Kageyama explains in an interview before his SIDs presentation.

Placemaking as huge as Easton "is a rare opportunity. Most of the time it is going to be on a very small scale, one building at a time," Kageyama says. "There is something competitive about it as well," he adds. "I'm still in shock every time I go to the Short North because I remember what it was. Now I'm starting to see things

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happen back into the neighborhood.”

Cleve Ricksecker, executive director of Capital Crossroads and Discovery District, sees placemaking as “a form of enlightened self-interest.” Businesses and individuals will pay more “to be in locations that make them feel good, important, inspired,” he says. That’s a reason the SIDs have accented Capital Square with oversize planters designed to complement the Statehouse and are working to improve Lynn and Pearl alleys, “our little piece of Paris,” he says.

Next up—the Discovery District. That SID is holding meetings with area residents, businesses and students, “asking them to tell us how they view and value that neighborhood,” Ricksecker says. Then Columbus urban design firm MKSK will suggest projects to “express those values,” he says.

As an example of a successful placemaking project, Ricksecker points to the Short North arches. “It’s really interesting to see what happens when you celebrate a place. The arches have generated an investment that might not have happened or might have happened more slowly had they not been installed.”

Levy Passage Supports More Tech Ed

Columbus voters have given 37 career-tech programs in Columbus City Schools the chance to double enrollment. That’s especially good news for six construction companies that helped develop a pilot program to boost their pool of work-ready graduates.

In a new report, KidsOhio.org says a construction pilot program in the 2015-2016 school year was deemed a success both by eight participating students and the four companies that hired them as interns. In the current school year, another eight students are enrolled with a goal of increasing that to 24.

A major innovation of the program was to have students spend one week in classes and another week

on job sites, rather than the old model of a half-day in school and a half-day at work, says Mark Real, president of KidsOhio.org.

Six local construction companies partnered with the school district’s Fort Hayes Career Center to develop the pilot program for seniors. Four that brought in the first eight interns were Elford Inc., Mid-City Electric, Bruner Corporation and Corna-Kokosing. The other two companies helping develop the pilot were McDaniel’s Construction and George J. Igel & Company.

A short labor supply for construction trades has been a nationwide problem and a regional concern in recent years. Real says the companies that worked on

the pilot “were very frank about their interest in this. They had a better idea in terms of the immersion on the job site.”

The school district was already hoping to increase students in the construction internship program. Real says career-tech education money in the levy “helped the district keep its promise without having to cut other programs.”

In the KidsOhio.org report, Corna Kokosing Executive Vice President Jim Negron, an early champion for boosting vocational programs, praised the pilot for helping employers as well as kids. “We need to make sure both students and people on the business side get the right training,” Negron says.

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