

Place Led Economic Development Workgroup A

Economic Advisory Commission

October 3, 2022

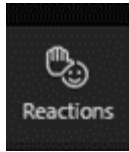
Fairfax County Department of Economic Initiatives



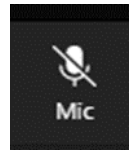
► Objectives for EAC Workgroup

- **Consider challenge of creating places where businesses thrive**
- **Respond to proposed key aspects of Place Led Economic Development**
- **Identify practices, resources, and opportunities in Fairfax County**

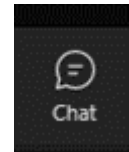
▶ Meeting Moderation



Raise your hand prior to speaking

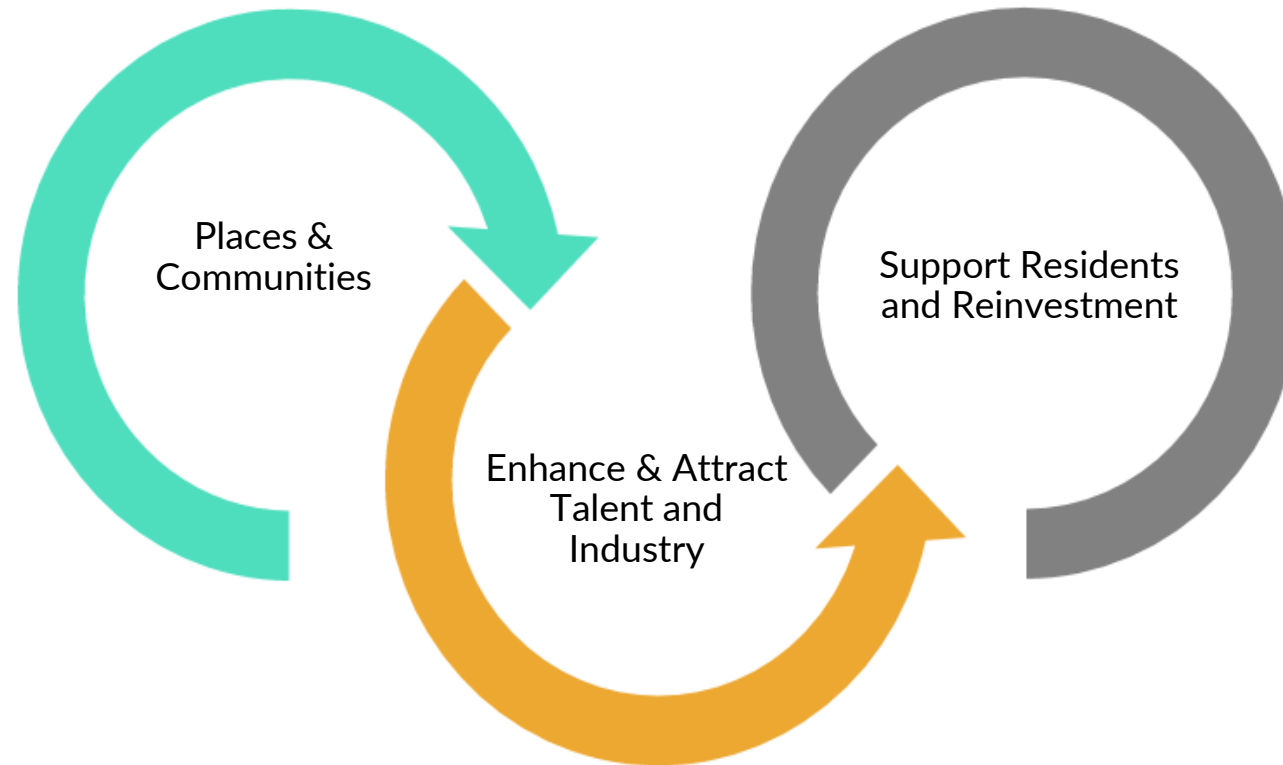


Mute yourself after speaking



Use the chat function to ask questions and share ideas

► Place Led Economic Approach



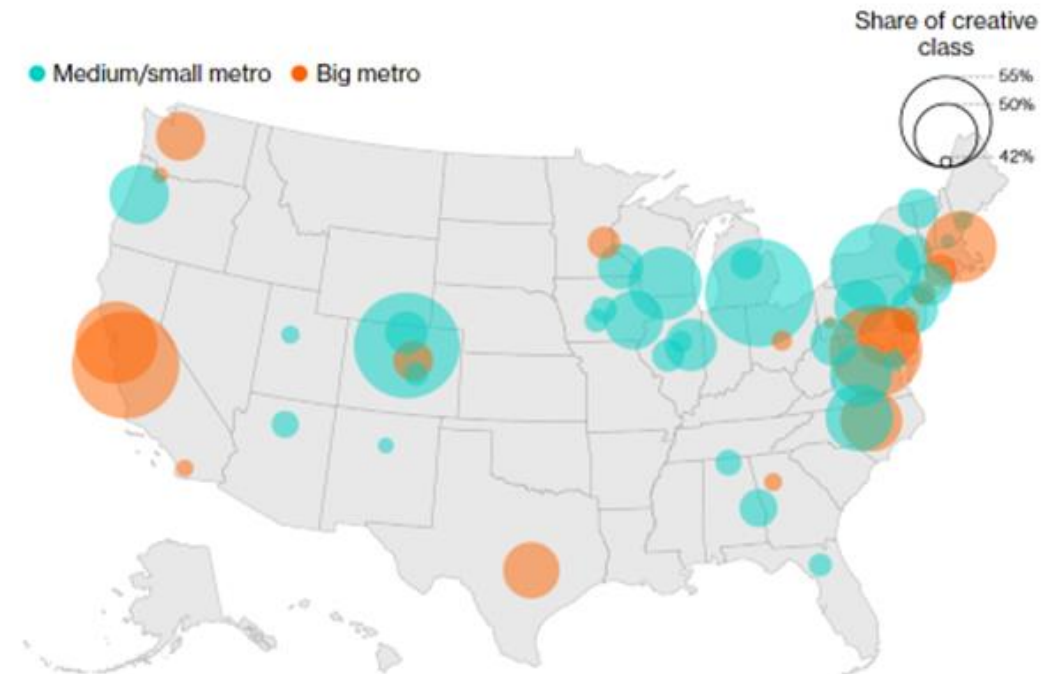
