

Place Led Economic Development: Supporting Competitive Communities

Fairfax County Economic Advisory Commission

October 18, 2022

Presented by the Fairfax County Department of Economic Initiatives





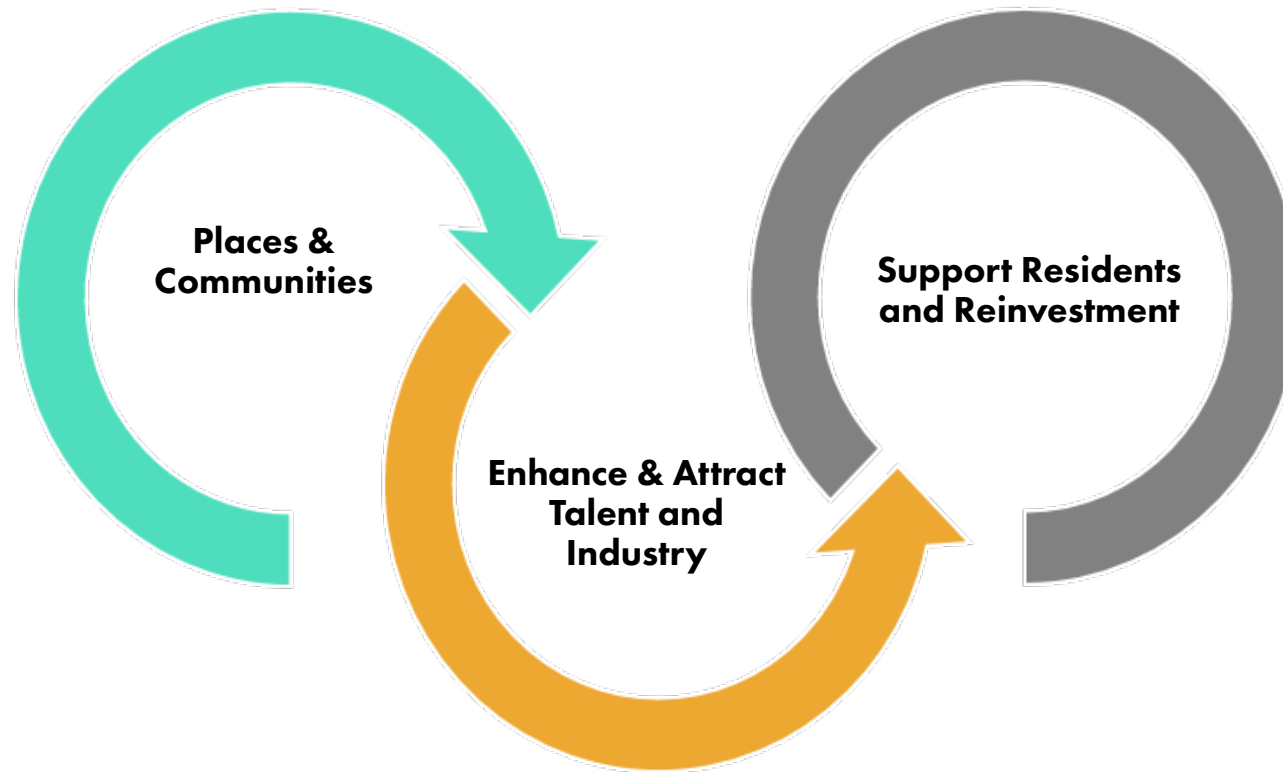
Agenda & Goal

- 1. EAC challenge: How to create economically vibrant places where businesses thrive?**
- 2. Validate aspects of place led economic development**
- 3. Gaps & Recommendations**
- 4. Discussion & Feedback**

Our Goal Today: Identify future actions for place-led economic development efforts



► Place Led Economic Development



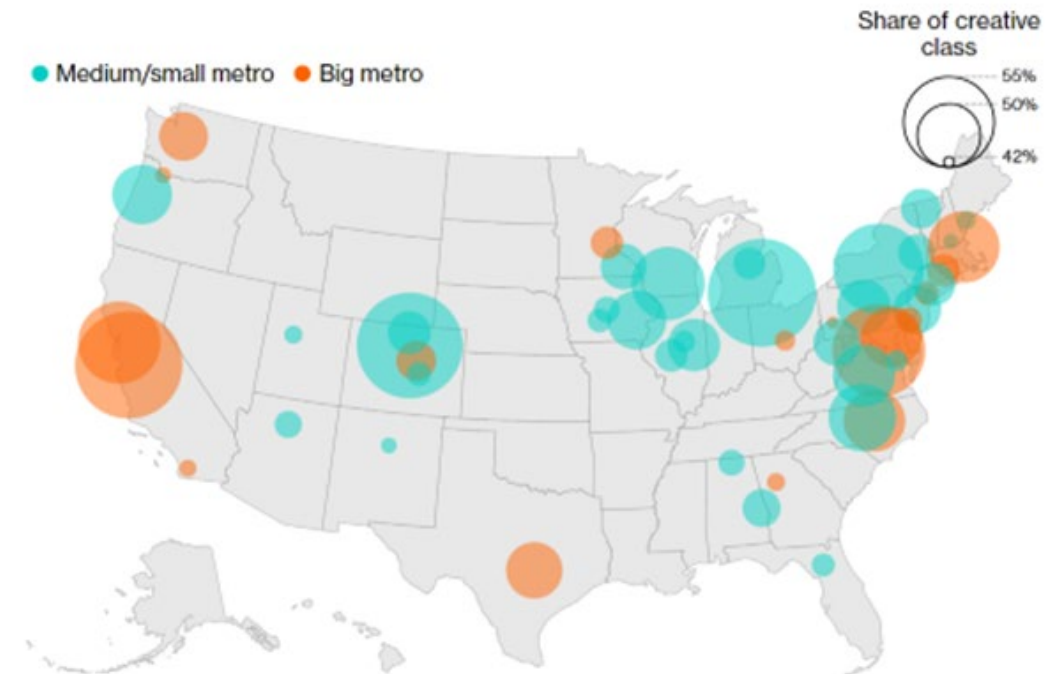
► Fierce Competition - Nationally

**Places support and attract
people → business follows**

- **Workers are increasingly choosing smaller and medium-sized metros**
- **Unique bundles of amenities continue to be attractive to workers, residents, and visitors**

Top 50 Metro Areas for Creative Class Work

Share of the workforce in knowledge, professional and creative class occupations, as of 2019.



Source: U.S. Census Bureau
Note: Big metros have over 1 million residents

► Fierce Competition - Regionally

Investments are taking place across the region:

Washington D.C.

- **31 specific place-based entities**
- **\$60M+ annually in place-led economic development entities**

Arlington County

- **10 neighborhoods promoted**
- **5 special community funds totaling \$12M (FY2023 revenues)**

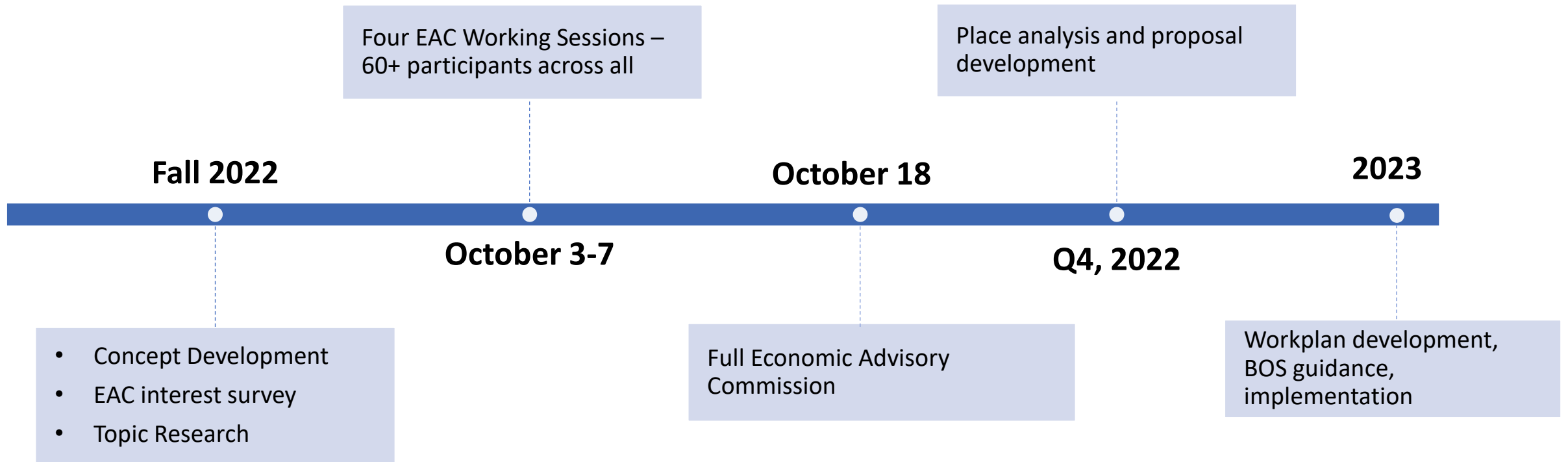
► A Fairfax County Response...

Many unique communities with vibrant businesses and commercial areas:

- How to build a model to support the diversity of places and population?
- How to respond to changing preferences about places?
- How to create a more effective approach to compete on place to support economic vibrancy?



▶ Timeline





EAC Challenge

- **What aspects are important to creating and maintaining an economically competitive community?**
 - **What are processes that Fairfax County can use to empower communities with these efforts?**



EAC Challenge

Identify strategic elements for Fairfax County

- **Not designed around one community**
- **Not to prioritize one specific aspect or approach**
- **Not to promote a single organizational model or entity**
- **Informed by Countywide Strategic Plan drivers;
Equity, Inclusive Engagement, Data, and Community Outcomes**

EAC Workgroups Engaged Local Experts

Leads in Work Sessions

- **Barry Biggar, President & CEO, Visit Fairfax**
- **Rich Bradley, Principal, The Urban Partnership**
- **Evan Braff, Countywide Coordination Team, Office of the County Executive**
- **JoAnne Fiebe, Senior Revitalization Program Manager, Department of Planning and Development**
- **Elizabeth Hagg, Community Revitalization Section Director, Department of Planning and Development**
- **Evan Kaufman, Executive Director, Southeast Fairfax Development Corporation**
- **Ashley Morris, President & CEO, Celebrate Fairfax**
- **Anna Ricklin, Health in All Policies Manager, Fairfax County Health Department**

EAC Workgroups and Discussions

Four separate EAC Workgroups met to:

- **Validate key aspects proposed**
- **Discuss current approaches in Fairfax County and within the region**
- **Identify opportunities and barriers that may exist**

► Key Aspects of Placemaking

Aspects identified as essential to a place-led economic development strategy

Authenticity & History

Land Use & Design

Events & Programming

Civic Infrastructure

Place Differentiators

► Key Aspects of Placemaking

Aspects identified as essential to a place-led economic development strategy

Marketing & Economic Vitality

Security & Appearance

Organizational Development
& Governance

Research & Data Tracking

Place Supports




















































► Place Led Economic Development

Place led economic development as a strategy to leverage the unique assets and empower community stakeholders to create economically vibrant and competitive communities.

► EAC Workgroup Findings

Significant activity underway by various groups...

					Existing Org.	Comm. Org.	Issue Org.
Civic Infrastructure							
Land Use							
Authenticity							
Events							
Marketing							
Appearance							
Organizational Dev.							
Research							

EAC Workgroup Findings

... not always in alignment or coordinated to maximize impacts.

A need to increase opportunities for collaboration

Gaps identified in:

- **Richmond Highway & Franconia-Springfield Market Studies**
- **Tysons Partnership transition**
- **Reston Comprehensive Plan**



EAC Workgroup Findings

Many projects need an engaged partner to make sustained, lasting impacts.

Create and support place-led organizations, with leadership and ownership of the communities they serve

Examples include:

- **Streetscape and public space management**
- **Signage and wayfinding**

▶ Next Steps – Short Term

Continue Coordination Efforts

Activity	Partners
Continue to integrate and collaborate on efforts within places	Existing agencies, stakeholders & partners
Engagement with existing community based economic development organizations	Based on critical opportunities

► Next Steps – Longer Term

Evaluation of Commercial Areas and Analysis

- **Creating a typology of places within the County**
- **Characteristics of key aspects**
- **Research and data driven elements of places in Fairfax**

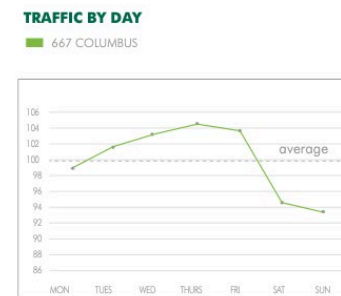
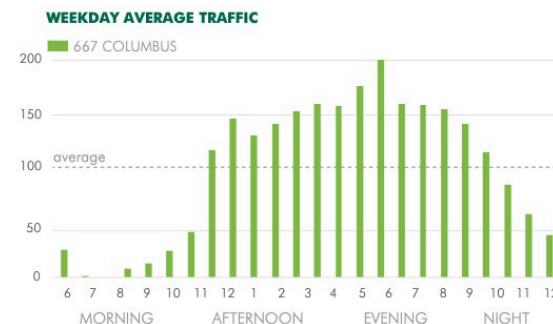
Goal: Understand status of key commercial areas, including place-based strengths and opportunities

► Place Typology – Sample Elements

Key Elements Analysis

Civic Infrastructure	
Land Use	●
Authenticity	●
Events	
Marketing	●
Appearance	●
Organizational Dev.	
Research	●

Use and Activity Review



Sample Analysis: Columbus, OH

Research and data

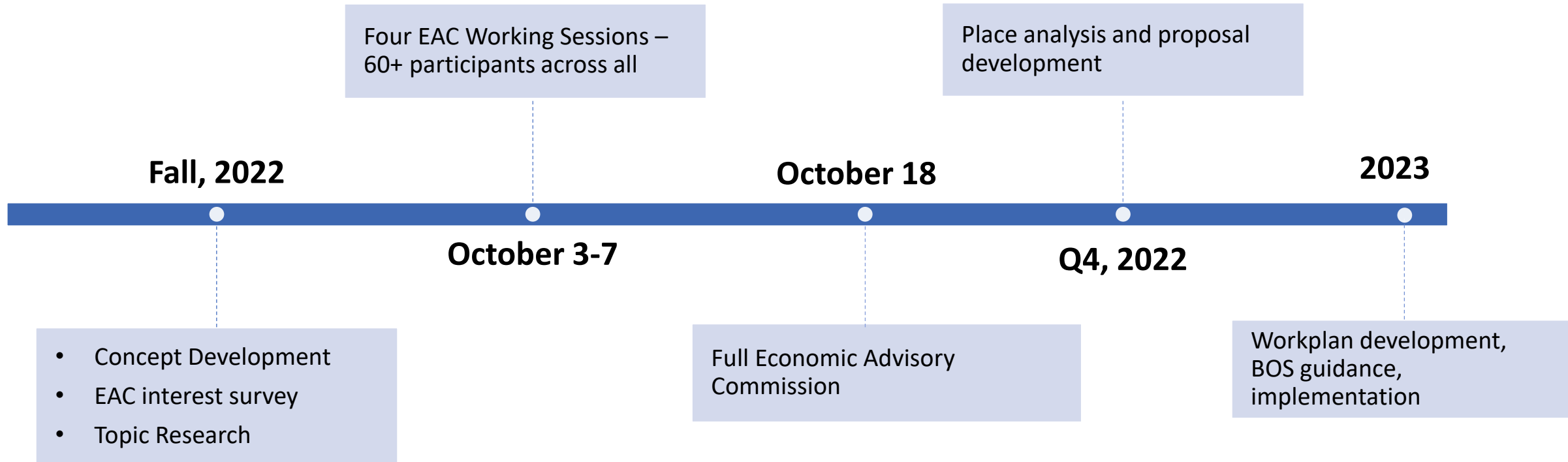
(Example only)

- Commercial Corridor Health
- Development pipeline
- Partners and roles
- Market study
- Stakeholder engagement
- Conditions...

Policy and Program Development

- 1. Work with Board of Supervisors and stakeholders to determine initial commercial place analysis locations**
- 2. Based on analysis develop proposals to address opportunities and gaps within places**
- 3. Return to Board of Supervisors with proposals for consideration and guidance**

▶ Timeline



► Questions for EAC...

Inform Development of Next Steps

- **Are there additional criteria to consider?**
- **Other examples of place-led economic development efforts that should be reviewed for best practices?**
- **What are the biggest opportunities or gaps with existing approaches?**

Questions and Discussion



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT