

# TRANSFORMATIVE PLACEMAKING

## EXPANDING OPPORTUNITIES FOR PEOPLE AND PLACES



ANNE T. AND ROBERT M. BASS CENTER FOR  
**TRANSFORMATIVE PLACEMAKING**

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# **Our Mission:**

**The Anne T. and Robert M. Bass Center for  
Transformative Placemaking** inspires public,  
private, and civic sector leaders to make  
transformative place investments that generate  
widespread social and economic benefits.



# Why transformative placemaking?

-  **New technologies, demographic trends, and economic shifts are altering needs and demands for place**
-  **These trends have yielded positive impacts but are still leaving too many people and places behind**
-  **Communities need to invest in transformative, place-based solutions**

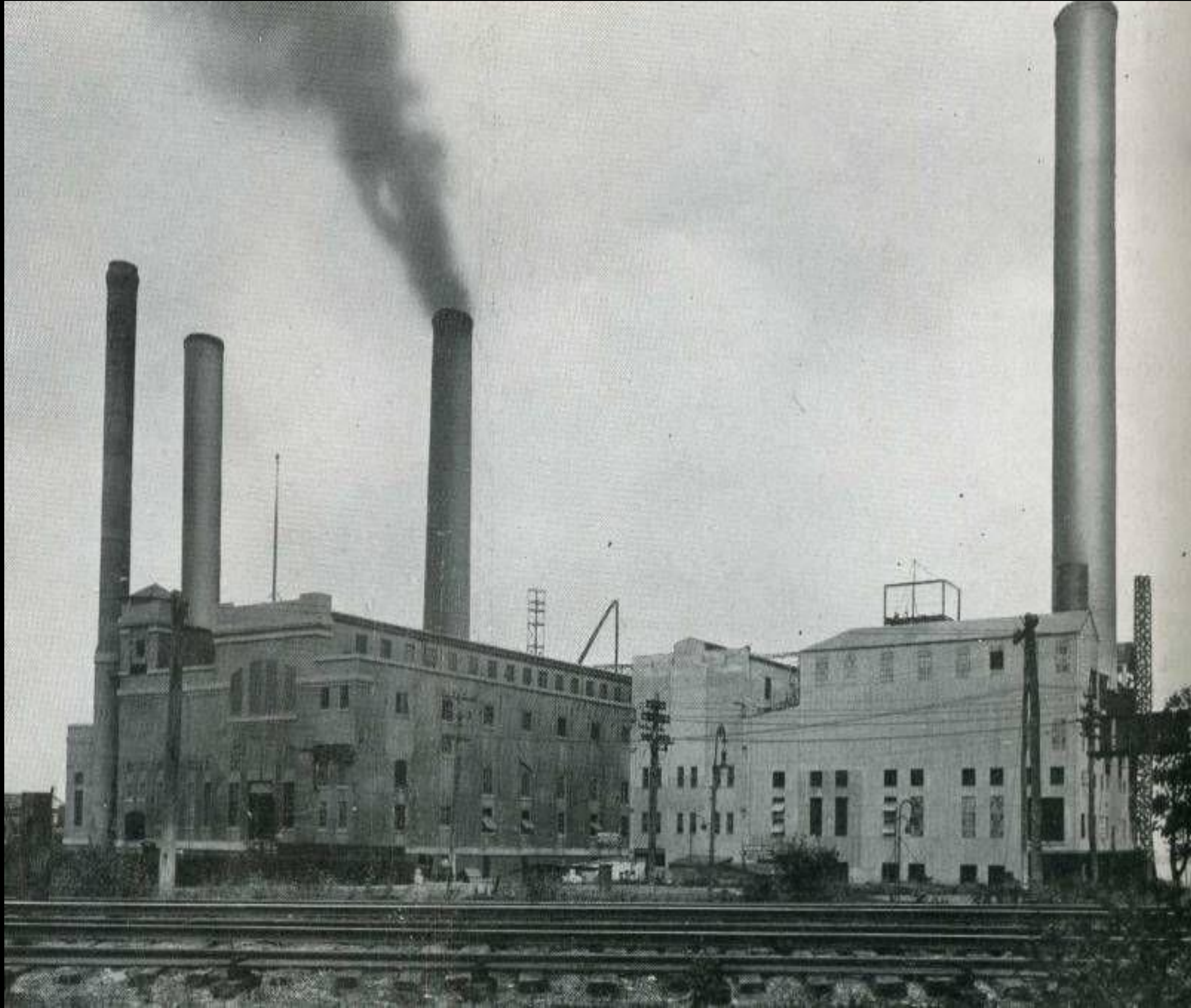


 **New technologies, demographic trends, and economic shifts are altering needs and demands for place**





# The relationship between place and economy is constantly evolving





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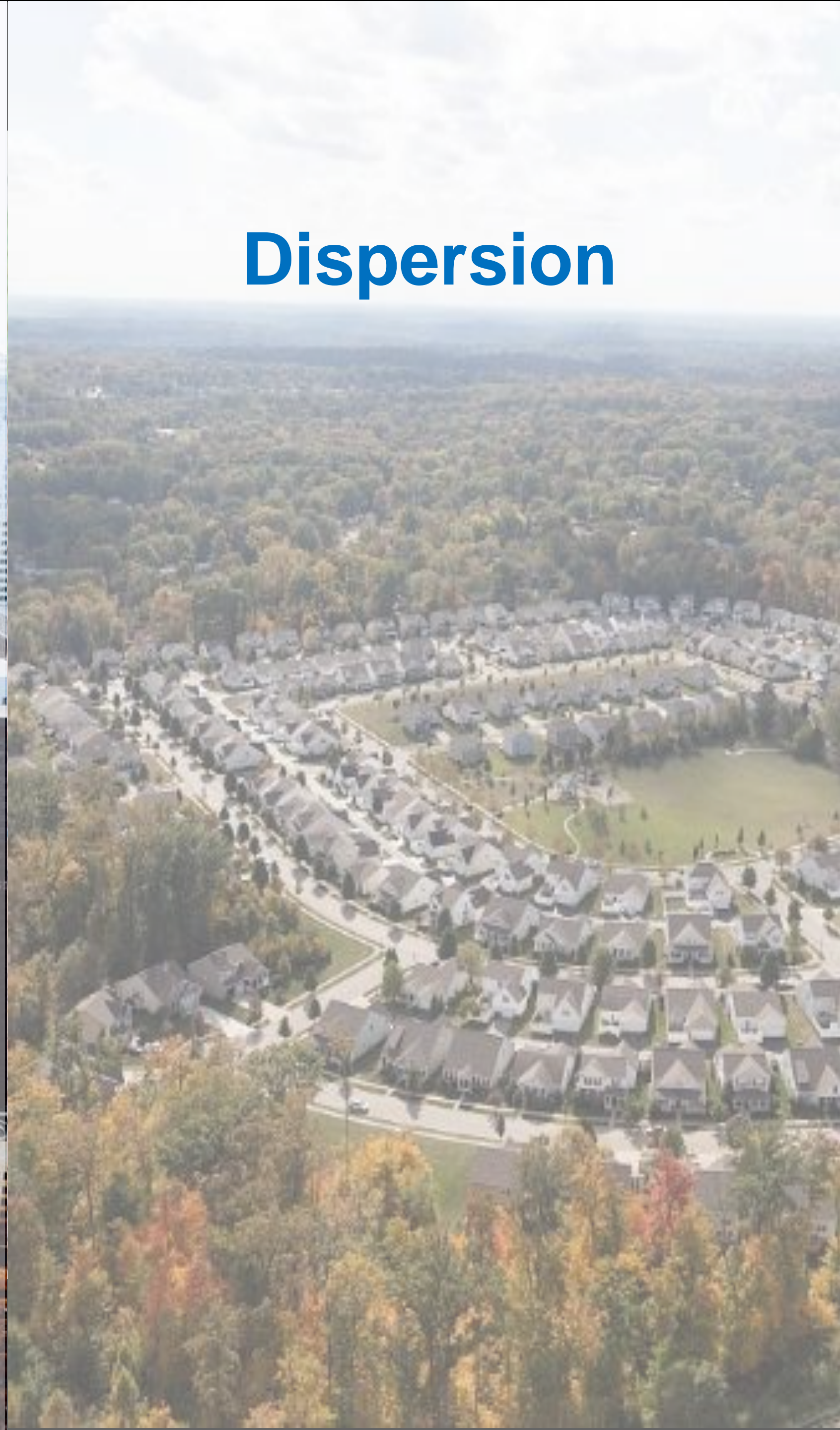




# Concentration



# Dispersion



# Segregation



Source: Brookings, "Metro areas are still racially segregated," Jenny Schuetz, 2017