► Fierce Competition - Nationally

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.



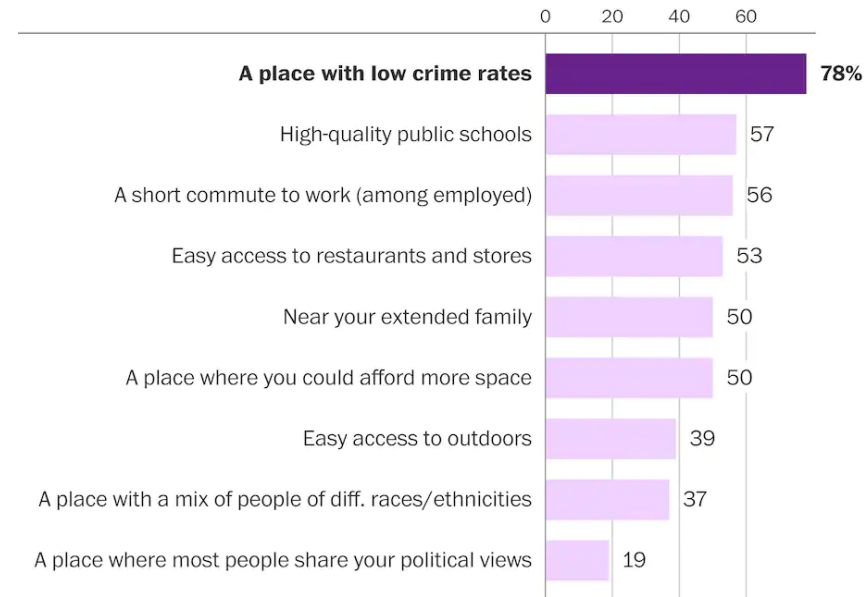
Source: U.S. Census Bureau
Note: Big metros have over 1 million residents

► Fierce Competition - Regionally

- Places are critical within the D.C. region
- Safe communities with opportunities for work and recreation
- Opportunities and assets exist within communities across Fairfax

D.C.-area residents prioritize living in places with low crime rates, good schools and short commutes

Q: Imagine that you are moving to another community. In deciding where to live, how important would each of the following be to you. (Percent saying "extremely" or "very" important)



Note: "Moderately important," "Not very important," "Not at all important" and "No opinion" not shown.