# The digital revolution is impacting economic growth and development





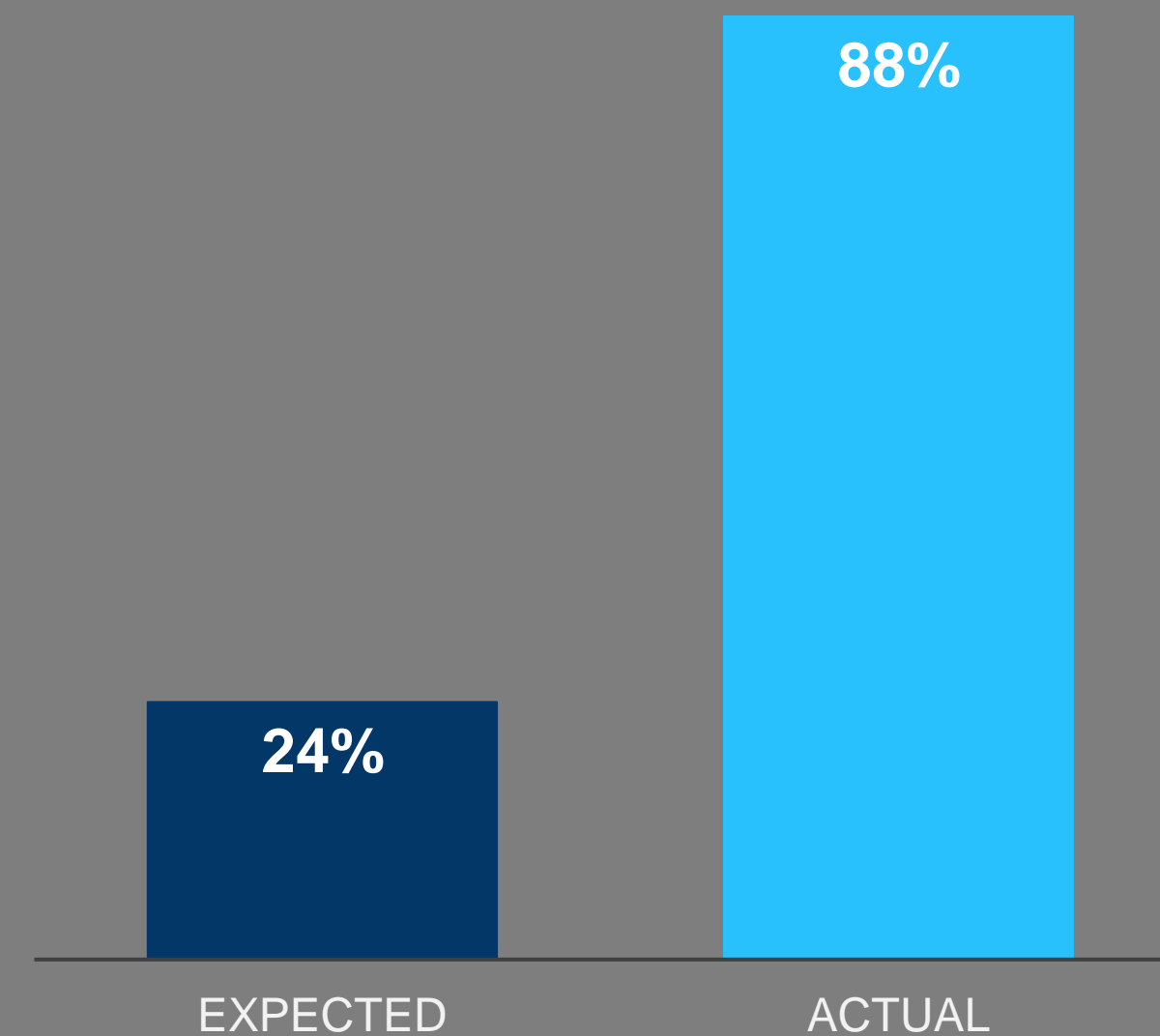
# The digital revolution is impacting economic growth and development

## Collaborative

## Online

## Flexible

Expected vs. actual change in job density around jobs in information sector, 2004 - 2018



Source: Brookings analysis of Census LEHD Origin-Destination Employment Statistics

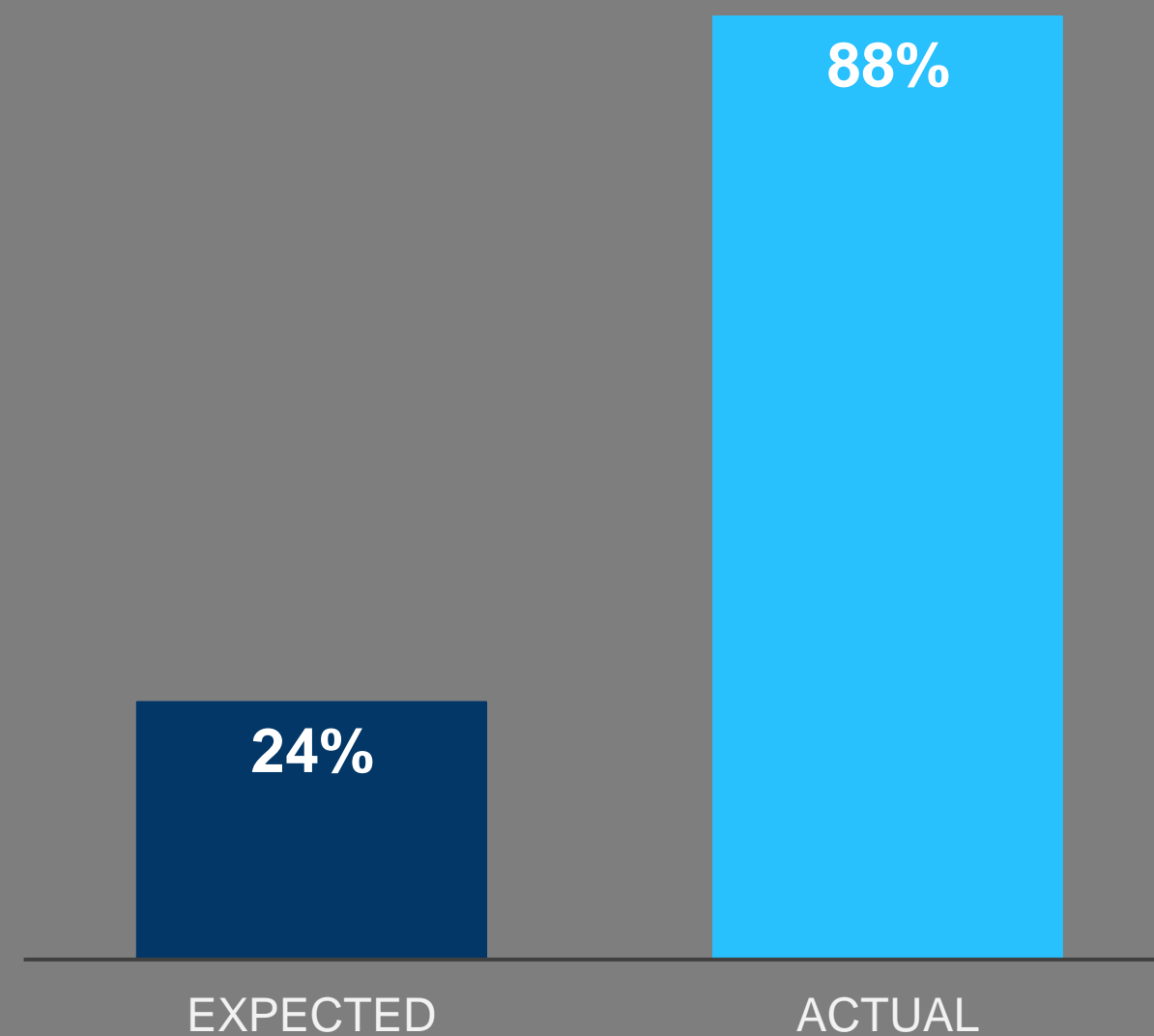




# The digital revolution is impacting economic growth and development

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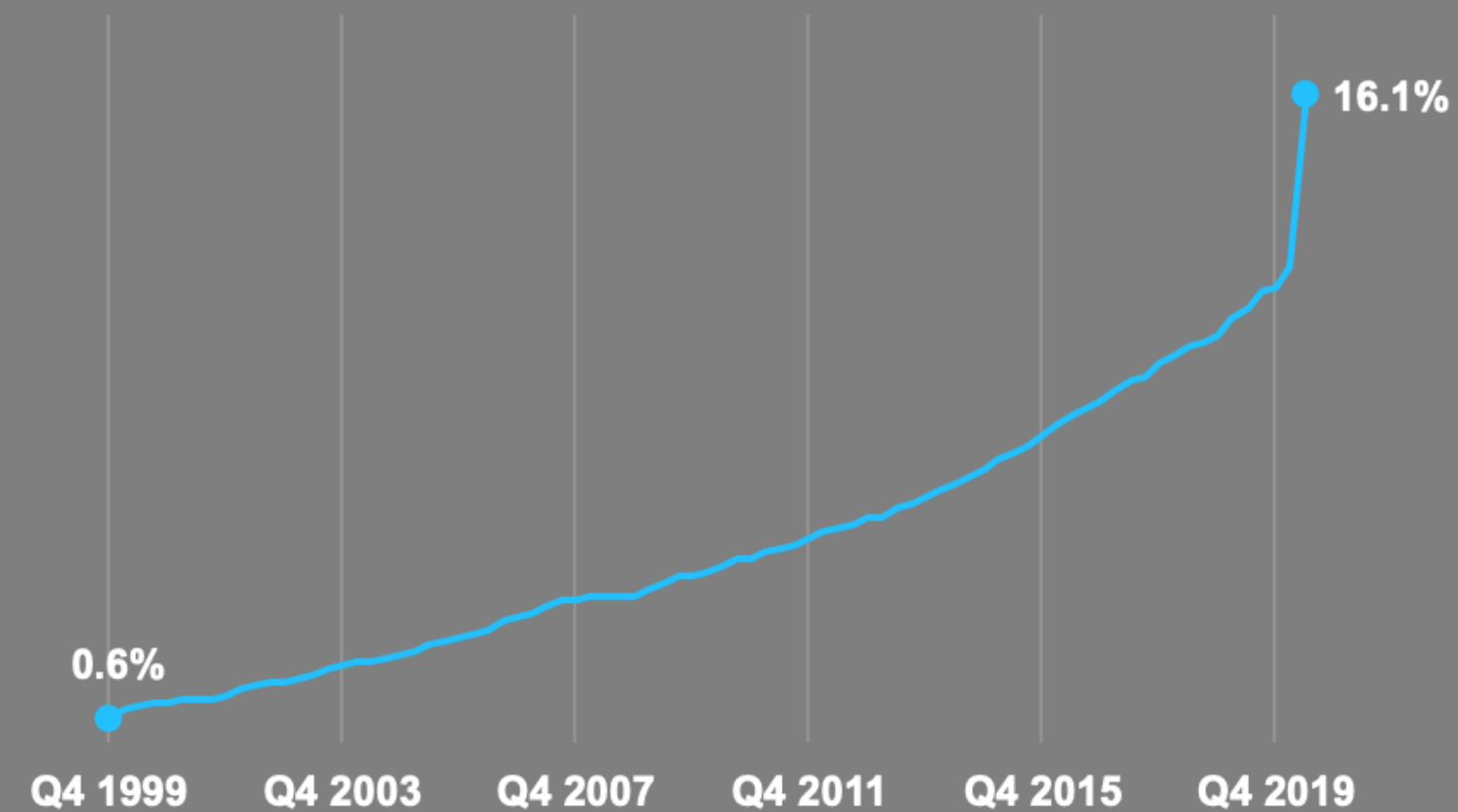
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## Online

E-commerce retail sales as a percent of total sales, 1999 - 2020



Source: Brookings analysis of U.S. BLS Data via FRED

## Flexible

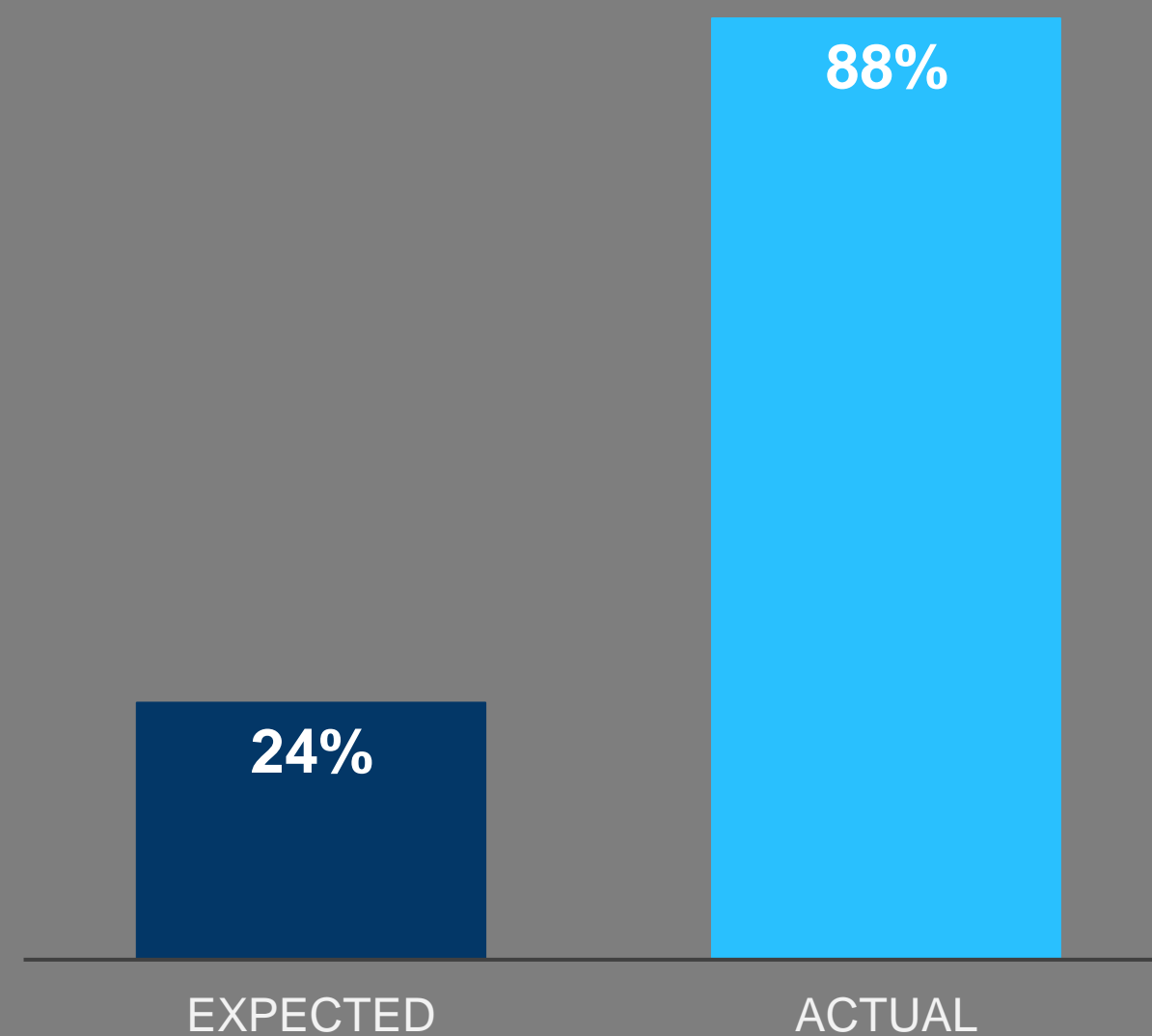




# The digital revolution is impacting economic growth and development

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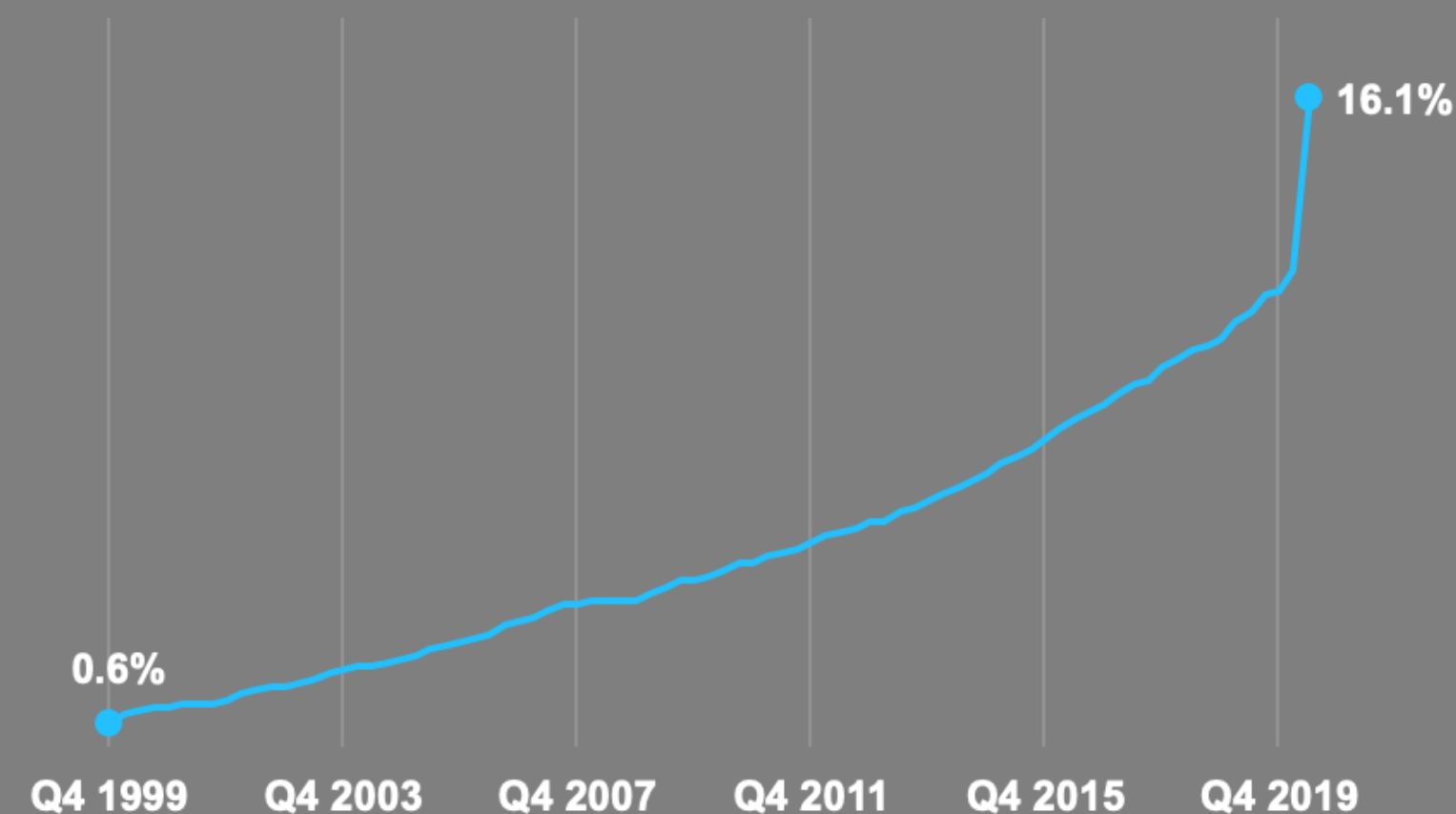
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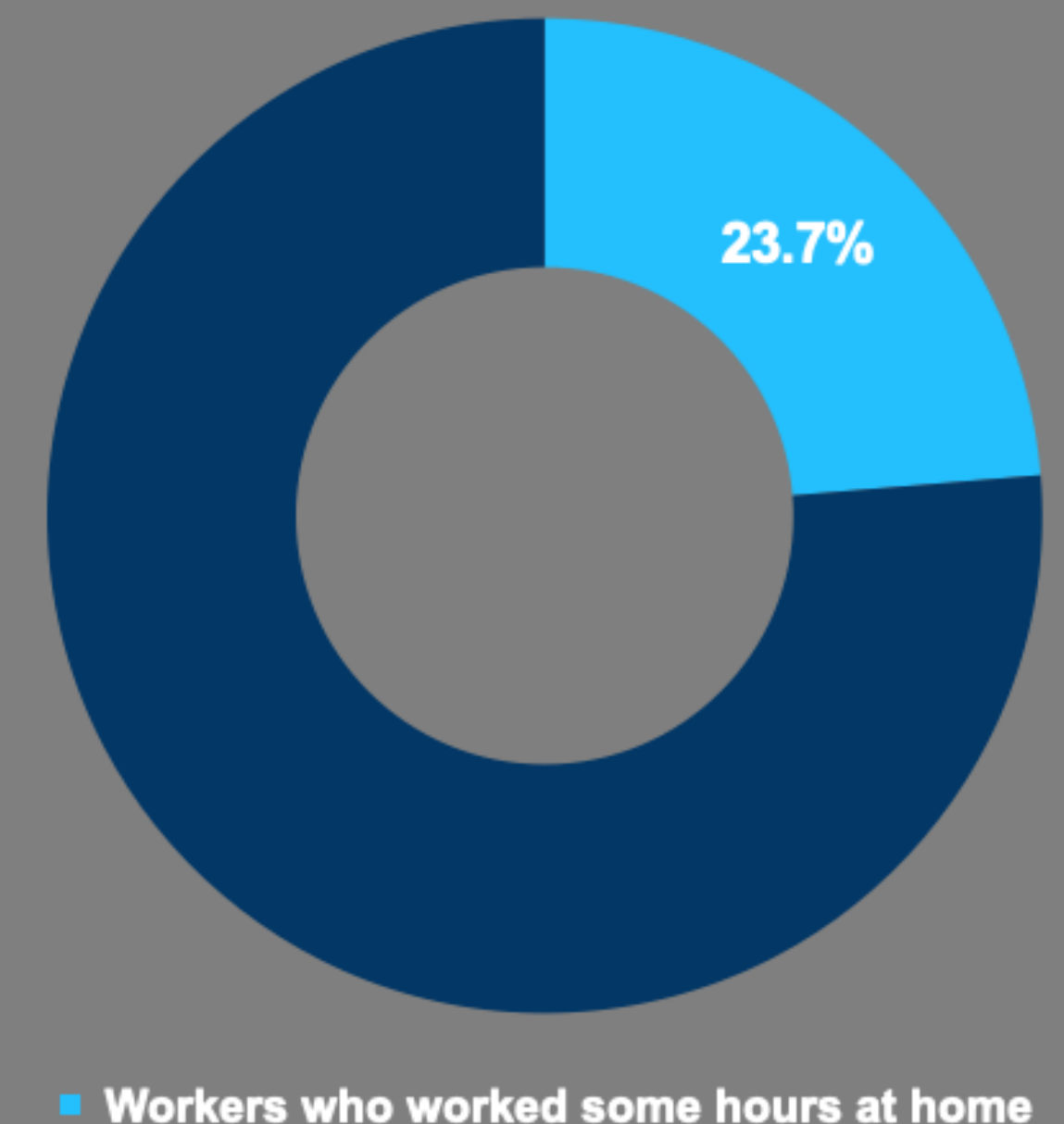
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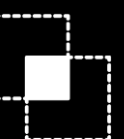
Source: Brookings analysis of U.S. BLS Data via FRED

## Flexible

Share of workforce who worked some hours at home, 2018



Source: Brookings, "COVID-19 makes the benefits of telework obvious," 2020





Our demographic revolution is driving  
new demands for where people live, work and play



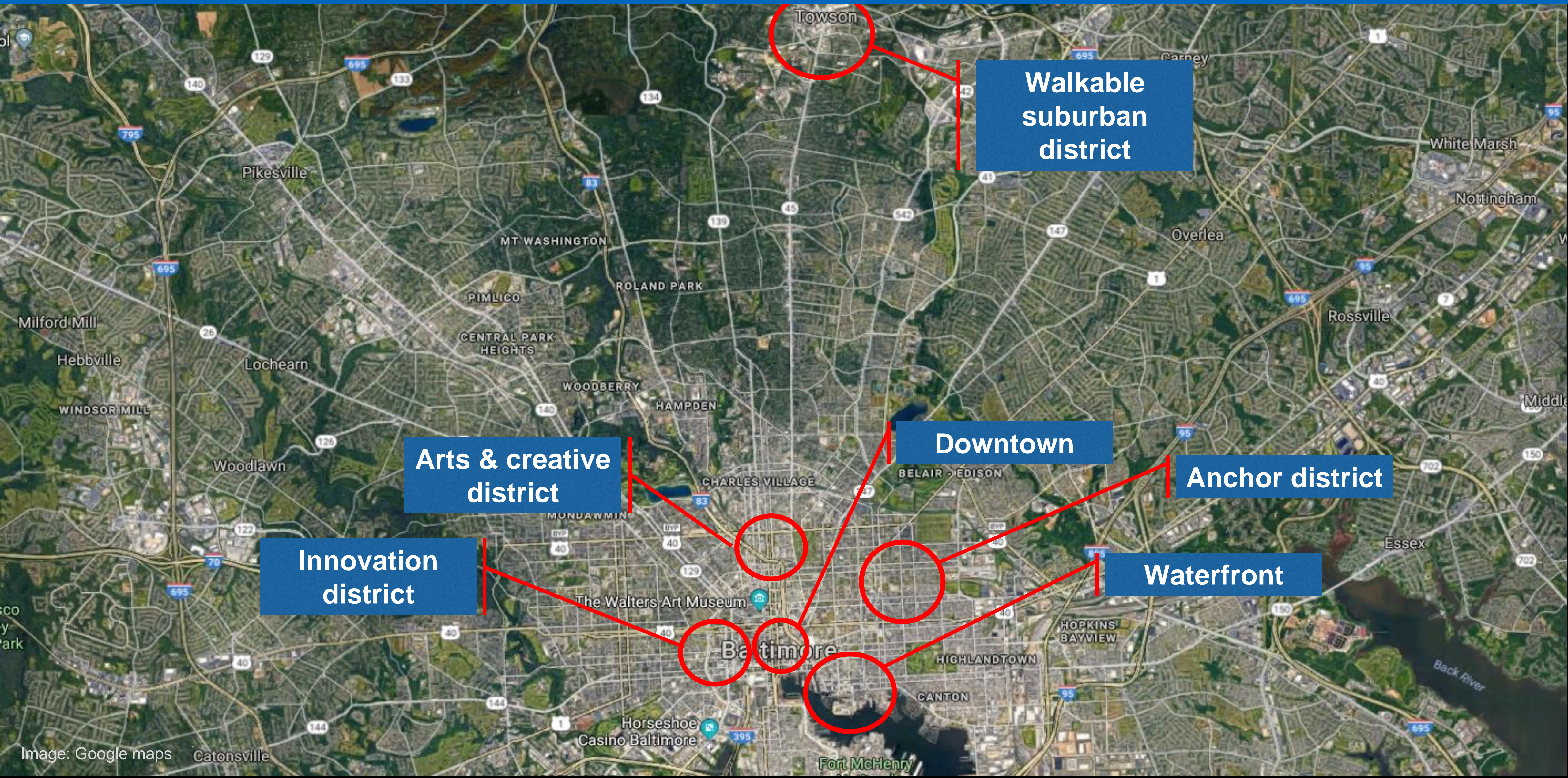


 **These trends are yielding positive impacts  
but are leaving too many people and places  
behind**





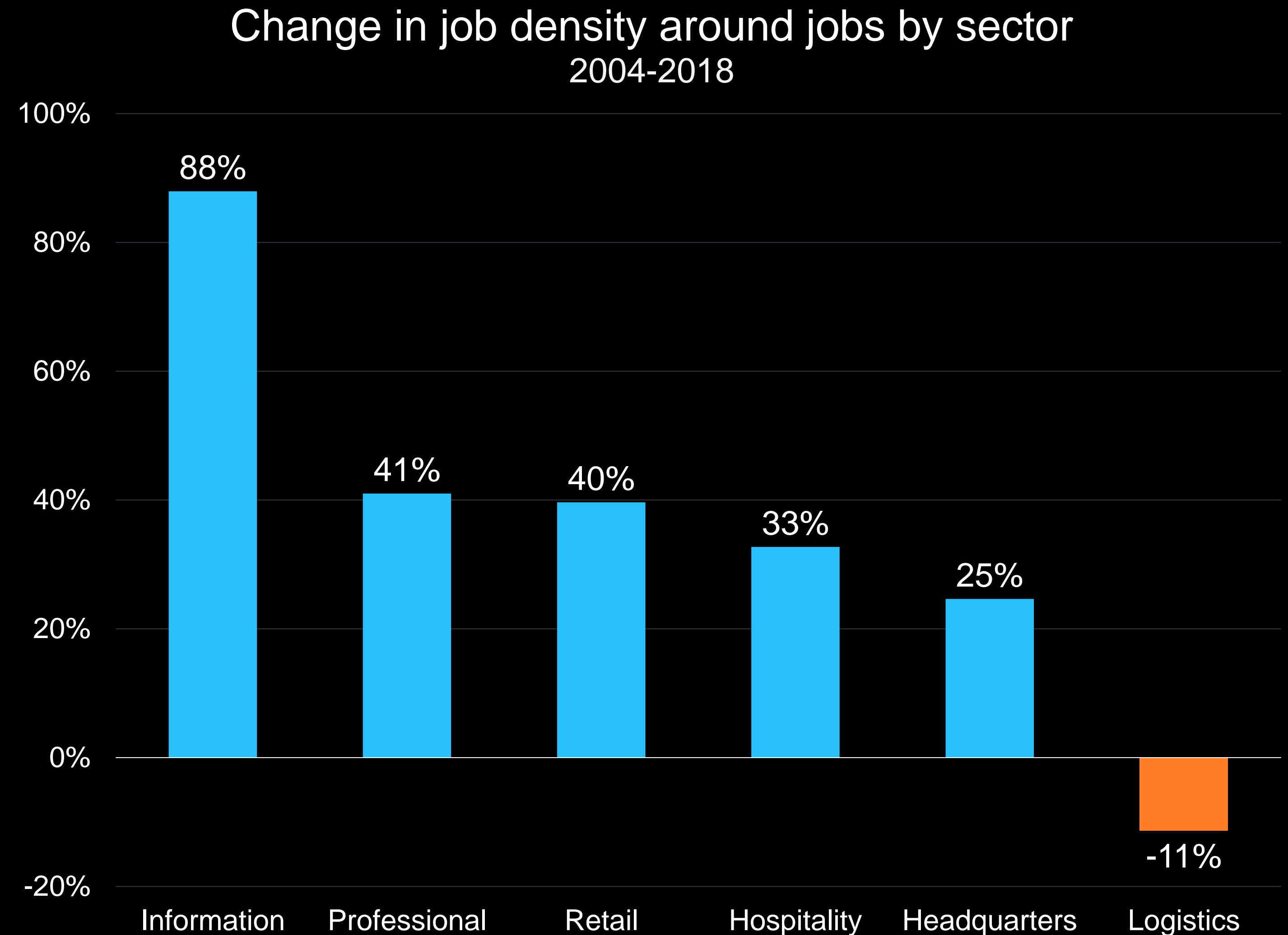
# Market and demographic trends are yielding positive impacts





# Demand for density is increasing

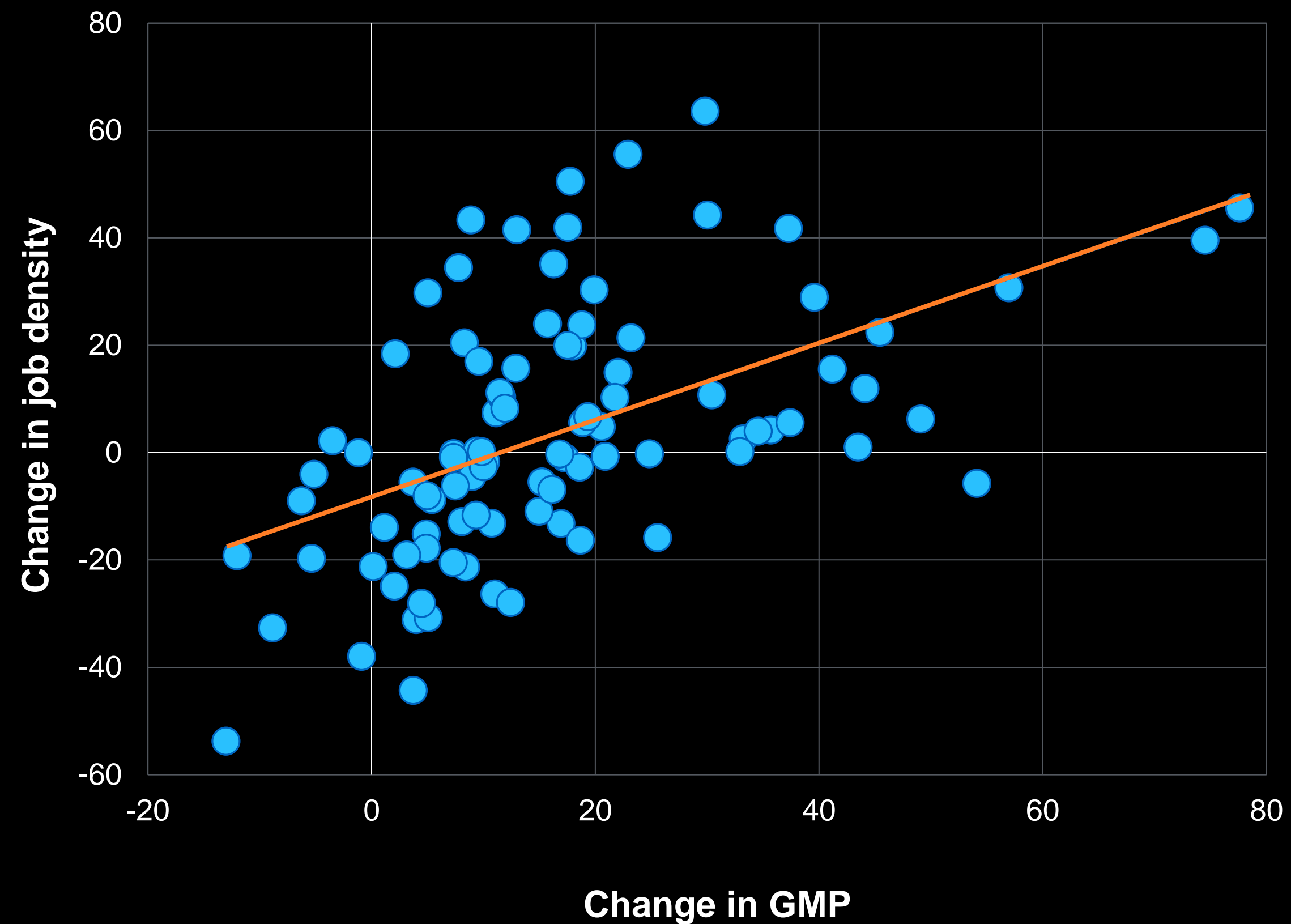
The information sector,  
particularly, is demanding  
**density and proximity**





# Job density = Better economic performance

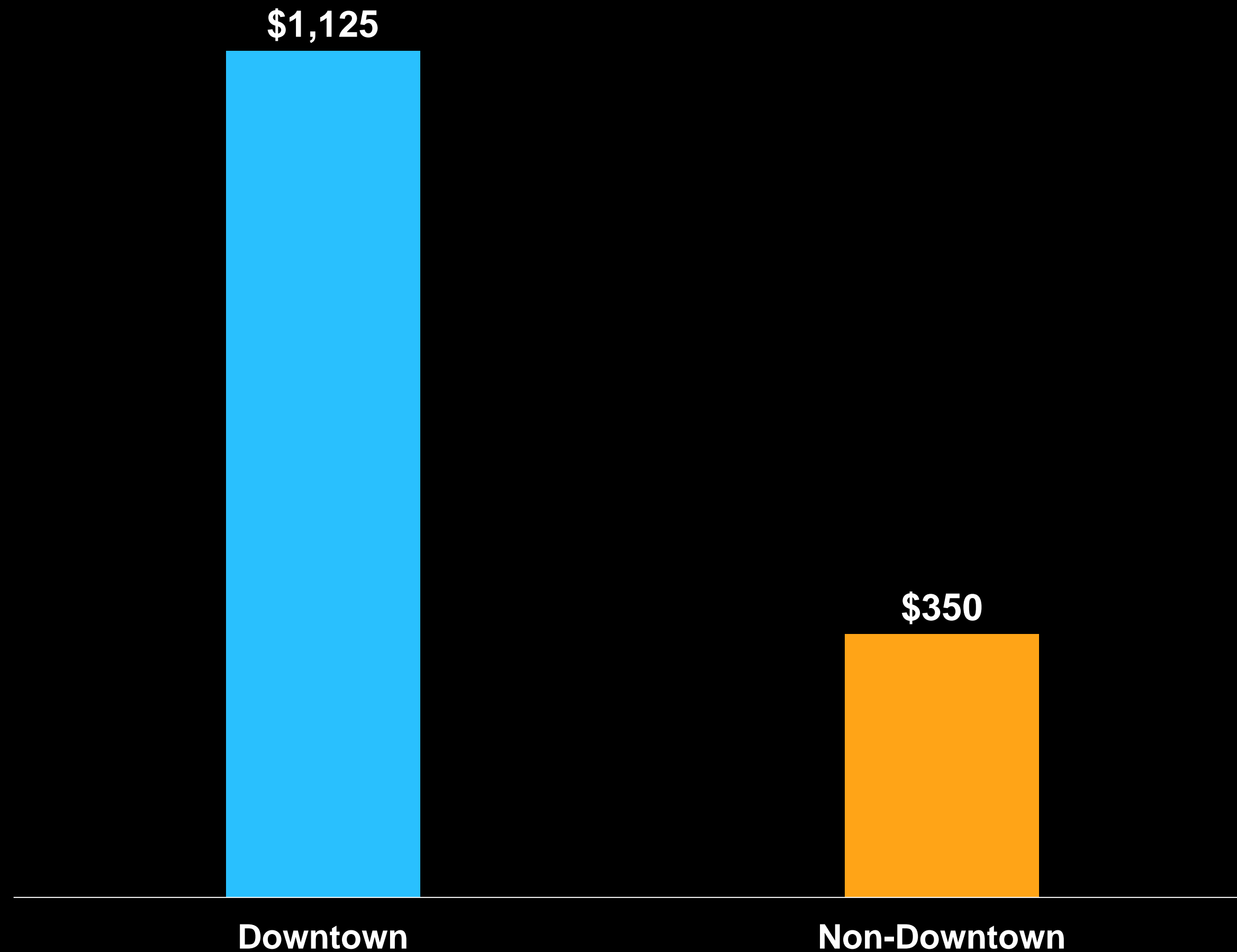
Job density correlates with higher GMP





# Dense location = Greater innovation

Gross licensing income per student,  
2013-2015



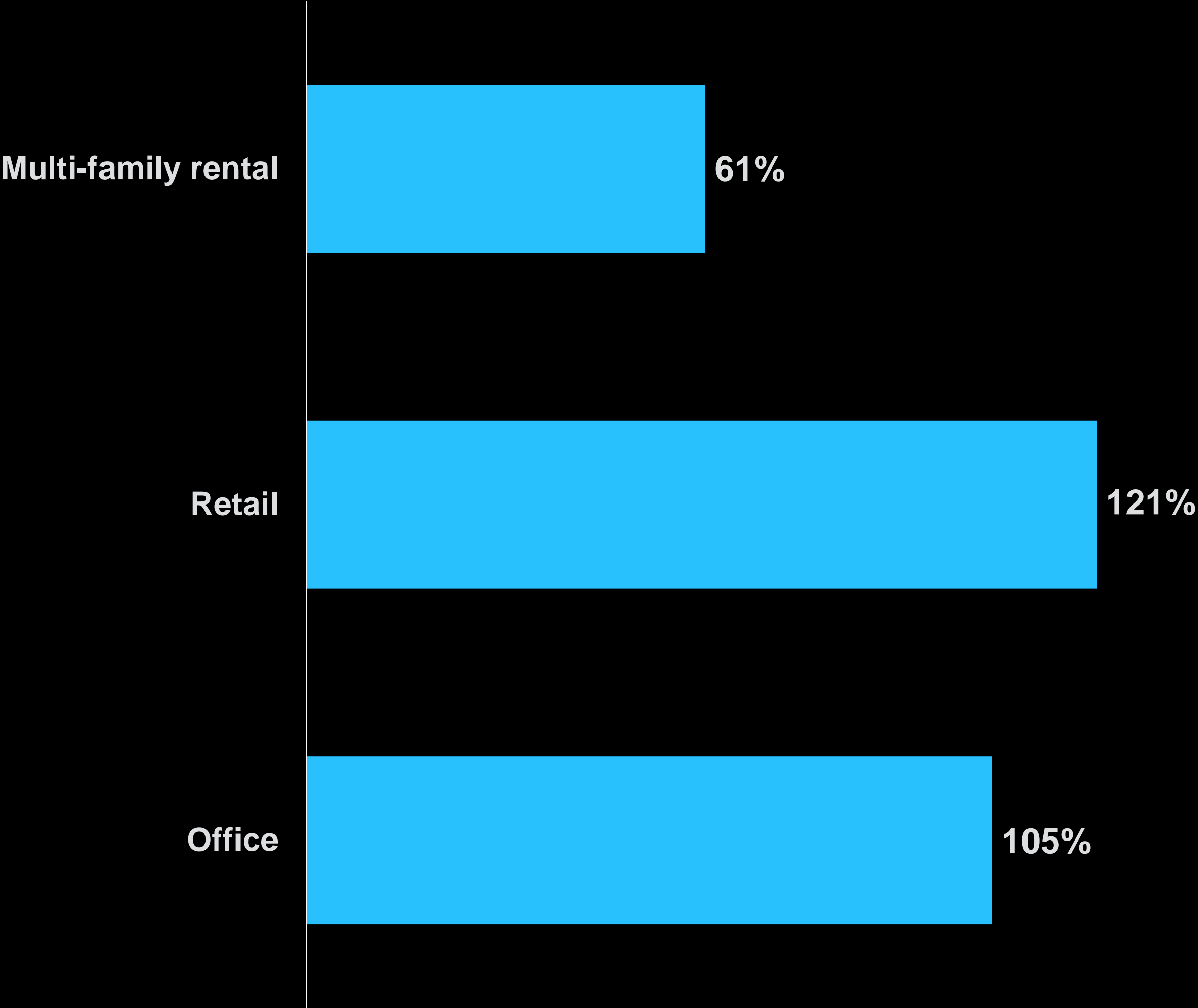
**Downtown** universities:

- disclose **123%** more inventions
- create **71%** more startups

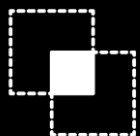




# Walkability = Rent premiums (and social, health, environmental benefits)



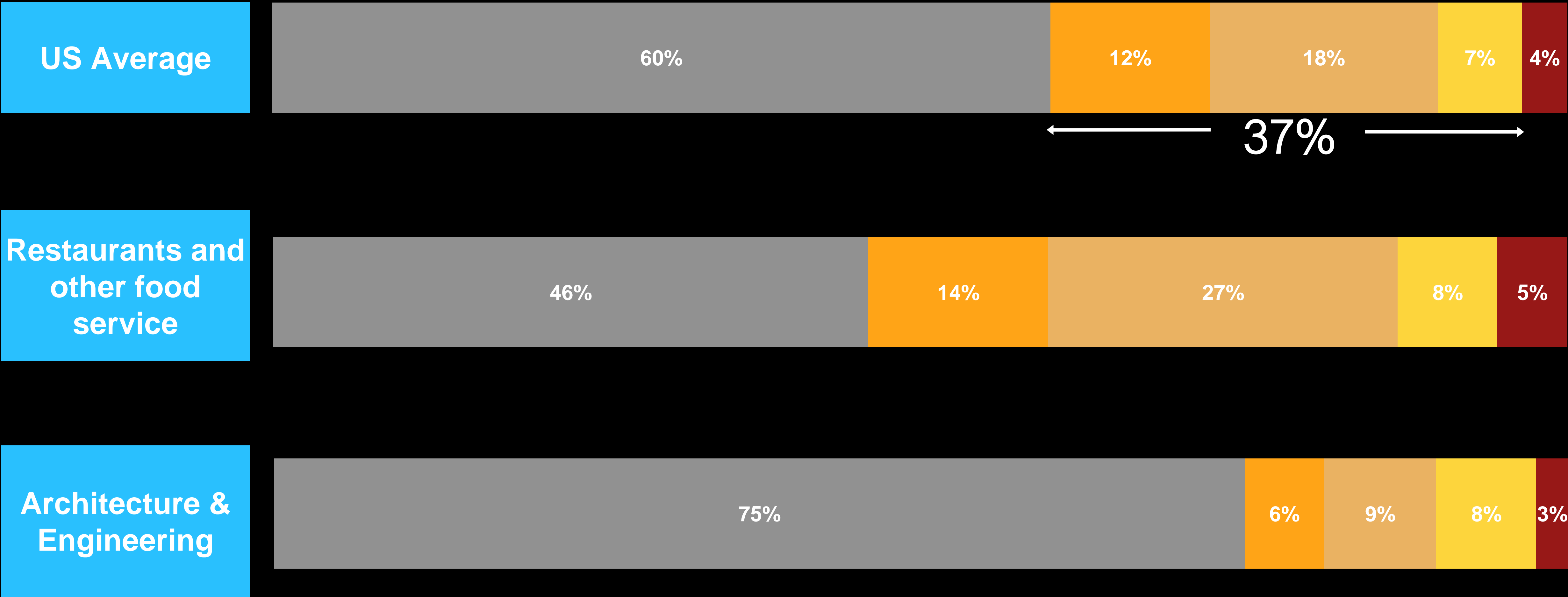
Source: George Washington University, "Foot Traffic Ahead," 2019





# The knowledge economy is favoring some workers over others

■ White ■ Black ■ Latino ■ Asian ■ Other



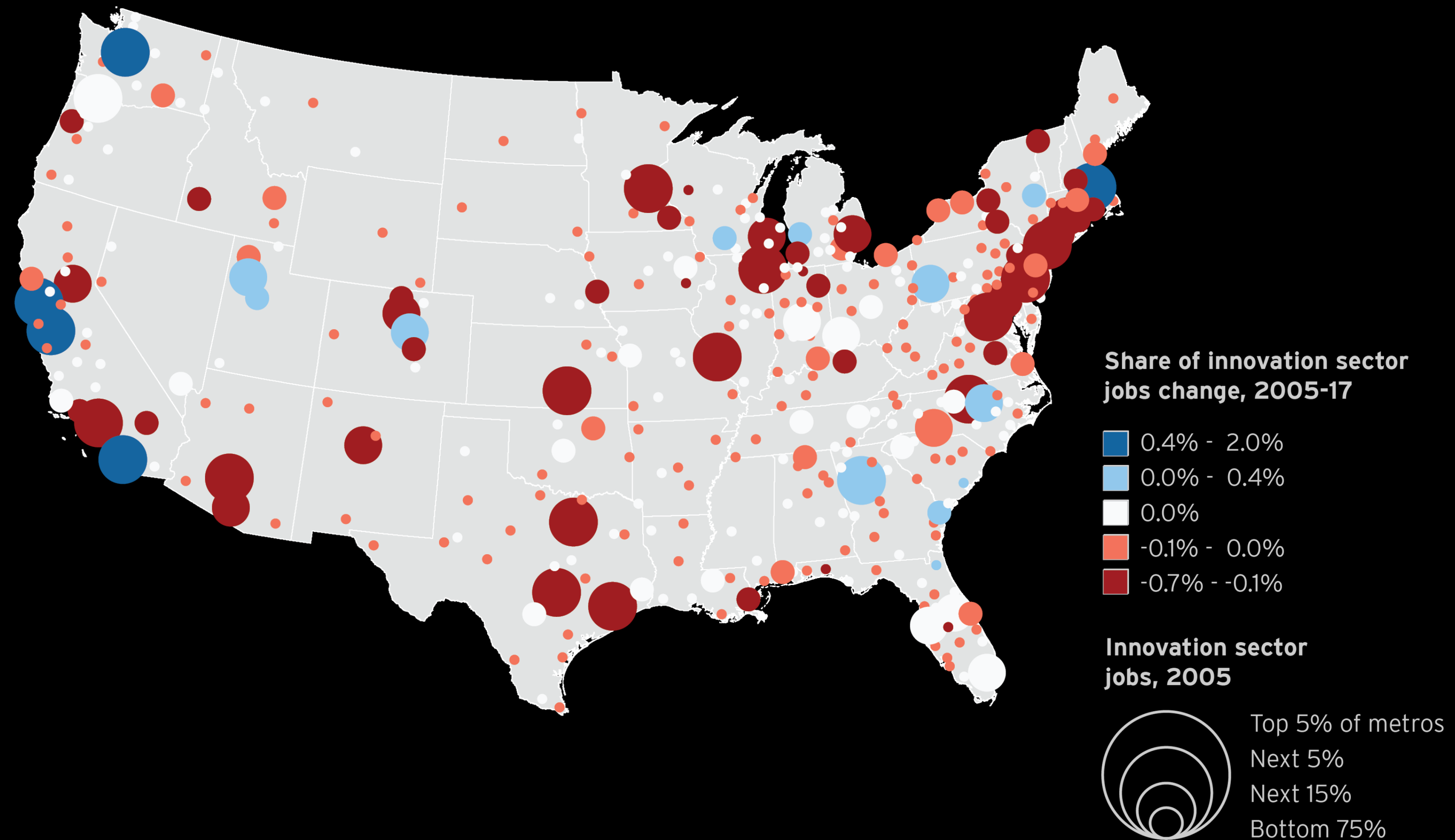
Source: Brookings analysis of 2019 CPS Labor Force Statistics





# The knowledge economy is rewarding large places

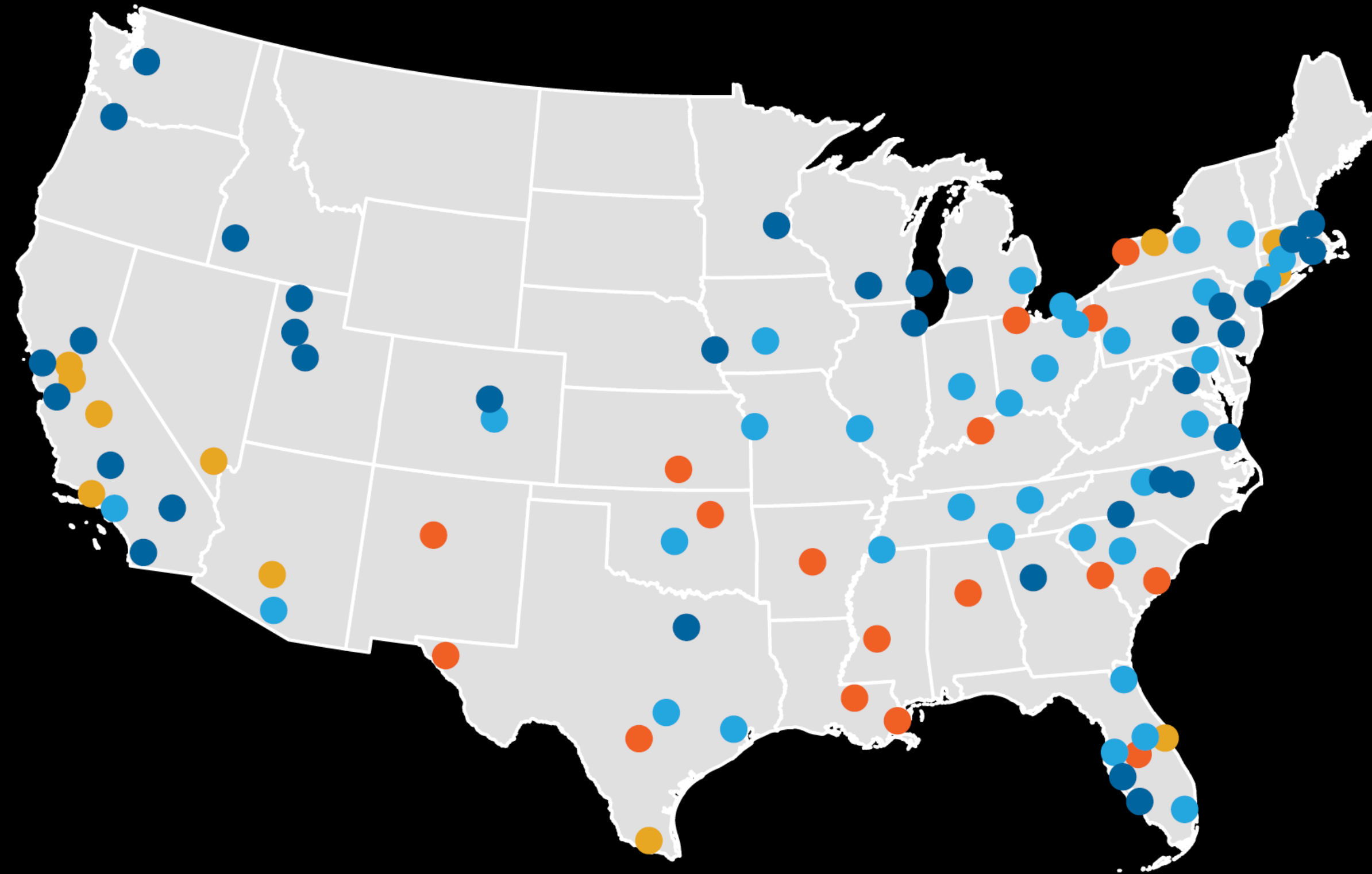
Since 2005, just **5**  
“**superstar**” **metro** areas  
accounted for **90%** of all US  
job growth in **innovation**  
sector





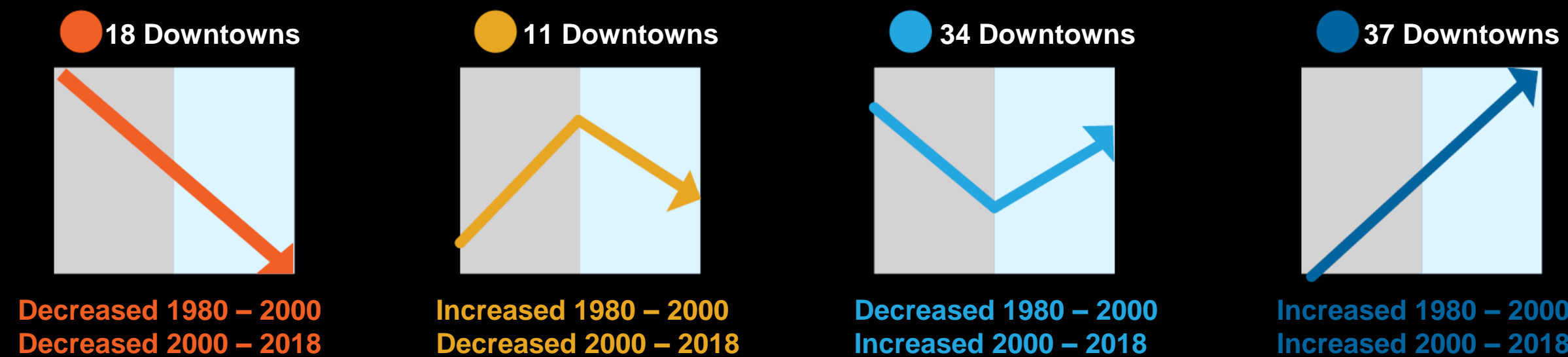
# The knowledge economy is rewarding large places

Downtown population growth, 1980 to 2018, 100 metropolitan areas



Prior to the pandemic, **growth had been concentrating downtown**

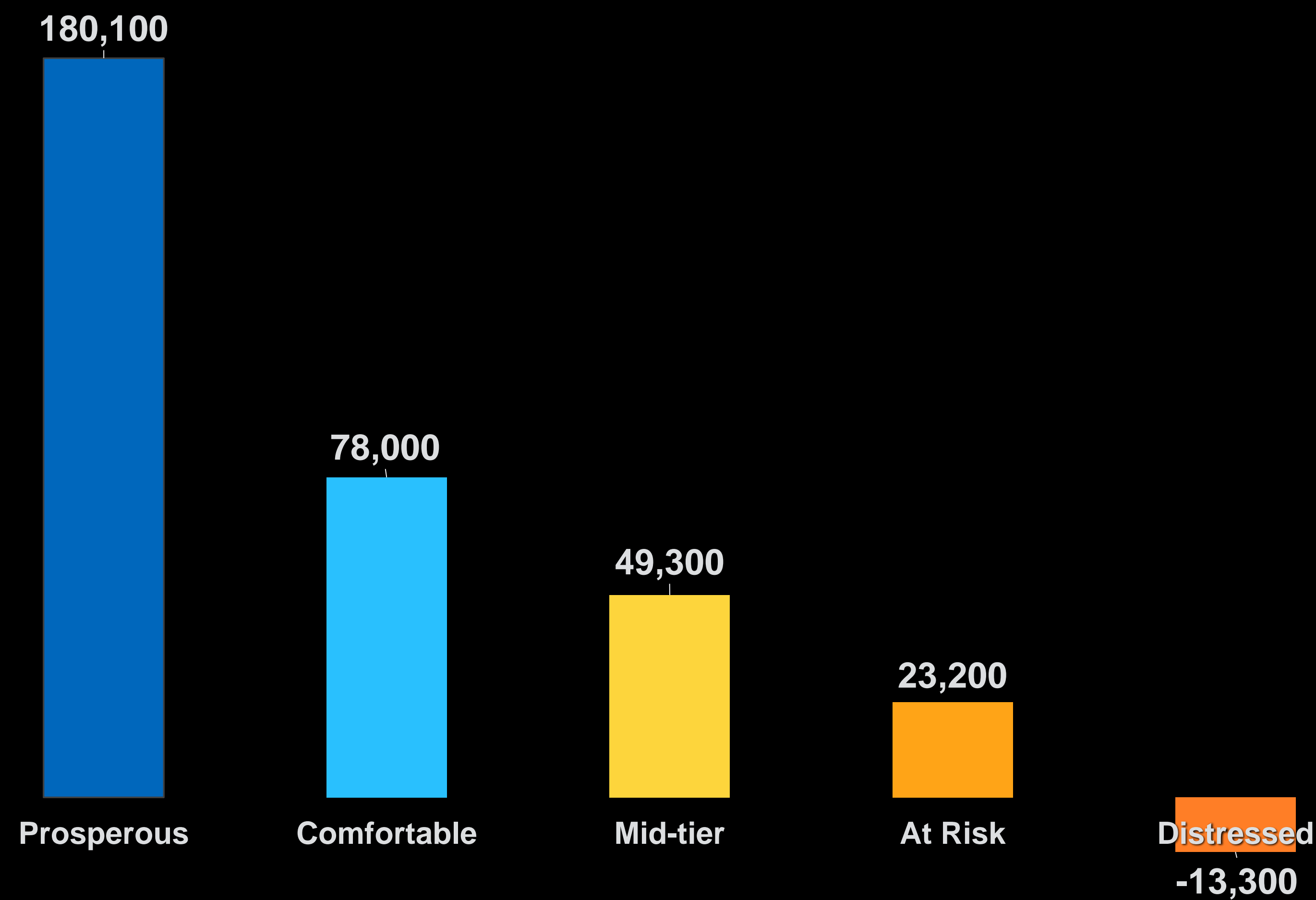
But big city downtowns on the coasts (and select downtowns in the Midwest and South) had been experiencing the most growth.





# Places of concentrated advantage and disadvantage exist within regions

Increase in business establishments  
between 2012 and 2016



**Prosperous** zip codes  
accounted for  
**54%** of new businesses  
during recovery from the  
Great Recession

Source: Economic Innovation Group, "Distressed Community Index," 2018





# Places of concentrated advantage and disadvantage exist within regions

	Low Income Community (LIC) tracts	Tracts with no high- need designation
% in service occupation	19.1% (+1.2%)	10.9% (-7%)
% with no Internet access	22.9% (+7.1%)	10.7% (-7%)
% owner occupied	49.4% (-14.4%)	74.6% (+10.8%)

Across various  
measures of need,  
**disadvantage  
concentrates** in low-  
income tracts

Source: Brookings analysis of U.S. Census Bureau’s 2014-2018 ACS 5-year estimates

Difference from U.S. average shown in parentheses.



# Places of concentrated advantage and disadvantage exist within regions


	Low Income Community (LIC) tracts	Tracts with no high-need designation
% White	44.7% (-16.4%)	72.2% (+11.1%)
% Black	20.3% (+8%)	6.8% (-5.5%)
% Hispanic/Latino	26.9% (+9.1%)	11.6% (-6.2%)

Advantage disproportionately concentrates in **white communities**, while disadvantage concentrates in **communities of color**.

Source: Brookings analysis of U.S. Census Bureau’s 2014-2018 ACS 5-year estimates

Difference from U.S. average shown in parentheses.



 **Communities need to invest in  
transformative, place-based solutions**





# What sets transformative placemaking apart?

- **Scope:** Investments not only to create high quality places, but to support regionally significant communities that generate broad-based and locally-led prosperity.
- **Scale:** Investments not only in lots or blocks, but in hubs or "districts" where economic, physical, and civic assets cluster and connect





# ...and integrated approach

## **Economic ecosystem**

Helps nurture an economy that is regionally connected, innovative, and rooted in the assets of local residents and businesses

## **Civic infrastructure**

Encourages civic structures that are locally-organized, inclusive, and support network building

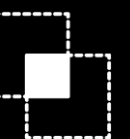


## **Built environment**

Supports a built environment that is accessible, flexible, and advances community health and resiliency

## **Social environment**

Fosters a vibrant, cohesive social environment that is reflective of community history and identity





# For example:

## Chattanooga, TN



### Supporting digital inclusion by:

- Investing in skills training, devices, and internet service
- Offering small business support programs
- Developing flexible public spaces and programming

## Memphis River Parks



### Increasing connectivity between neighborhoods by:

- Defining pedestrian and cycling corridors
- Using a long-overlooked park as an anchor for new neighborhood investment





# For example:

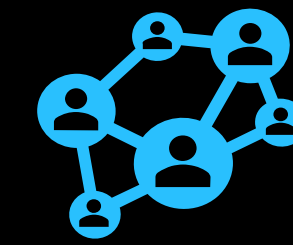


## University City District, Philadelphia



### Creating inclusive public spaces by:

- Tracking who utilizes the public space
- Offering more diverse and relevant programs
- Highlighting the role of underrepresented members of the community

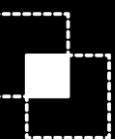


## 11<sup>th</sup> Street Bridge Park, Washington, DC



### Encouraging locally-managed civic infrastructure by:

- Offering Community Leadership Empowerment Workshops
- Providing resources to develop inclusive plans
- Adapting its development plan to reflect residents' needs





# Integrated approach

## **Economic ecosystem**

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# Transformative placemaking requires **new** ...



**Knowledge**



**Policies &  
investment  
strategies**



**Practices  
& tools**





# Transformative placemaking requires **new** ...



## Knowledge

- **Where are economic, physical, social, and civic assets clustered?**
- **What varied and unique roles do these hubs play in the regional economy?**
- **How should this inform where and how to prioritize economic development, infrastructure, and placemaking investments in the region?**





# Transformative placemaking requires **new** ...



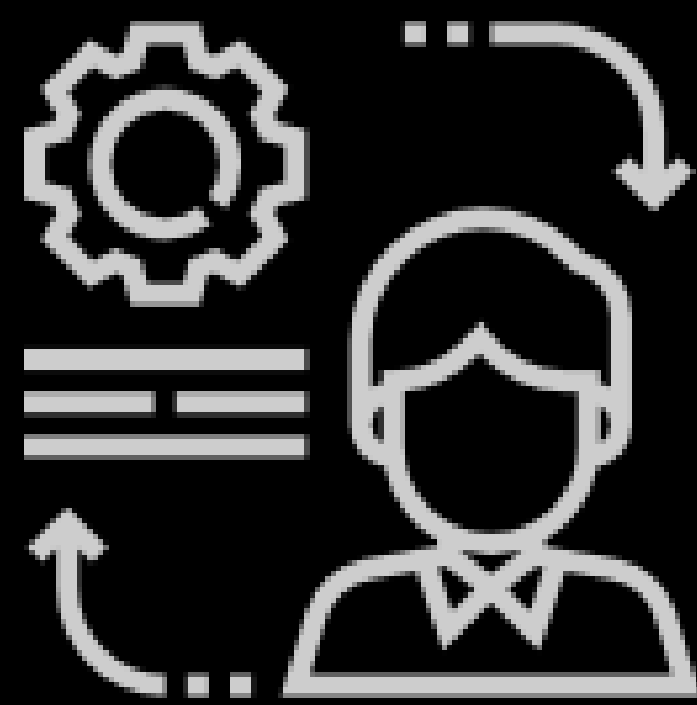
## **Policies & investment strategies**

- **How do we revamp outmoded land use policies to support dynamic economic hubs instead of auto-dependent sprawl?**
- **How can transportation investments be targeted to create more walkable, bikeable, and connected hubs?**
- **How can economic development investments be more intentional and less reactive to the latest new program or windfall opportunity?**





# Transformative placemaking requires **new** ...



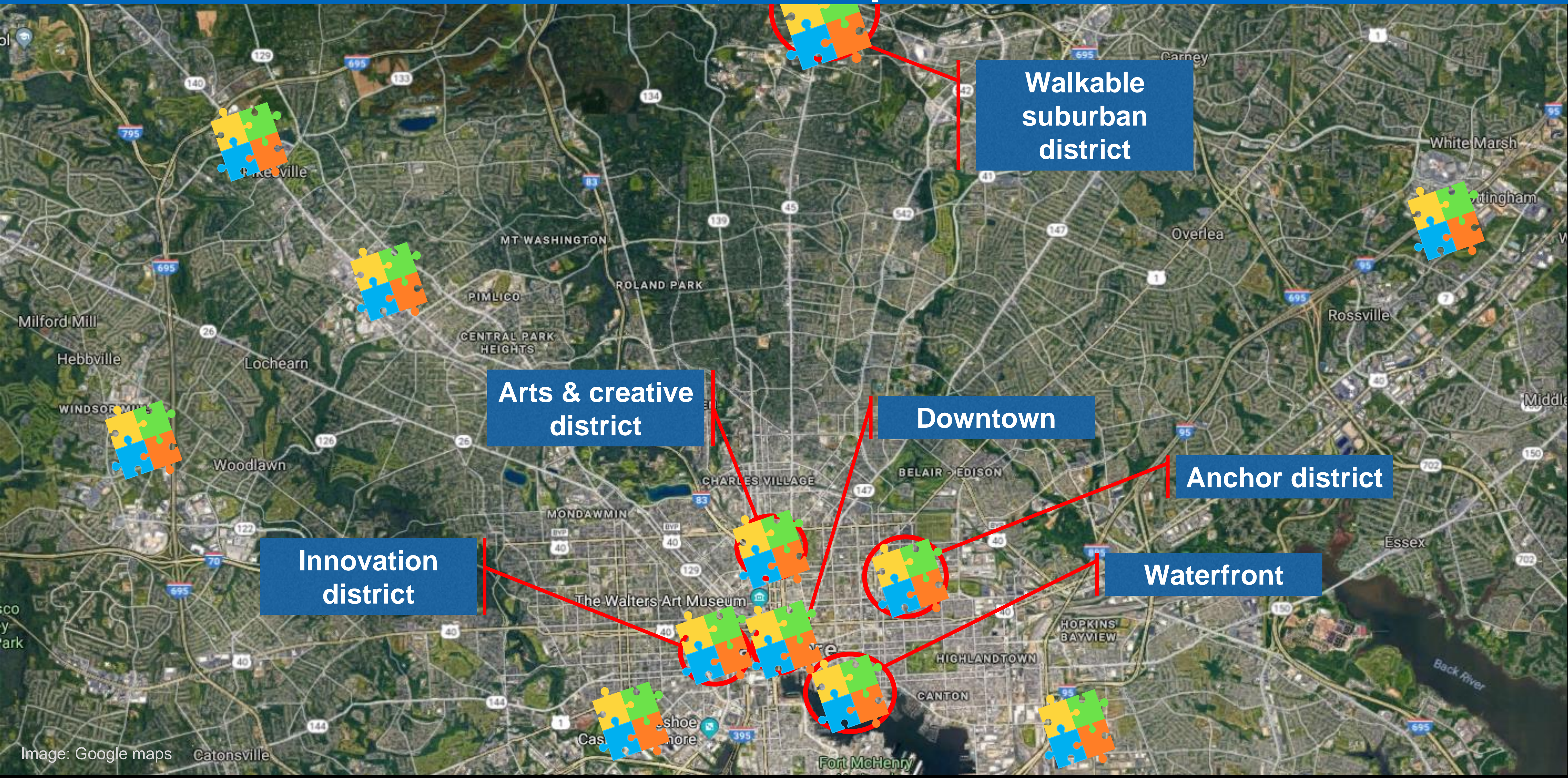
**Practices  
& tools**

- How do you adapt and design transformative placemaking practices that help grow connected, vibrant, and inclusive places?
- How do you build the capacity of place governance organizations to drive these outcomes?





# Scaling transformative placemaking will make regions more prosperous, resilient, and equitable





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