Source: July 6-21, 2021, Washington Post-Schar School of Policy and Government poll of 500 D.C.-area residents with a margin of error of +/- 6 percentage points and 651 D.C.-area workers with an error of margin of +/- 5 points.

EMILY GUSKIN/THE WASHINGTON POST

▶ 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?



▶ Place Led Economic Development

Place led economic development is an approach that **leverages unique assets** and **centers community stakeholders** to create economically vibrant and competitive communities.

► Eight Key Aspects

Propose that these eight key aspects are essential elements of a place-led economic development strategy.

Civic Infrastructure	Land Use & Design
Authenticity & History	Events & Programming
Marketing & Economic Vitality	Security & Appearance
Organizational Development & Governance	Research & Data Tracking

▶ Workgroup A: Civic Infrastructure

Civic infrastructure are the **processes, regulations, and institutions that impact community members**. As part of a place-led economic development strategy, intentionally designed civic infrastructure creates **processes and spaces that create opportunities for economic activity**.

▶ Workgroup A: Civic Infrastructure

Challenge Statement:

- **Is civic infrastructure important to creating and maintaining an economically competitive community?**
 - **If so, what is a process that Fairfax County can use to empower communities with this effort?**



Speaker

Anna Ricklin, MHS, AICP
Health in All Policies Manager
Fairfax County Health Department

► Workgroup A: Land Use & Design

In place led economic development, **land use and design are used to guide development** of the built environment and promote equitable community investment.

Urban planners use **master planning and design guidelines** to create accessible places that meet the **community's vision and goals**.

▶ Workgroup A: Land Use & Design

Challenge Statement:

- **Are land use & design important to creating and maintaining an economically competitive community?**
 - **If so, what is a process that Fairfax County can use to empower communities with this effort?**

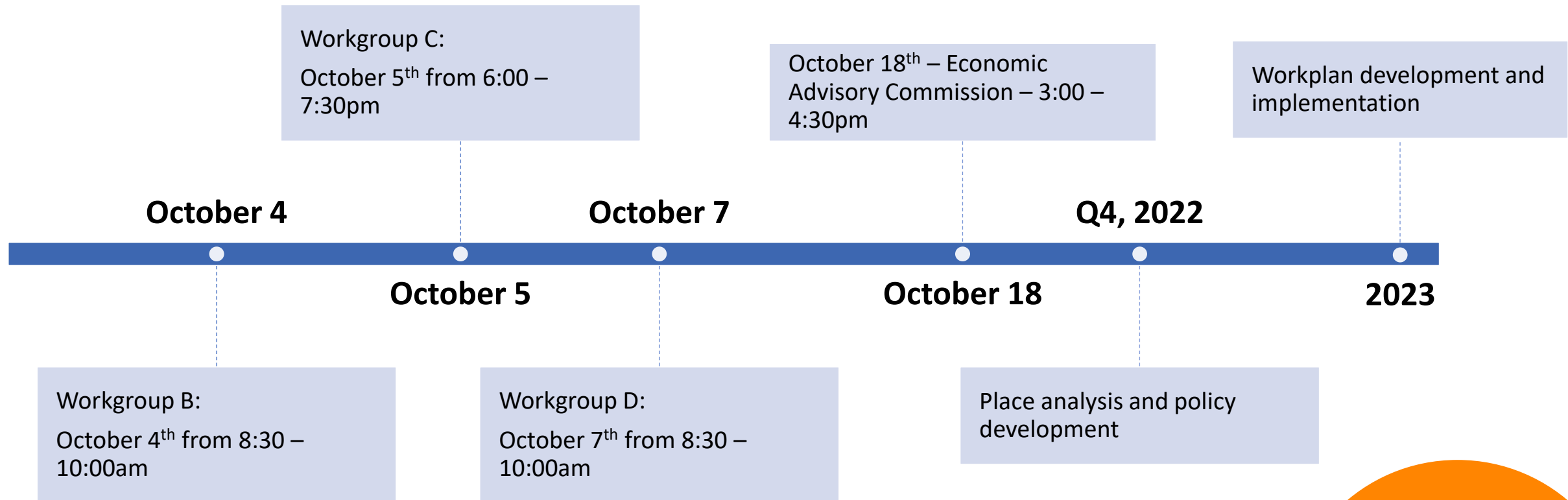


Speaker

JoAnne Fiebe
Senior Revitalization Program Manager
Fairfax County, Department of Planning & Development



Next Steps



Questions and Discussion



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT