TRANSFORMATIVE PLACEMAKING

And the future of downtown Duluth

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

Tracy Hadden Loh

Transportation and Community Evolution: What is the Role of the I-35 Corridor in Duluth?

August 30, 2023

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 failing to benefit many people and places
- 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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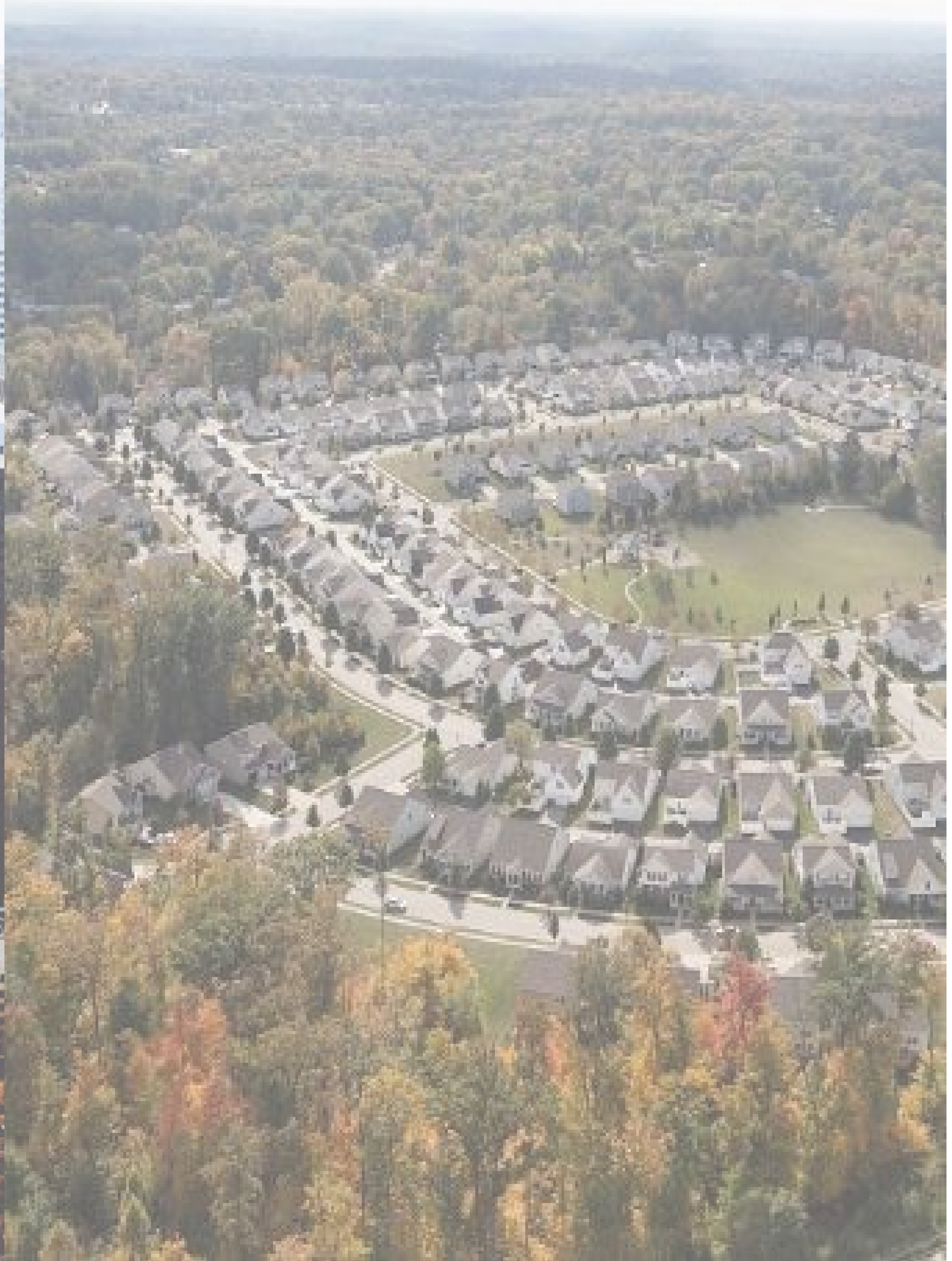
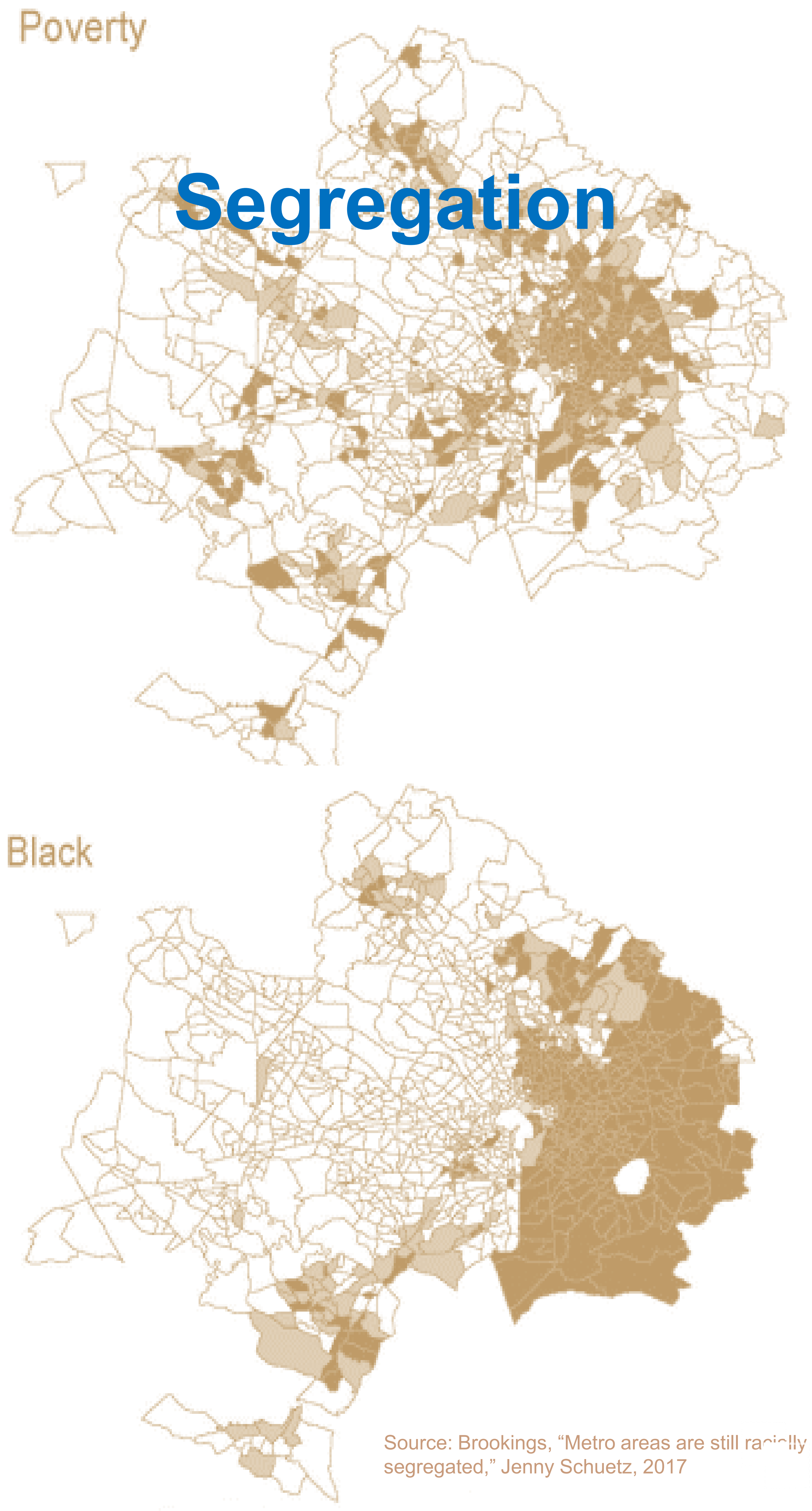
Concentration

Dispersion



Segregation



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

The digital revolution is impacting growth and development

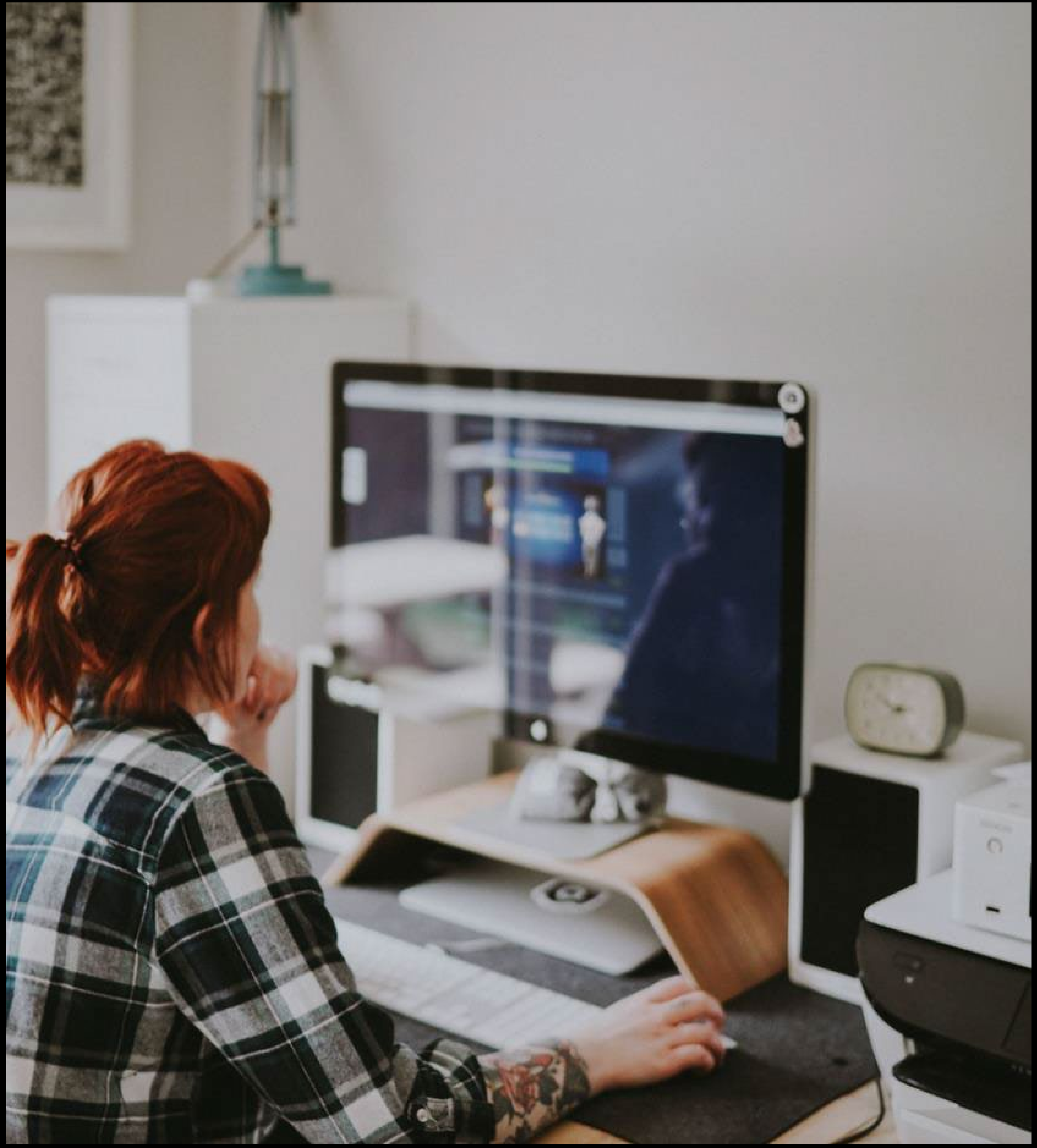
Photo credit: Unsplash.com and Data Protection Excellence Network

The digital revolution is impacting growth and development

Collaborative

Online

Flexible



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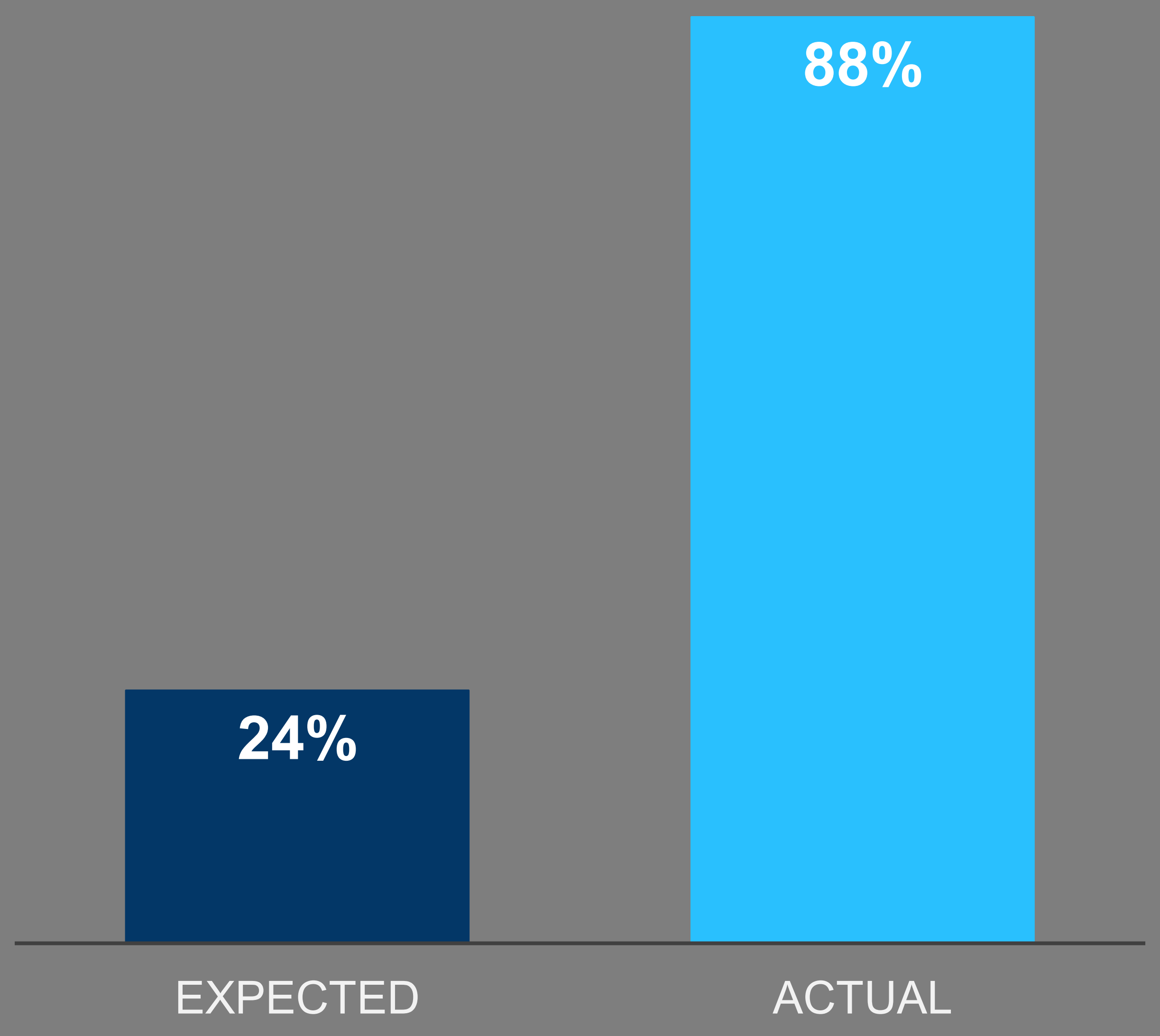
Collaborative

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



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

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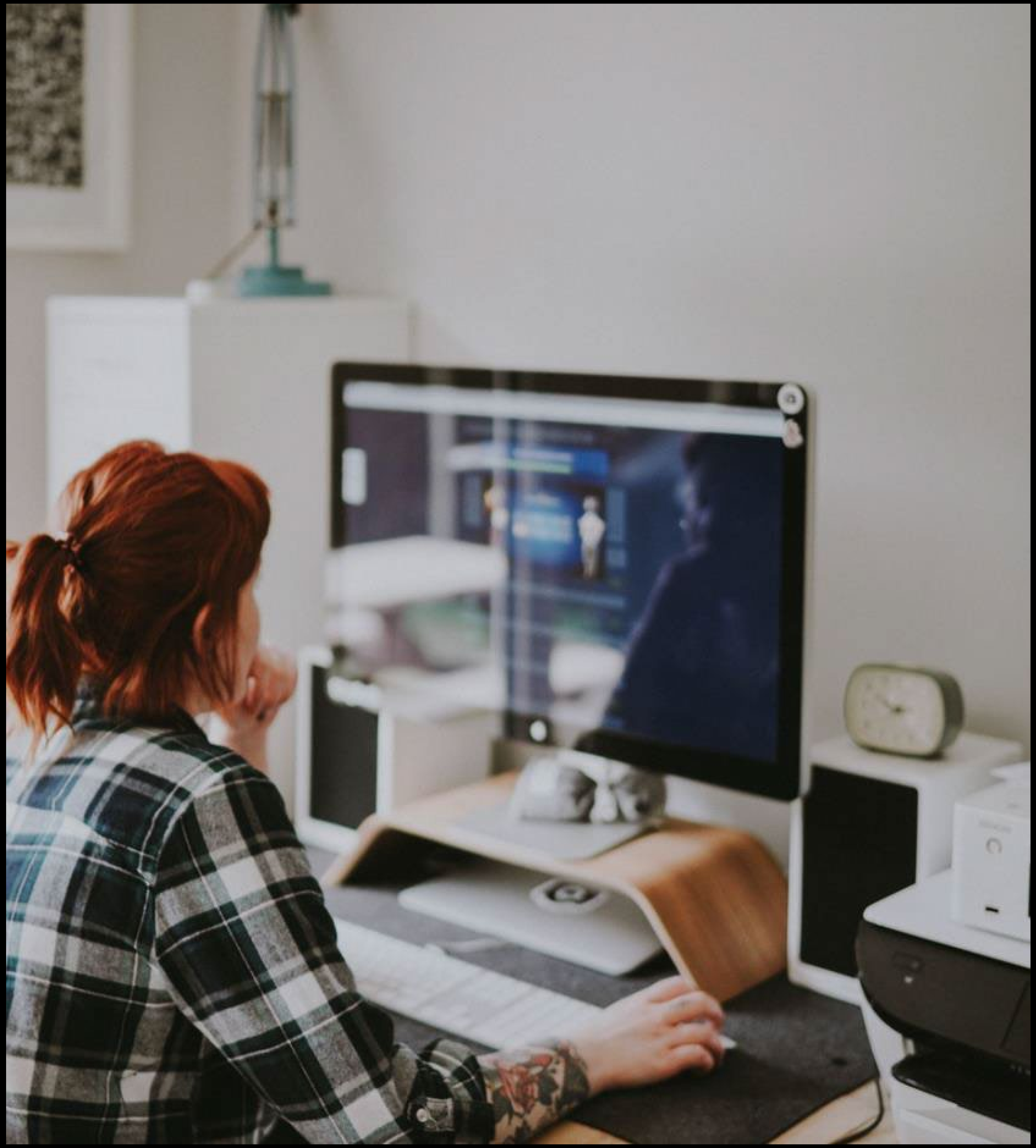

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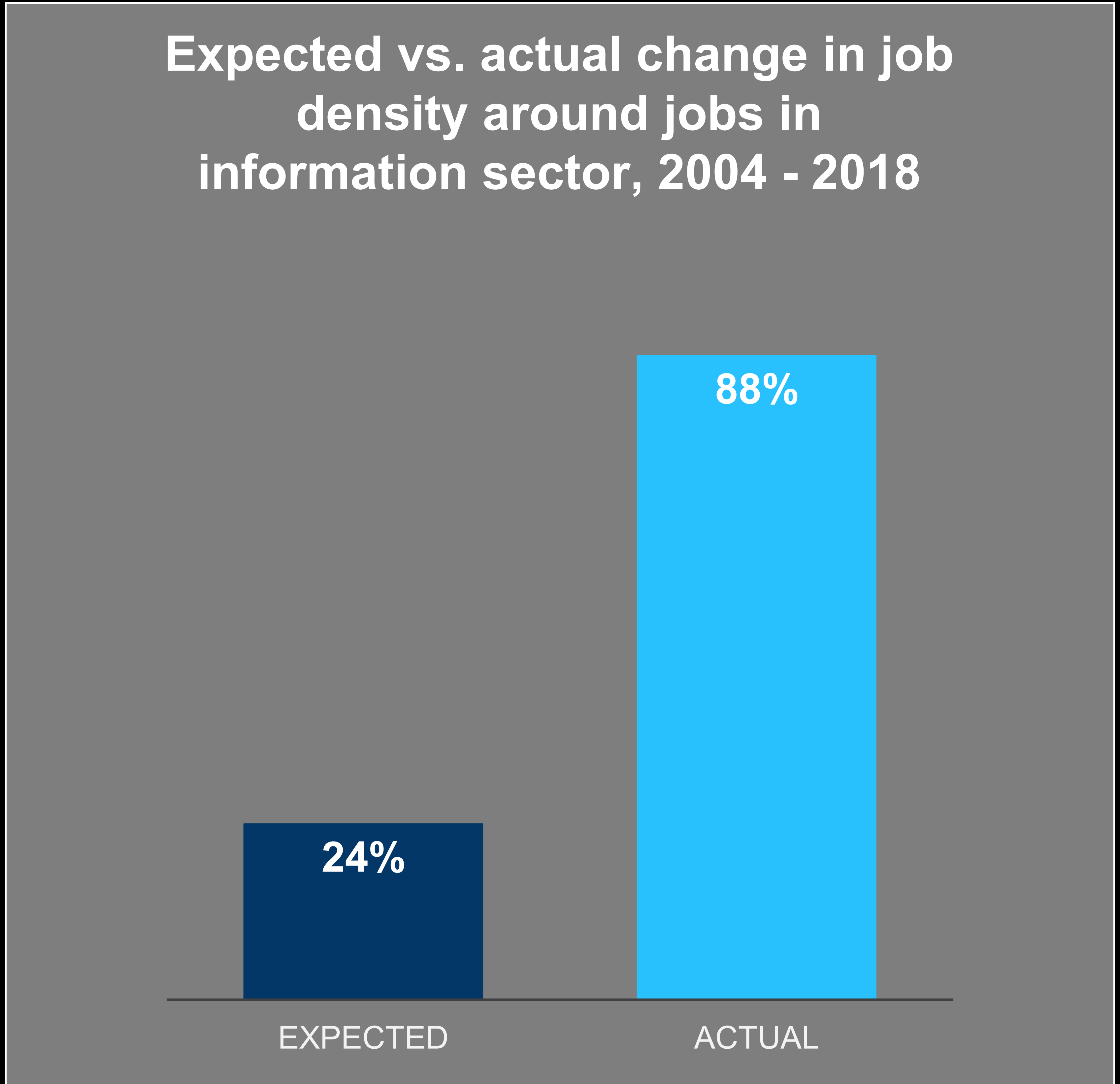

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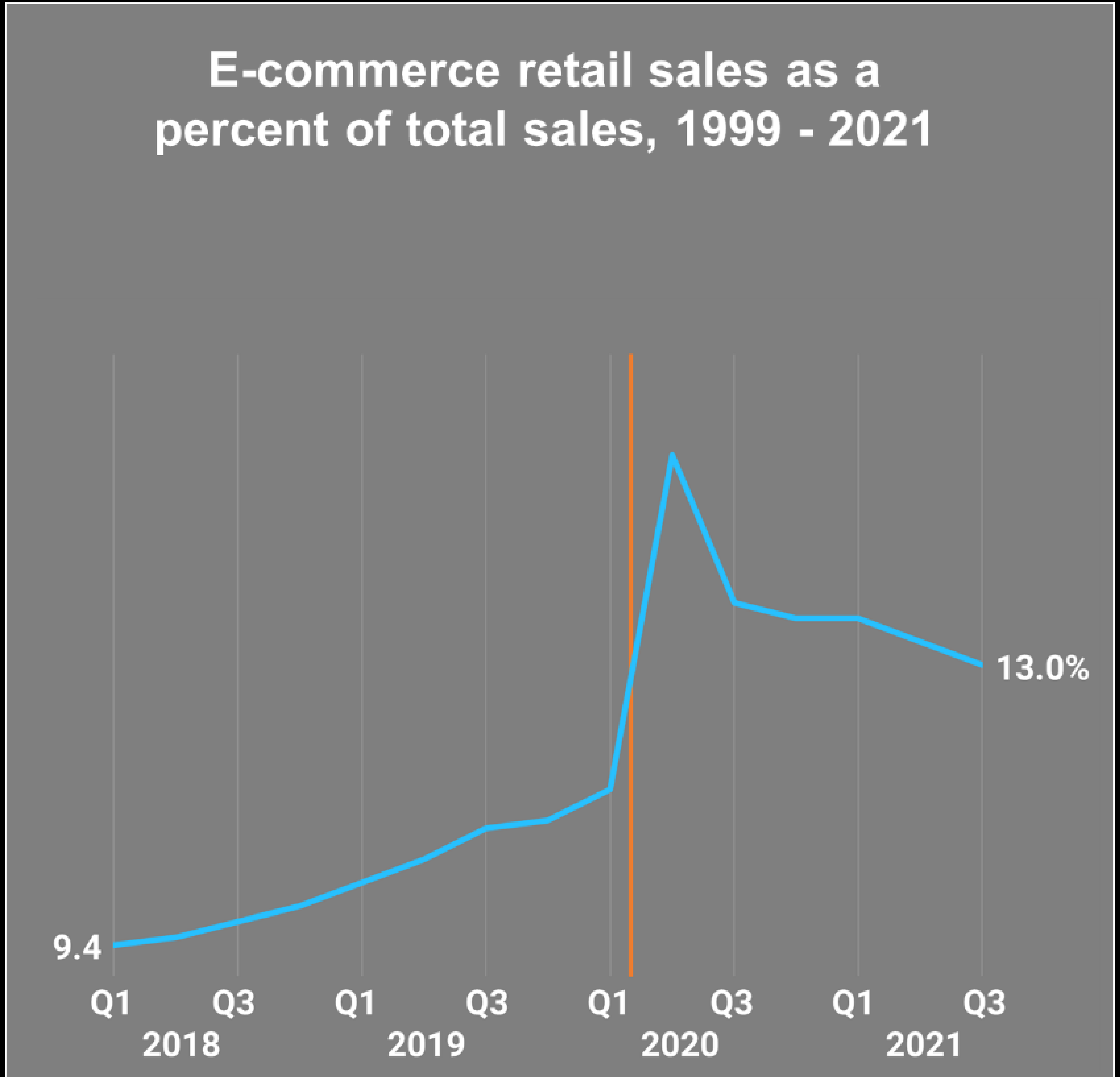

Source: Brookings analysis of U.S. BLS Data via FRED

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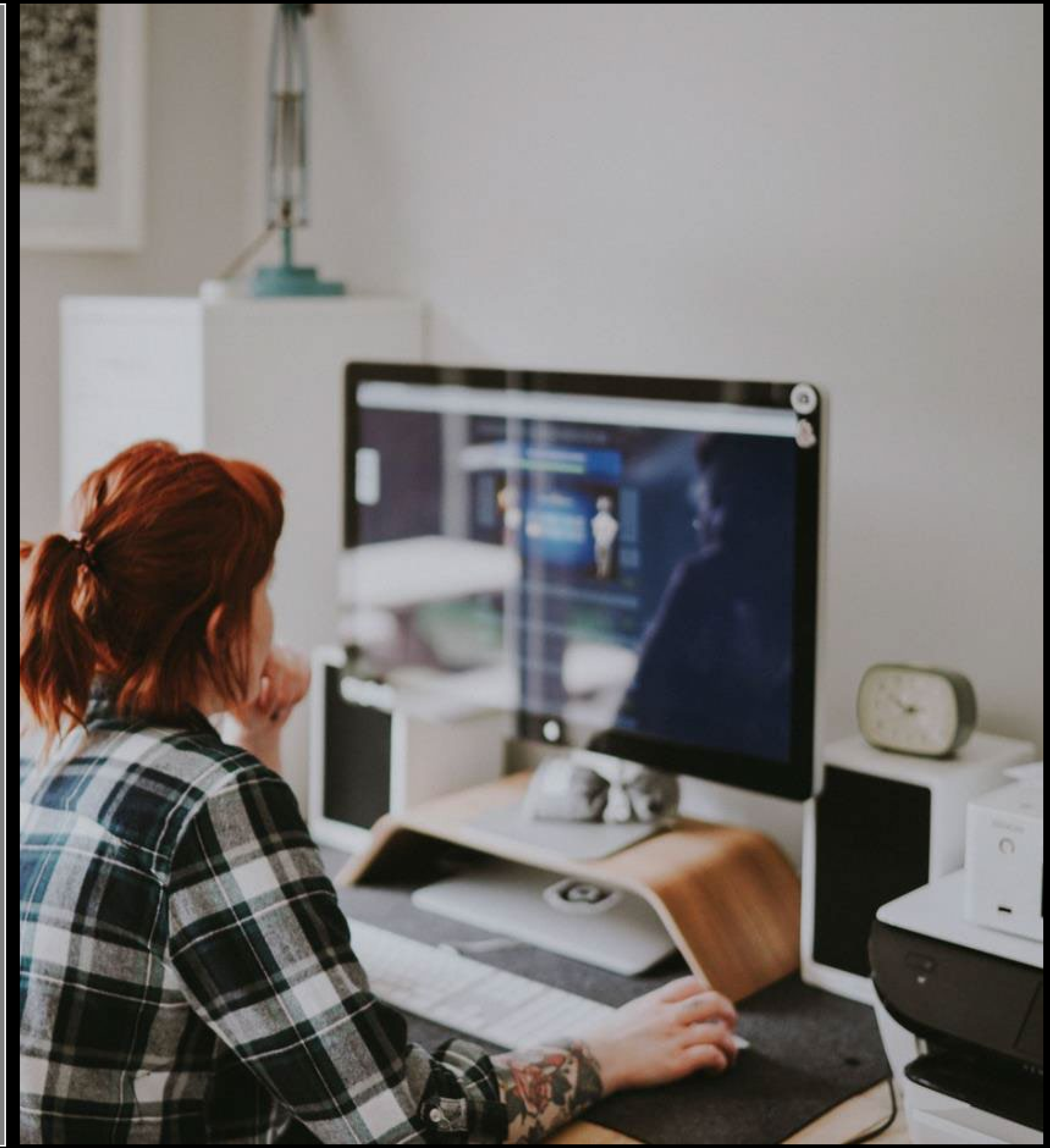

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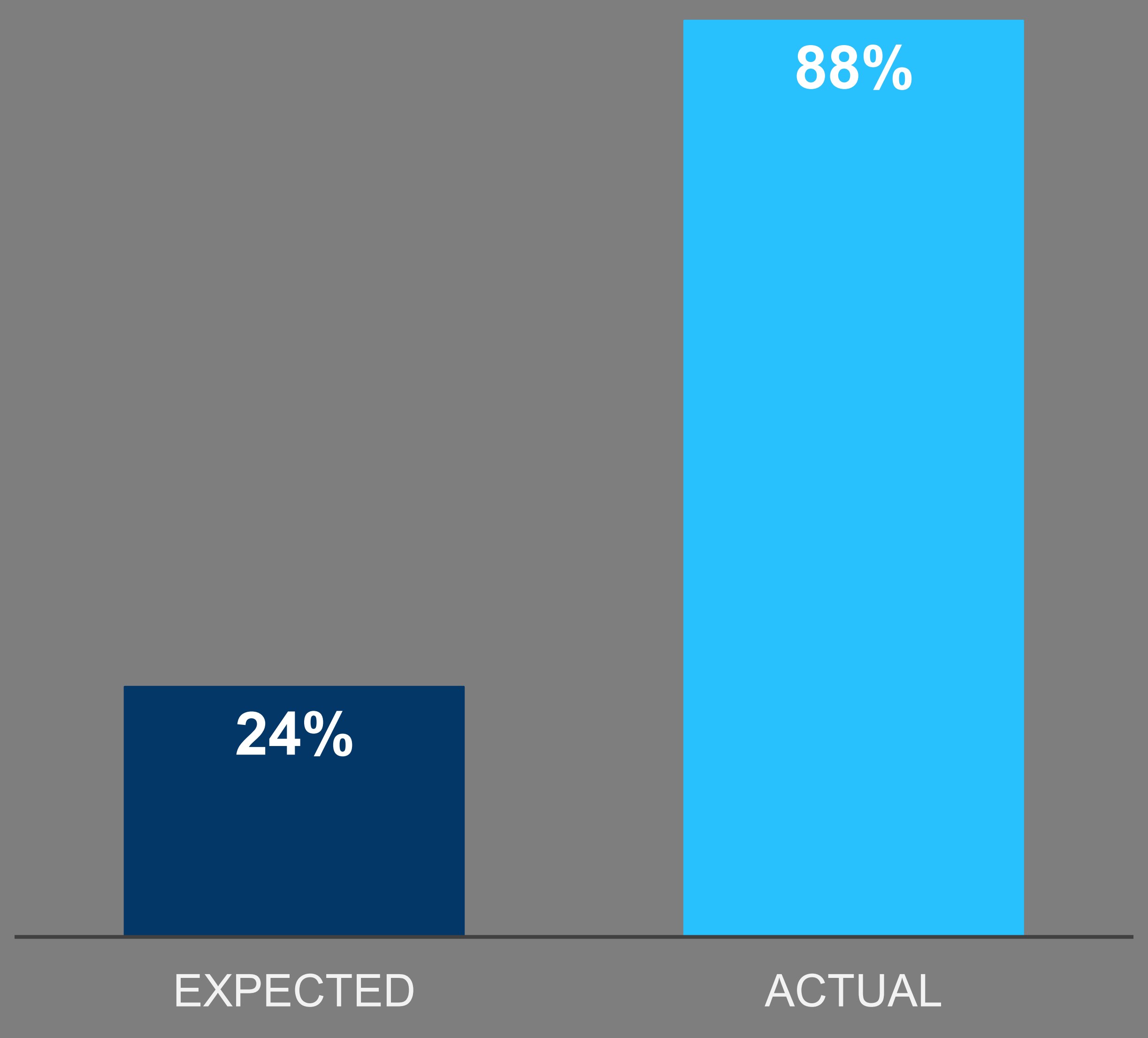

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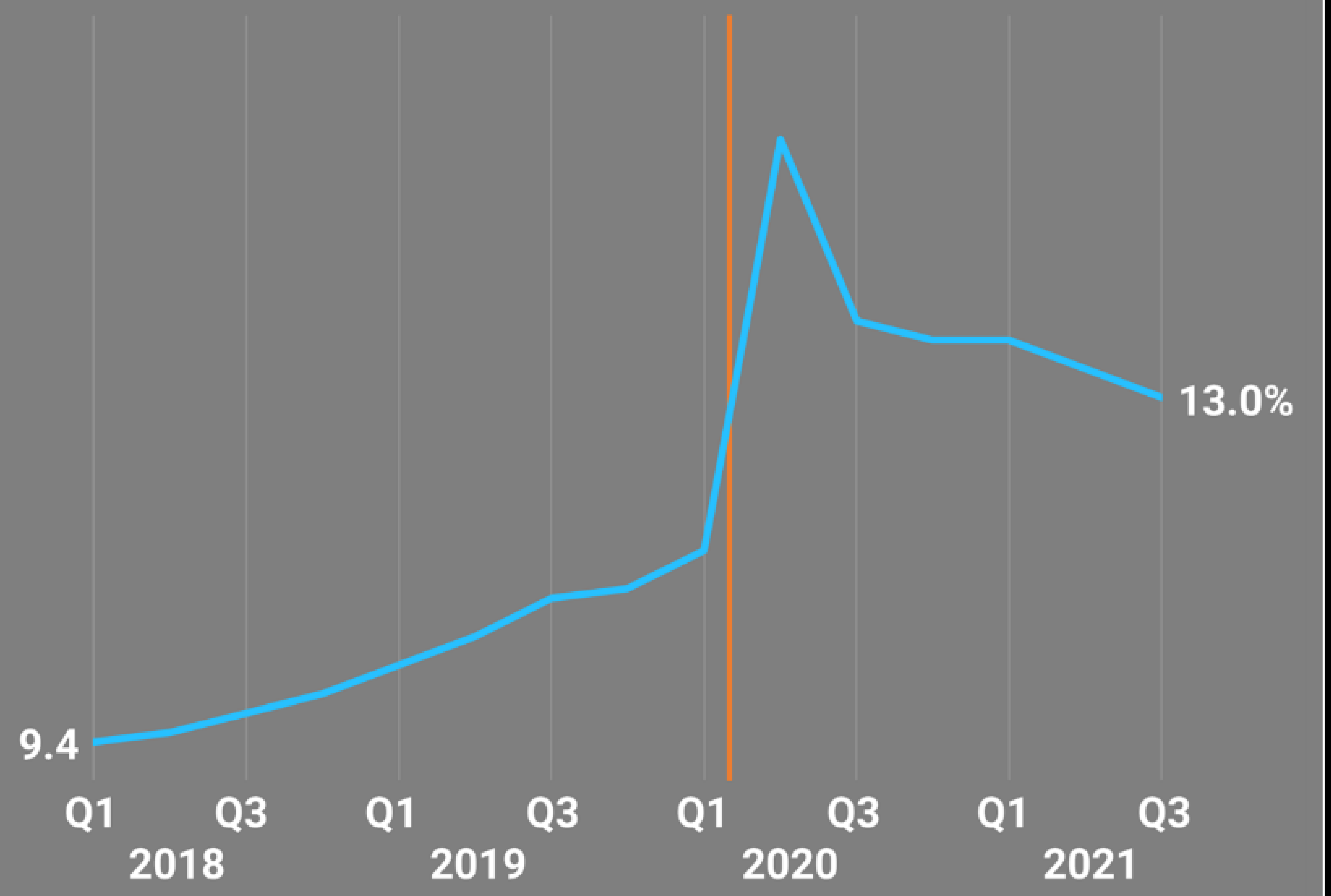
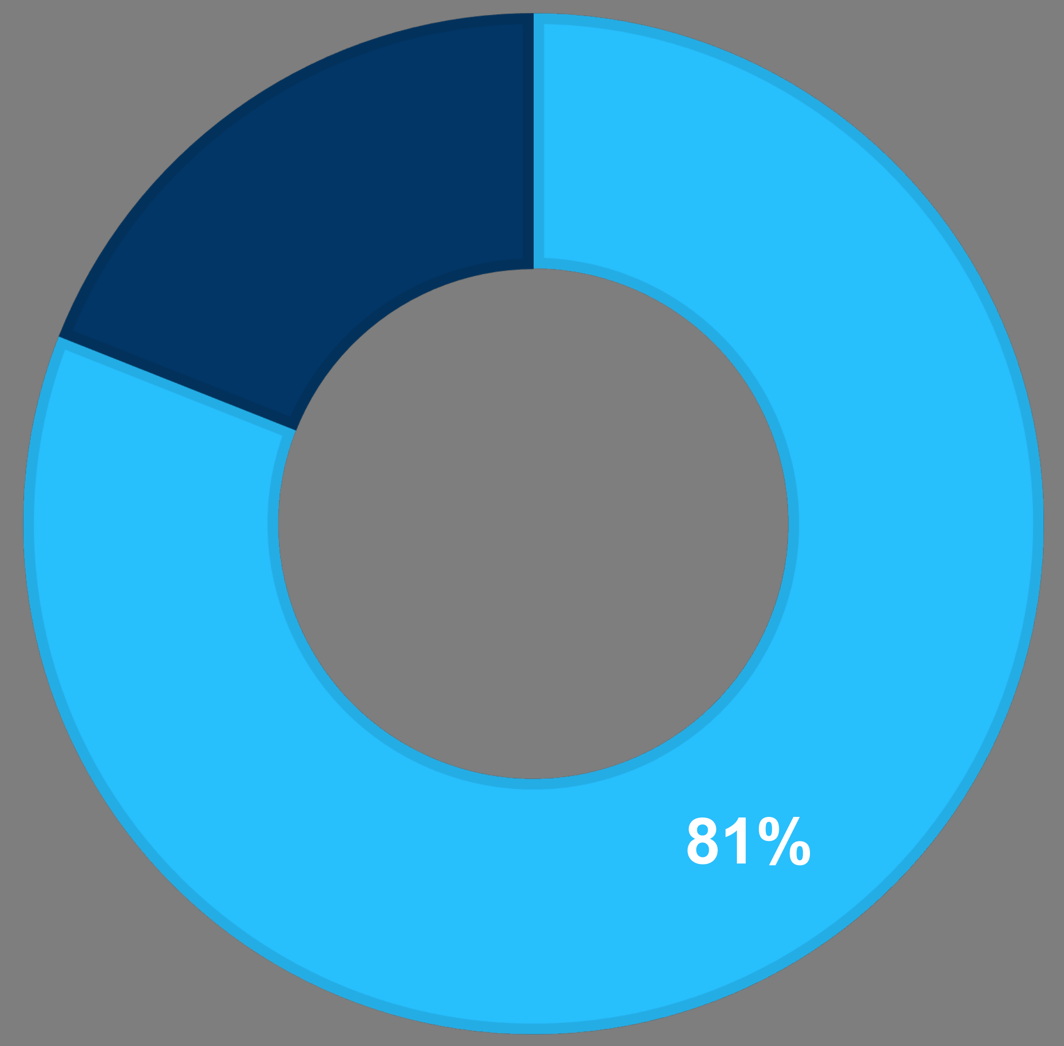
E-commerce retail sales as a percent of total sales, 1999 - 2021



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

Flexible

Share of professionals who prefer WFH or a hybrid work model, 2021



Source: The Harvard Gazette, Is 'business as usual' gone for good?

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

The digital revolution is impacting economic growth and development

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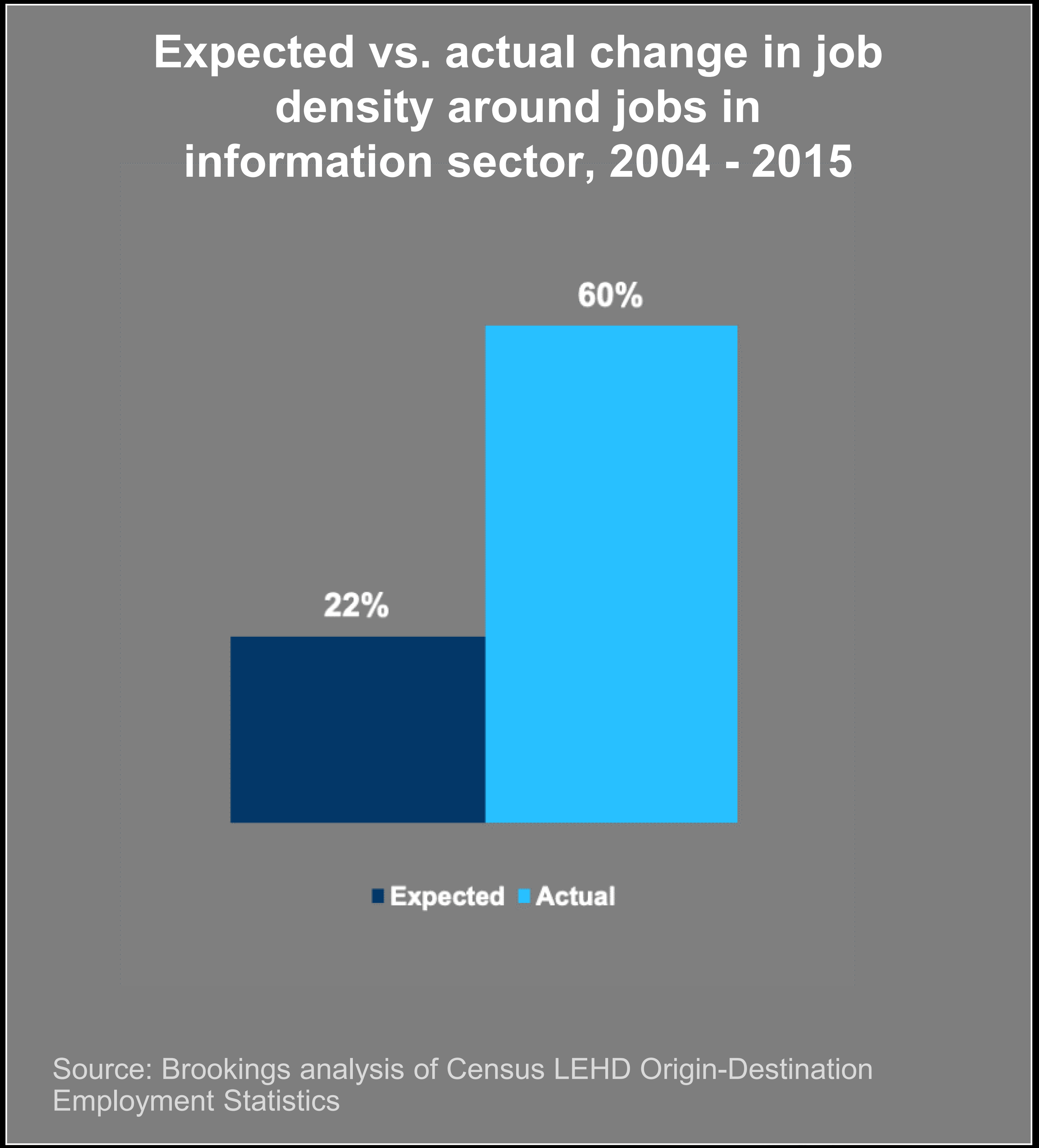

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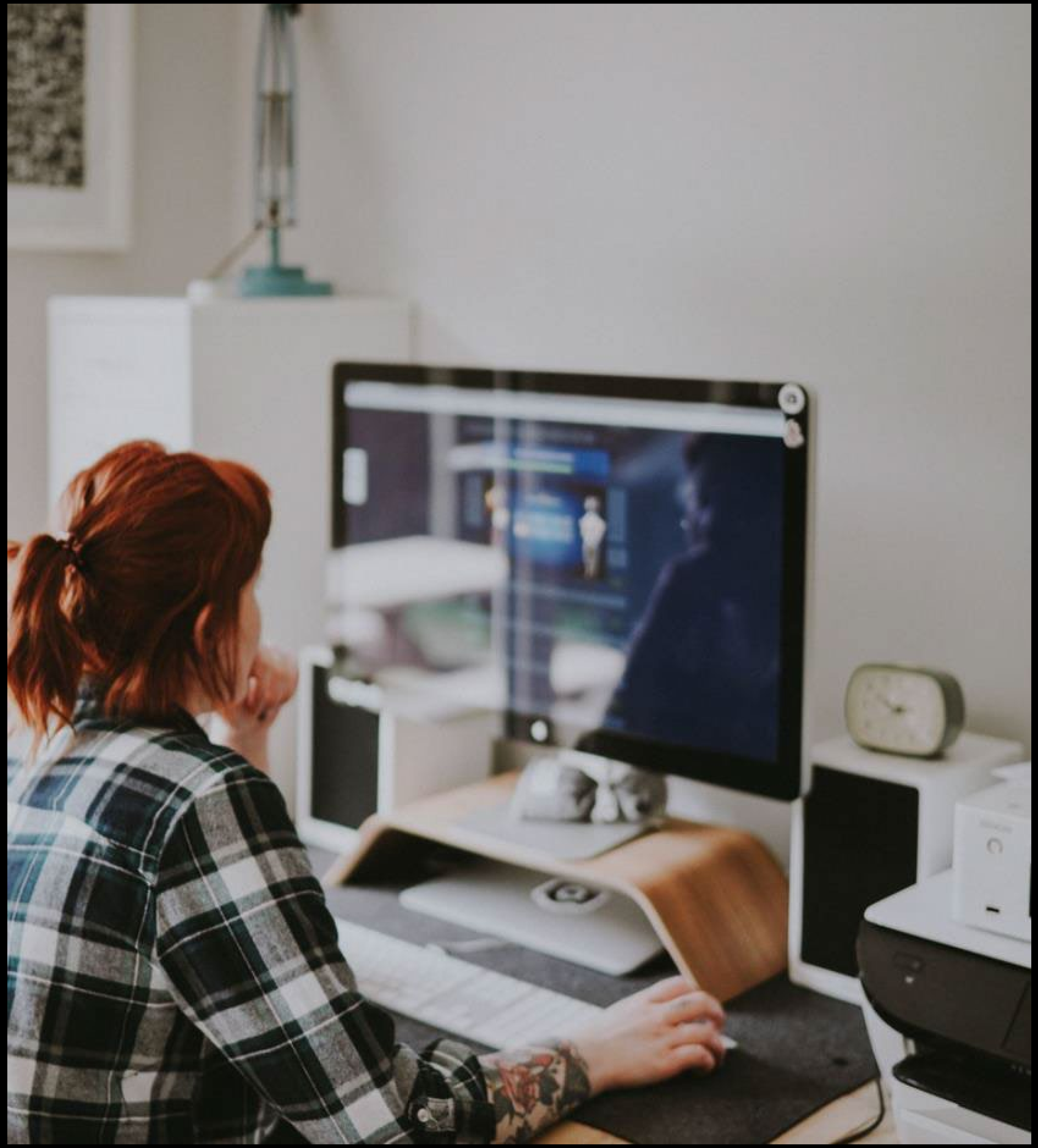

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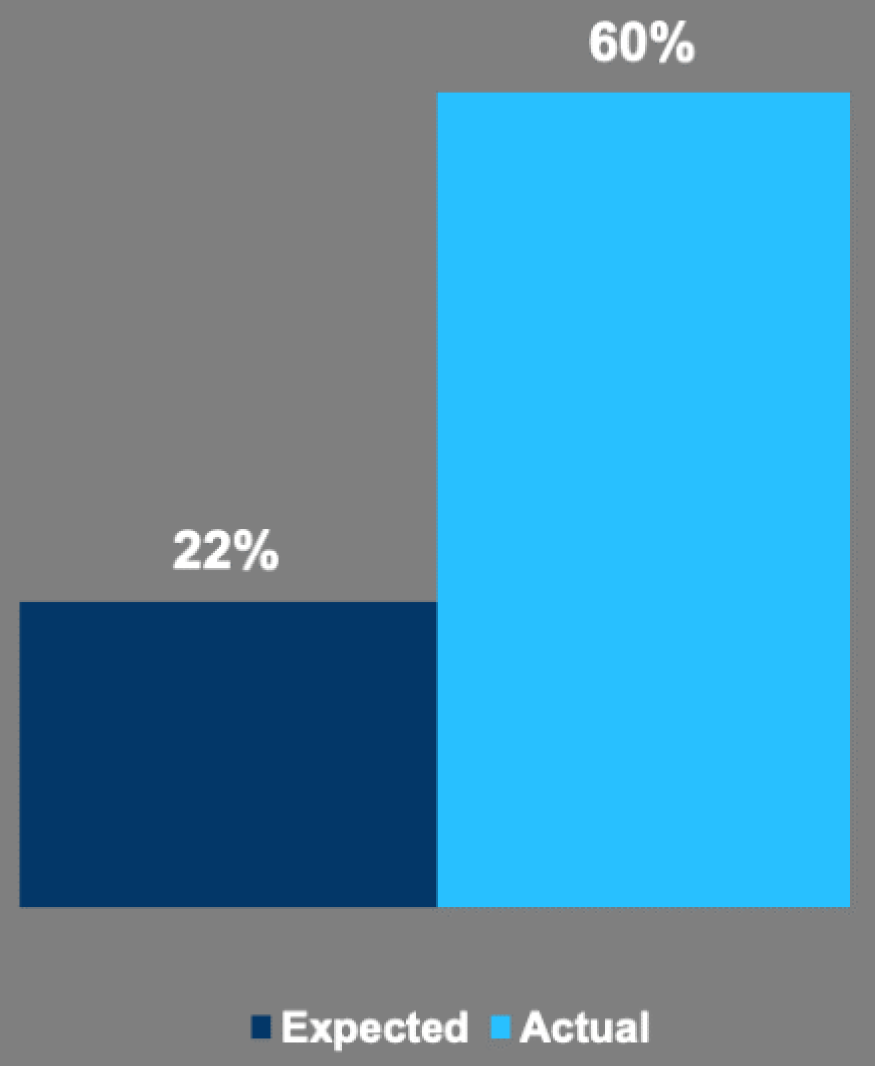
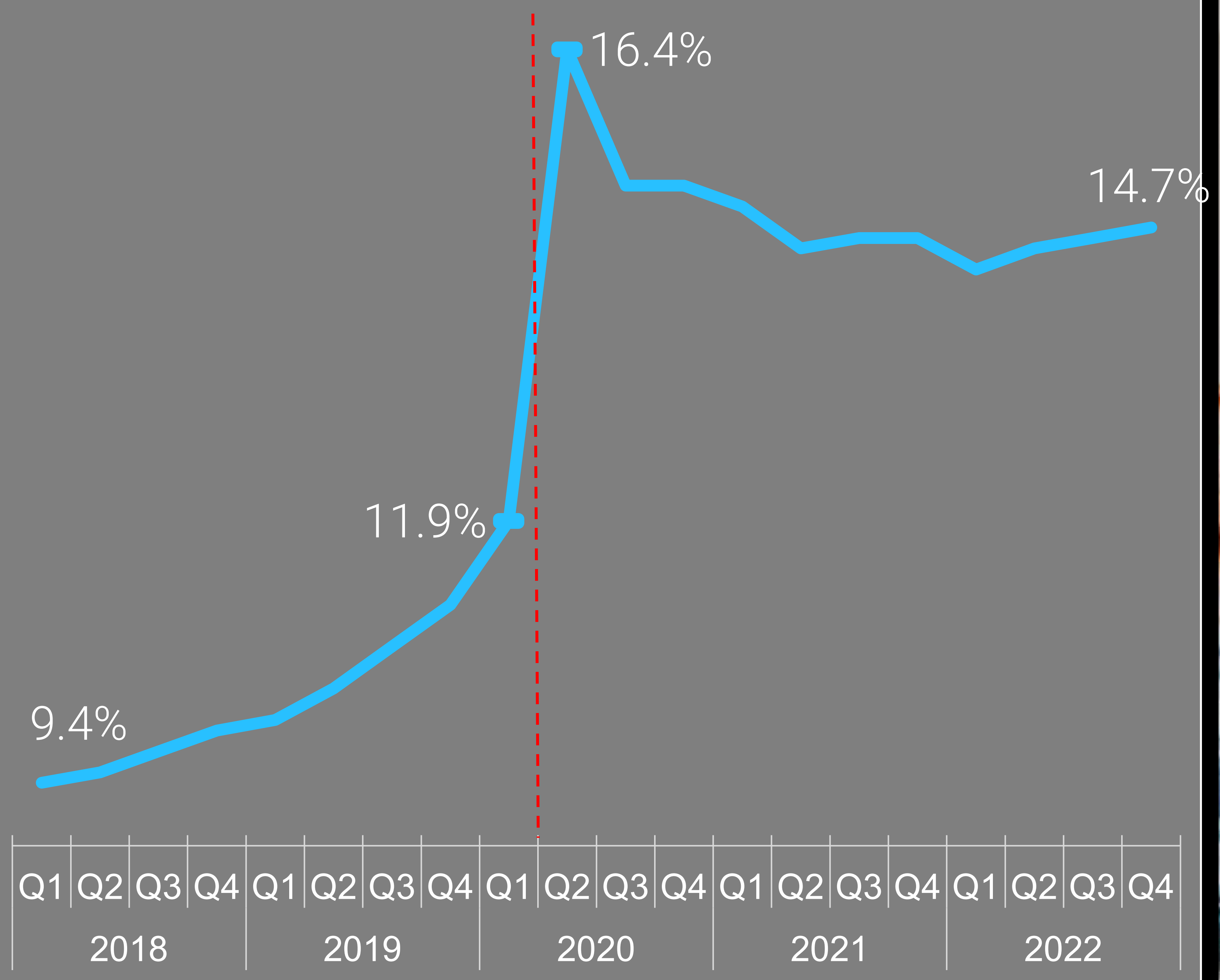


Source: Brookings analysis of Census LEHD Origin-Destination Employment Statistics

Online

E-Commerce Retail Sales as a Percentage of Total Sales*

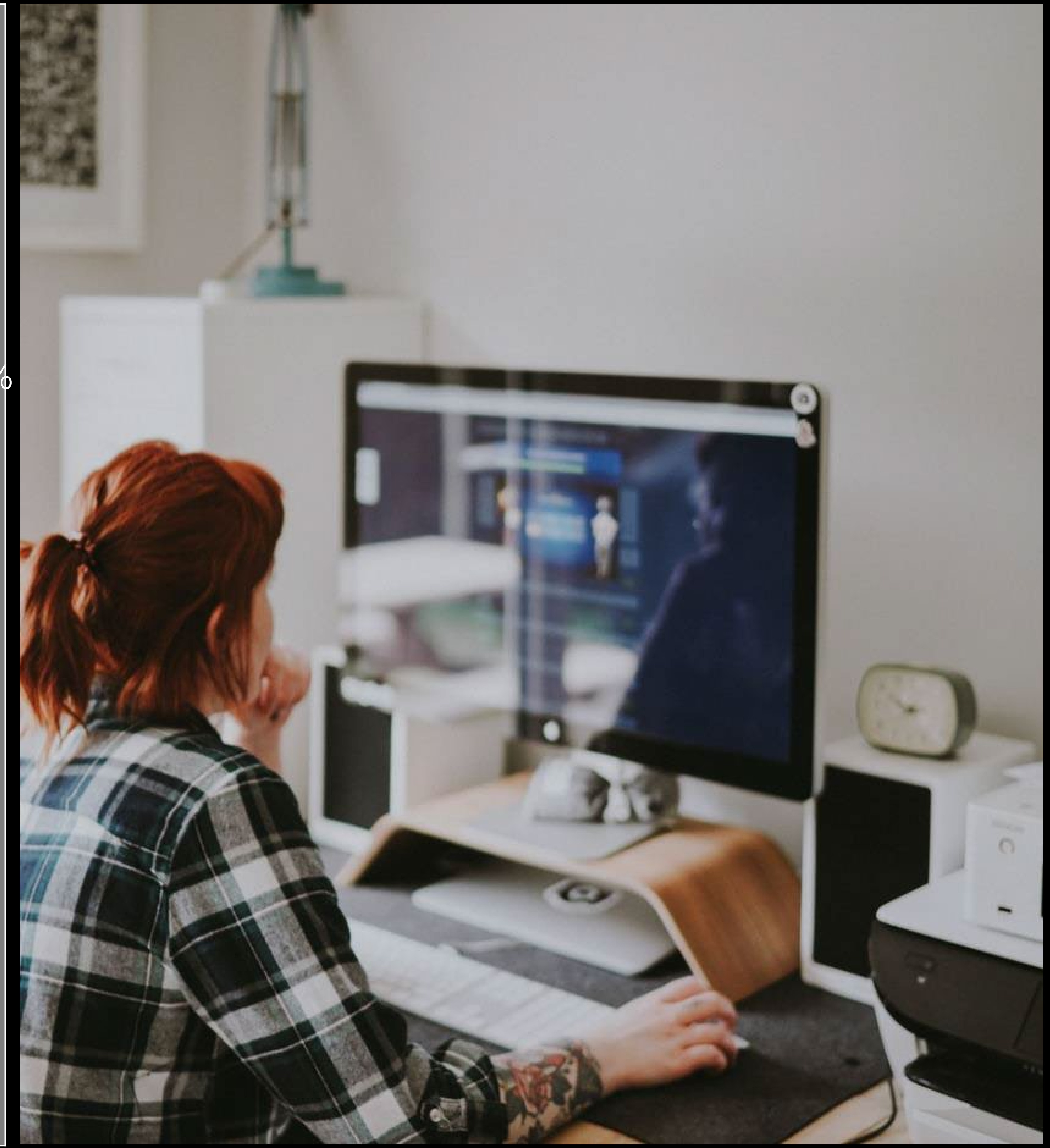
2018 Q1 - 2022 Q4



Source: Brookings analysis of Census Bureau data via FRED.

**Data seasonally adjusted.*

Flexible



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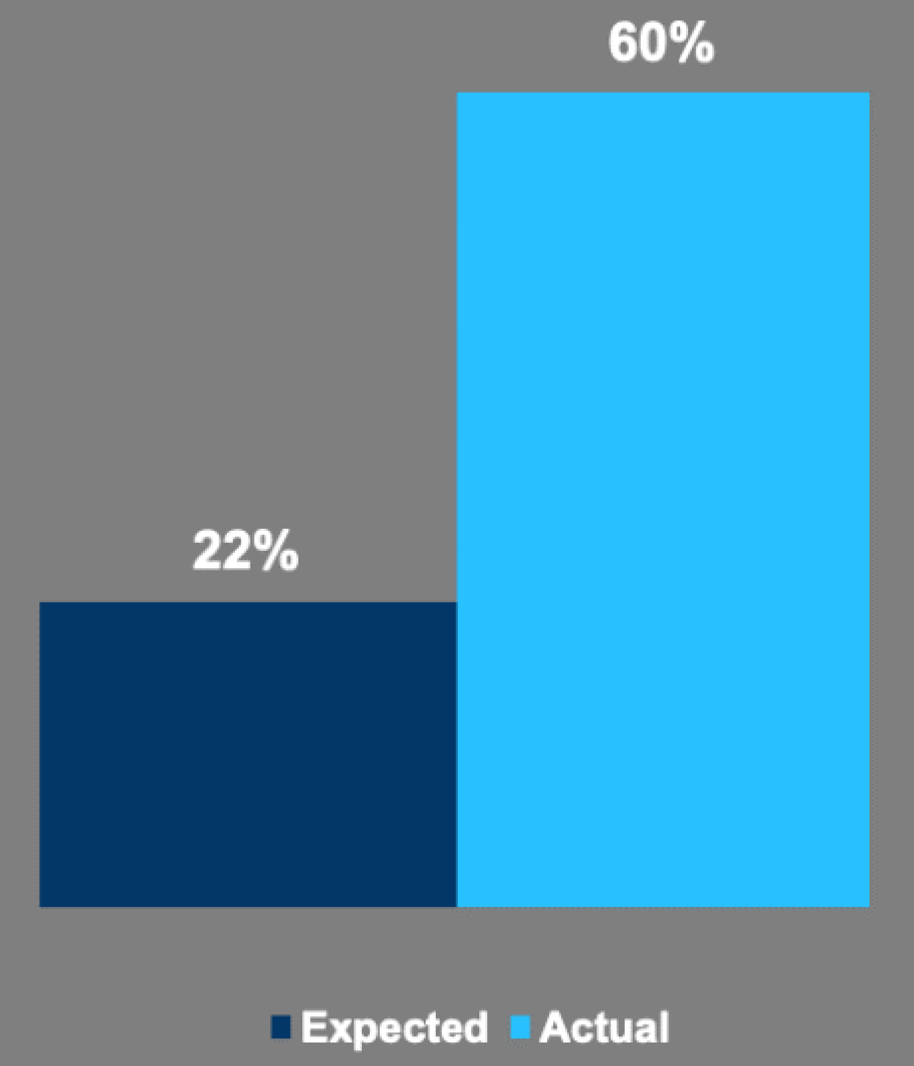

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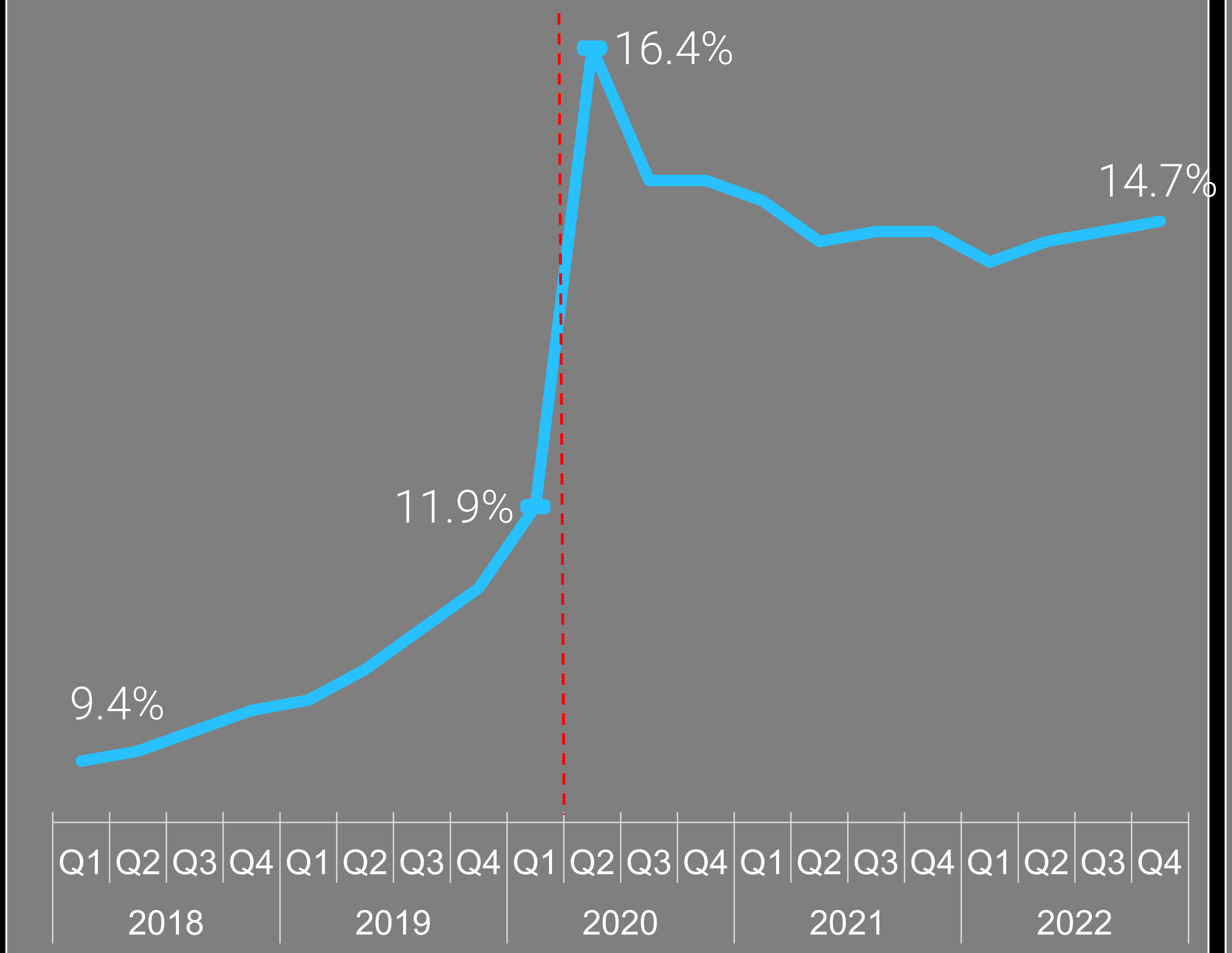

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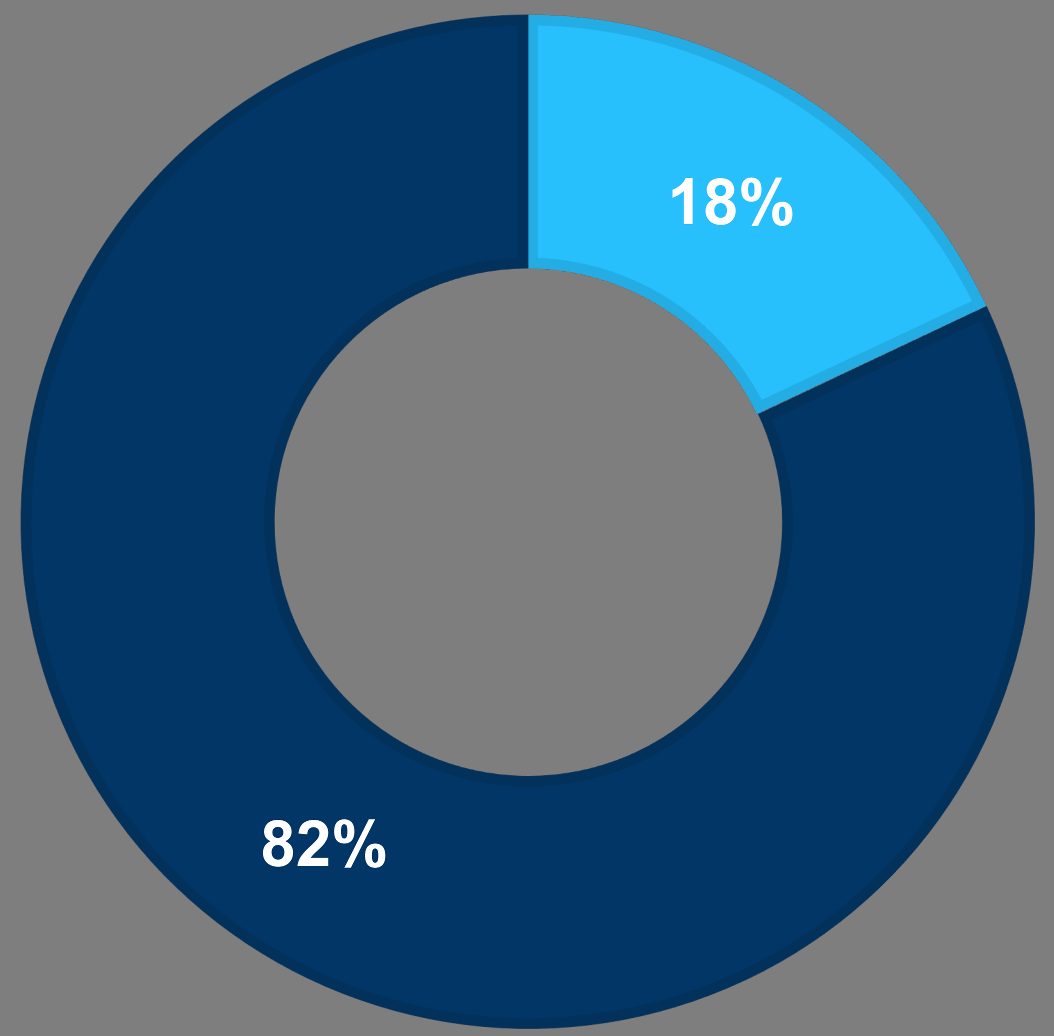
Flexible

Share of workforce that is fully remote, 2021



Source: 2021 American Community Survey

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

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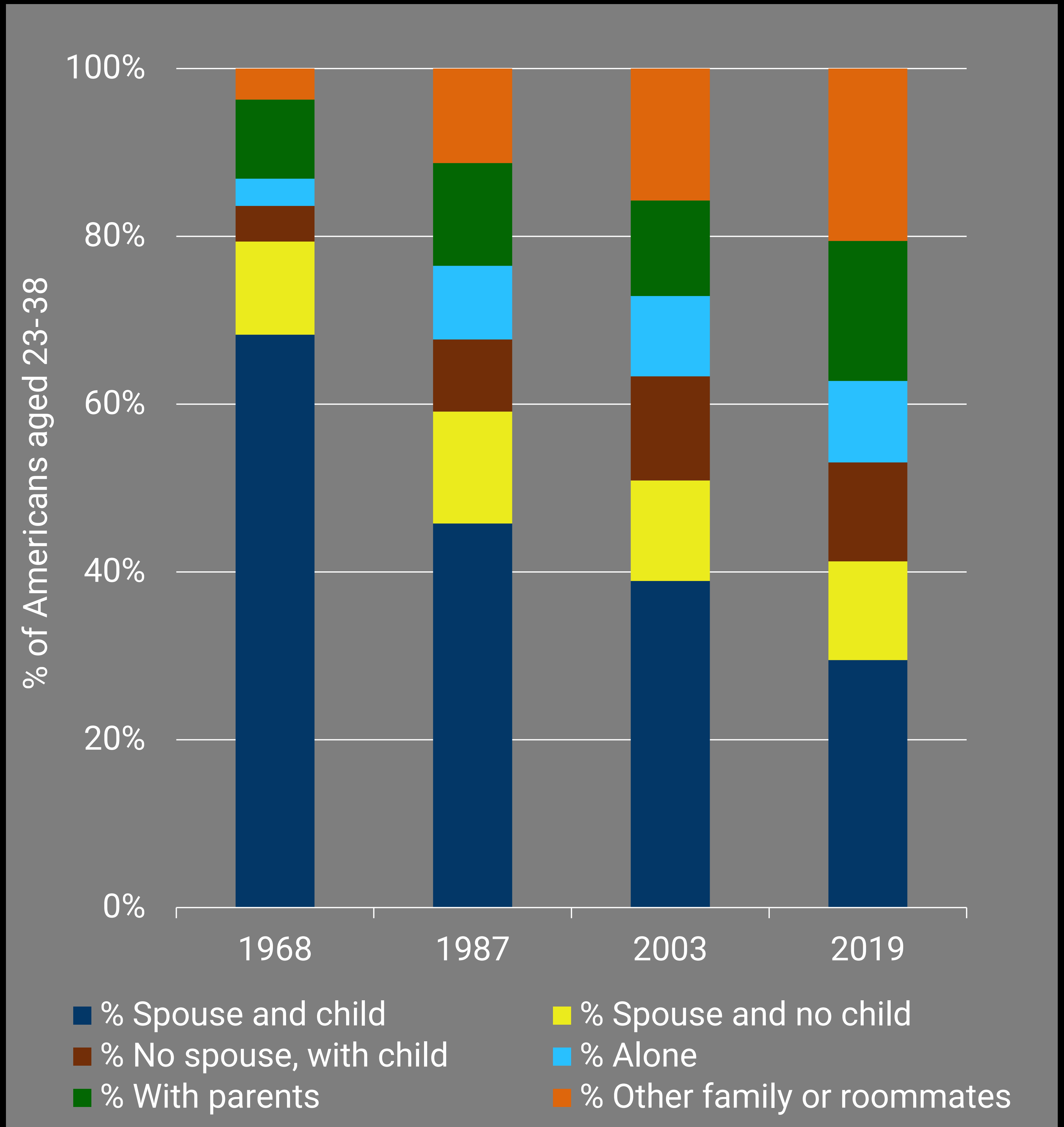
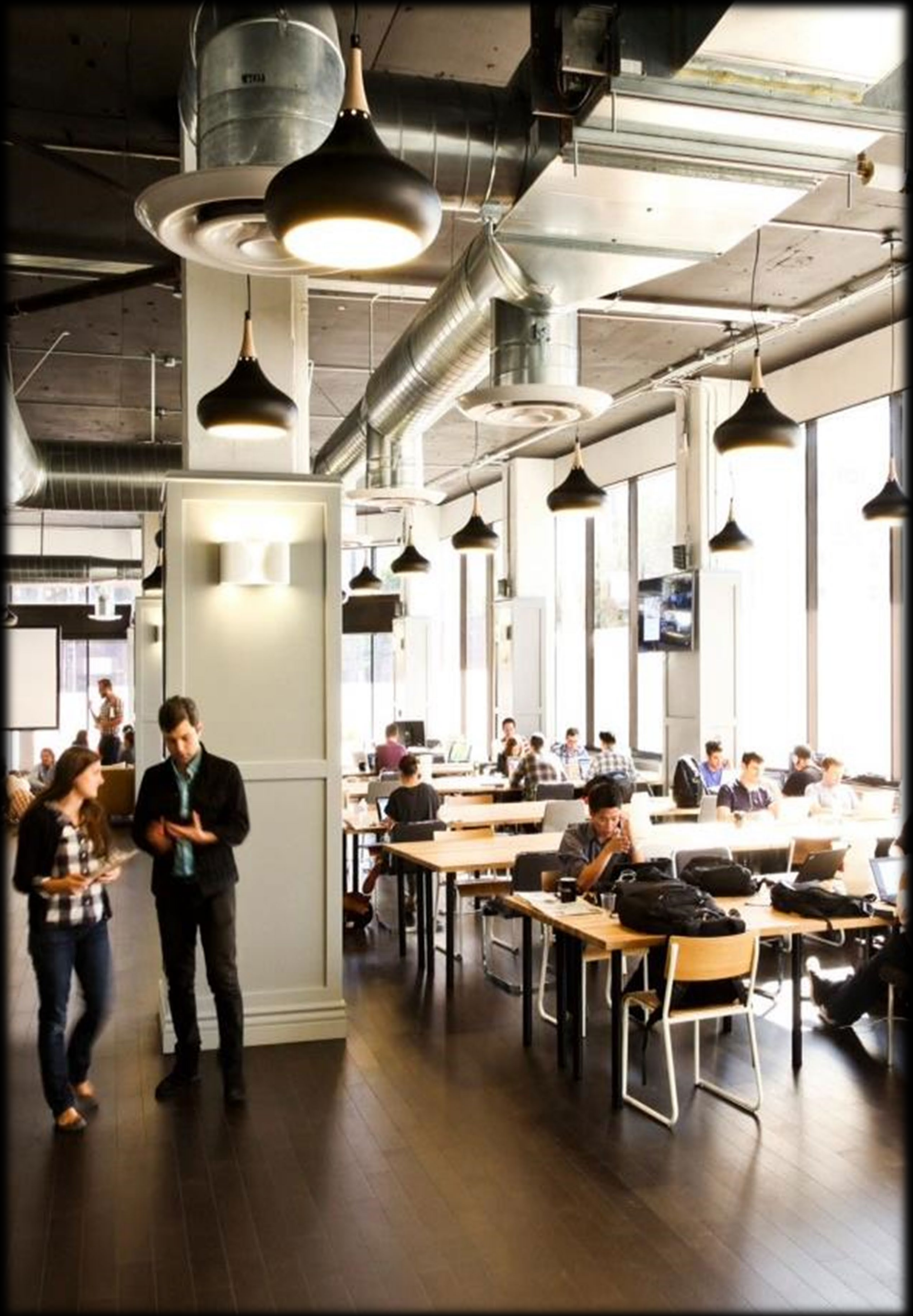
Household Type



Source: Brookings analysis of ACS and Census data via IPUMS



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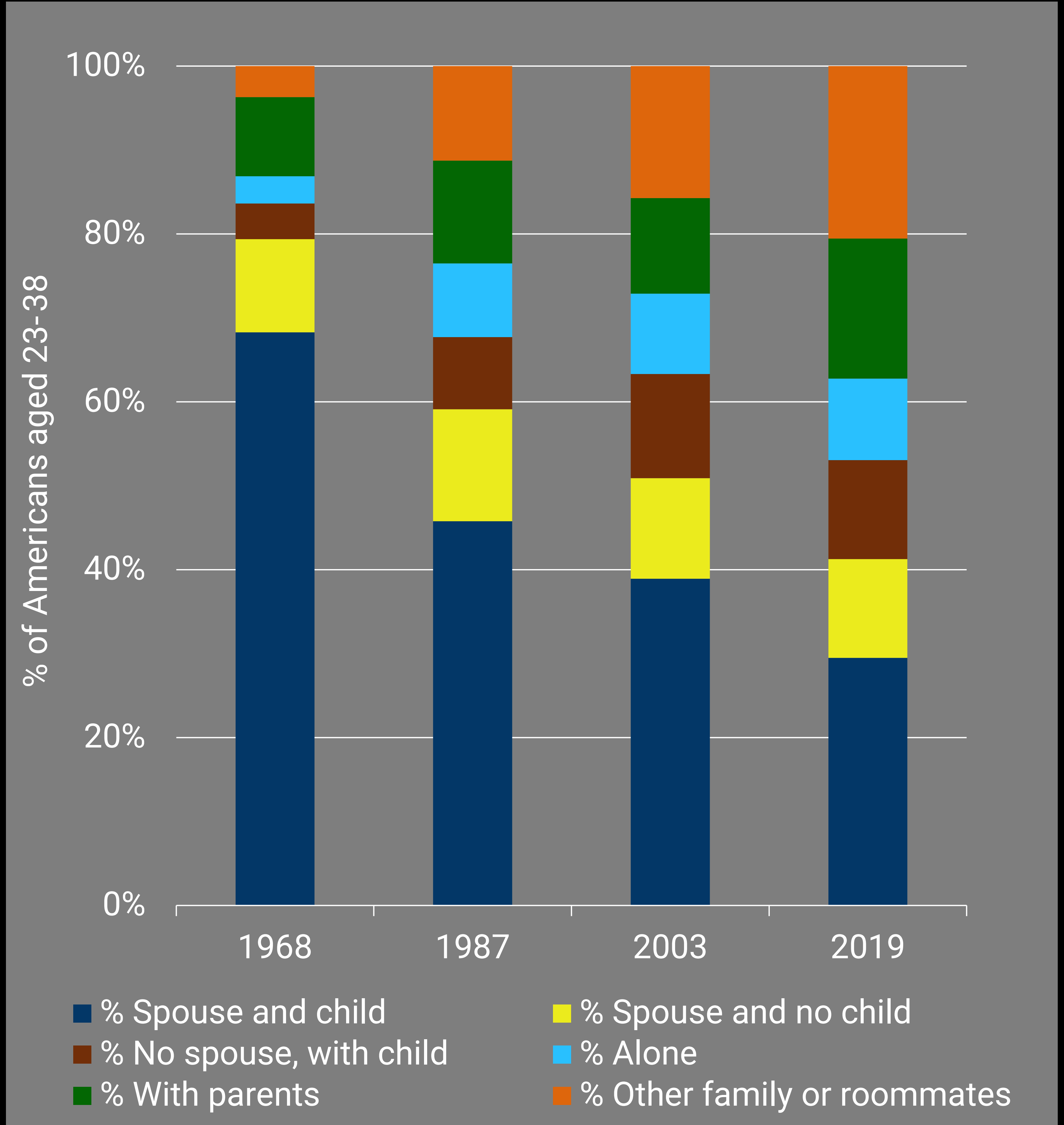

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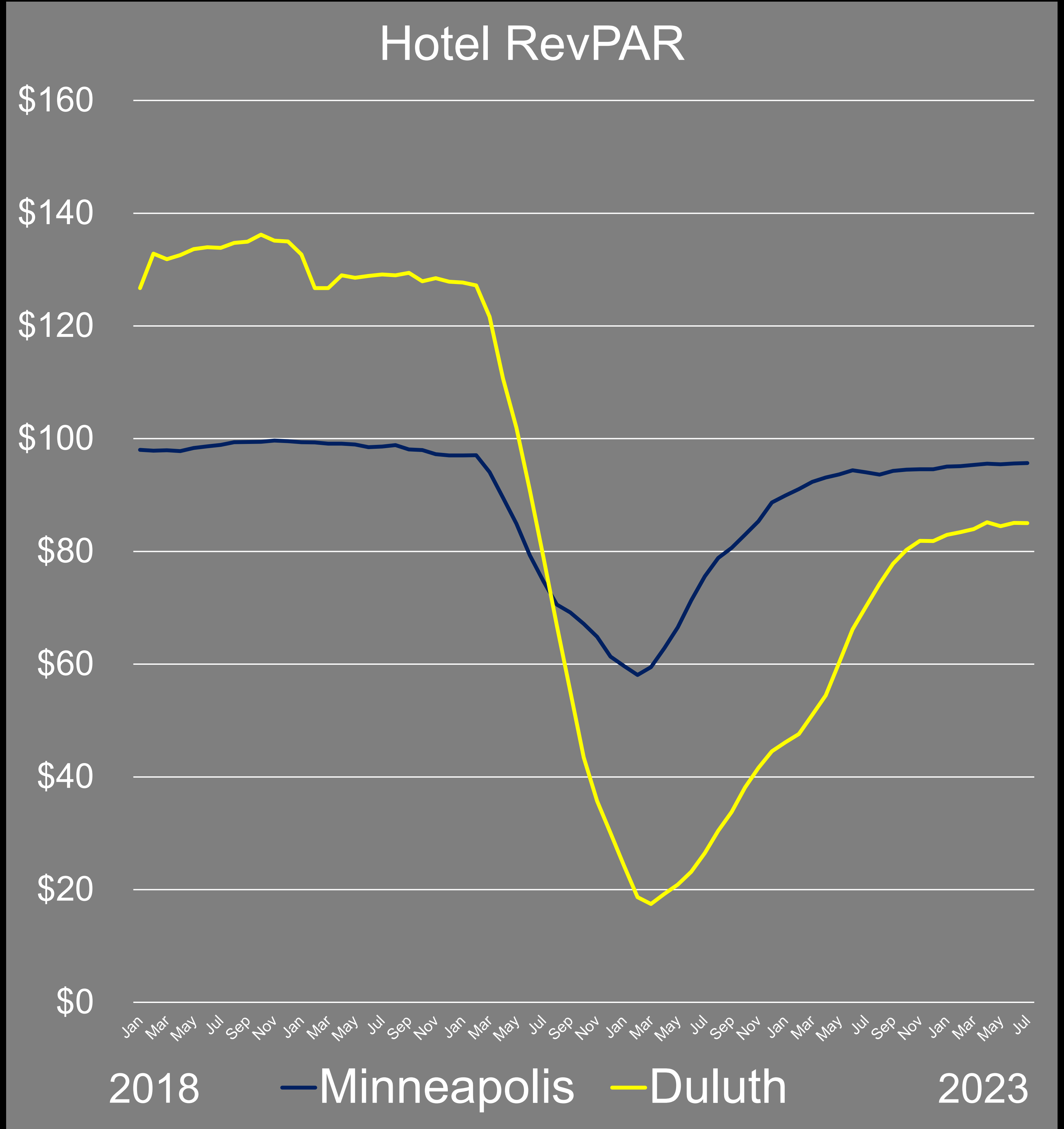
Travel



Source: CoStar/STR

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

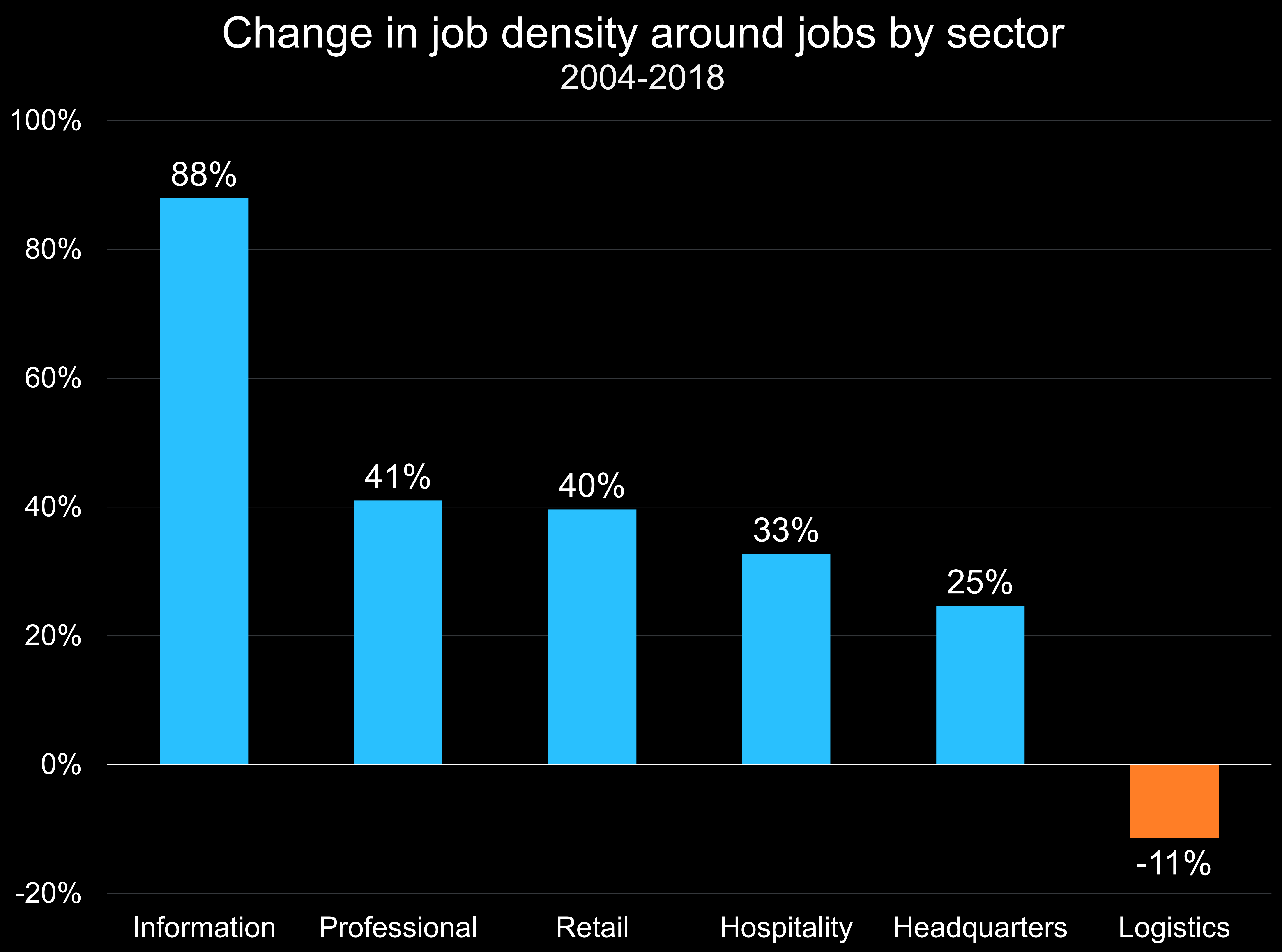
These trends are yielding positive impacts…but the built environment is lagging behind the pace of change in negative ways

Market and demographic trends are yielding positive impacts

on Image: Google maps

Demand for density is increasing

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

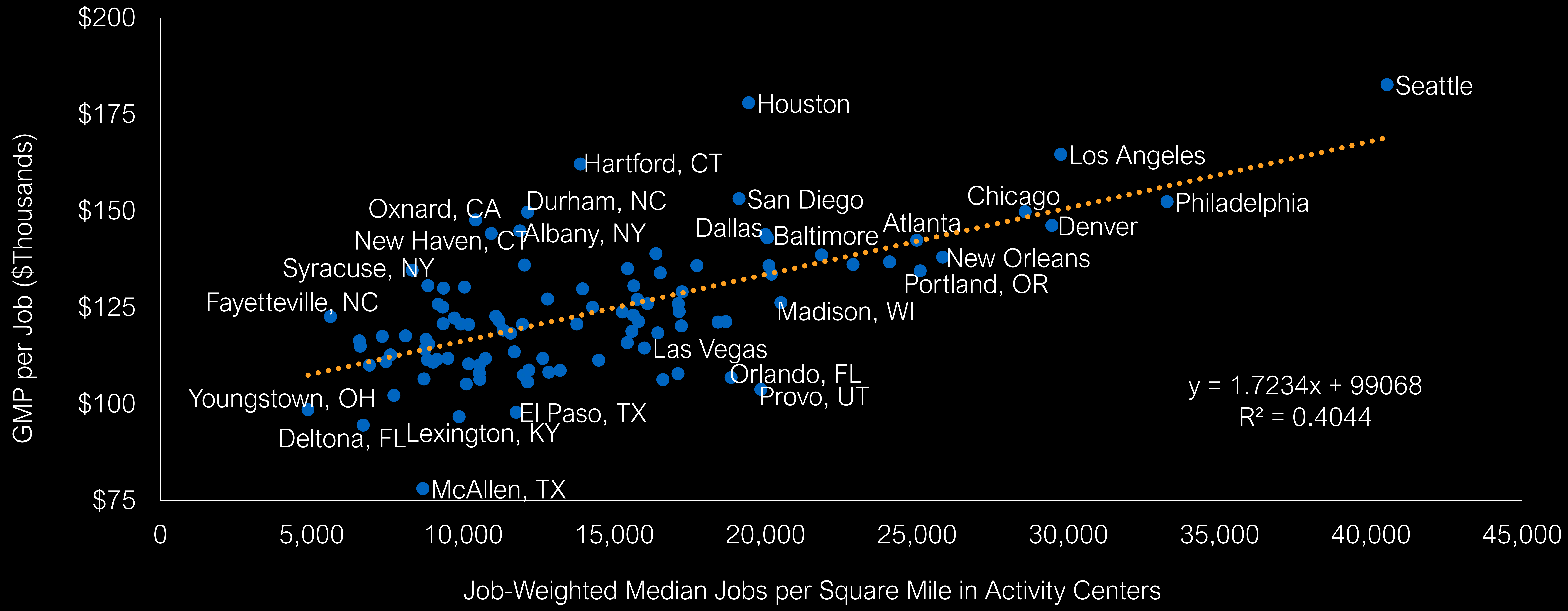


Source: Brookings analysis of Census LEHD Origin-Destination Employment Statistics

Job density = Better economic performance

Stronger activity centers are associated with higher productivity

US metro areas of > 500,000 residents*

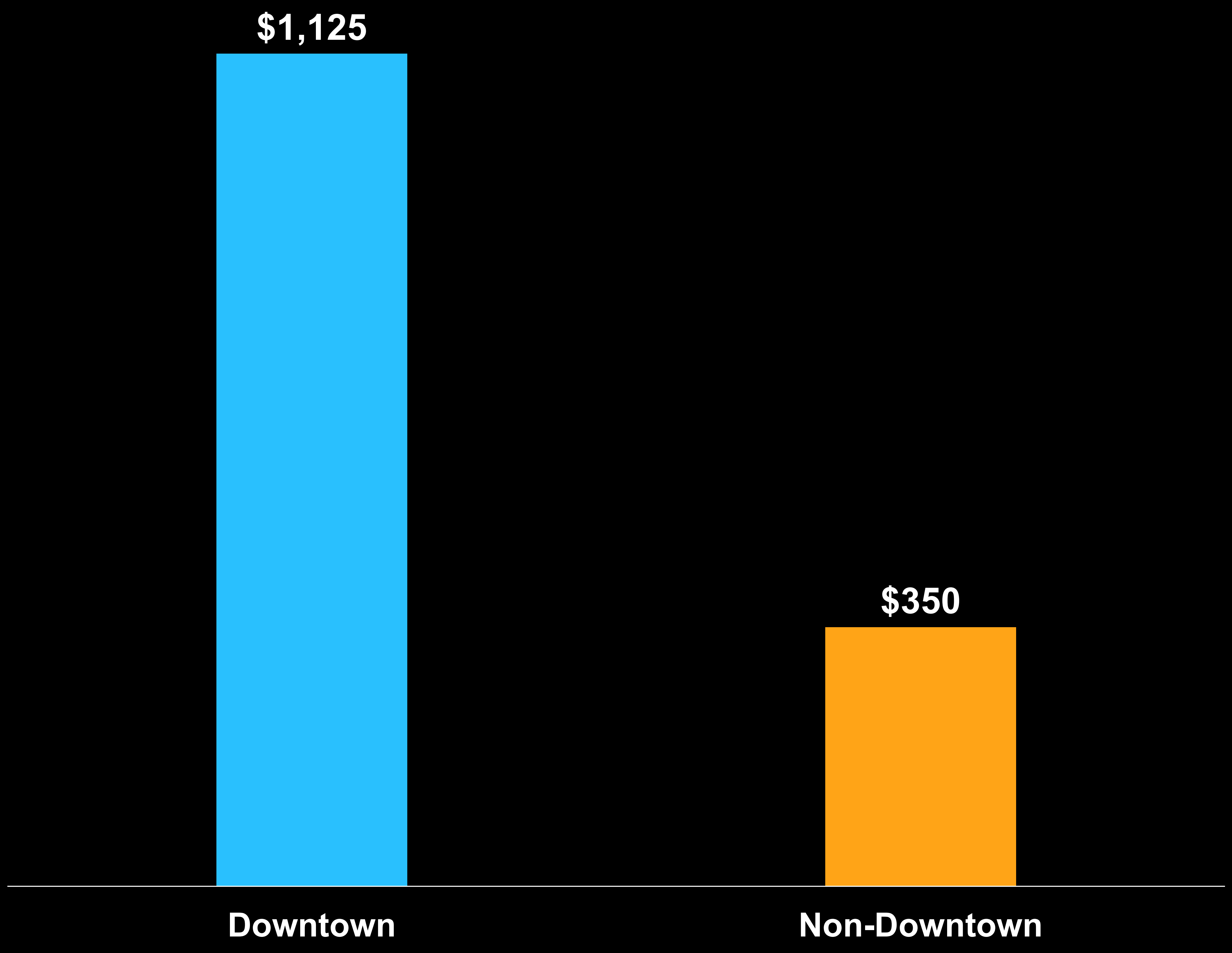


* Excluding New York, Washington, Boston, San Francisco, San Jose (CA), Honolulu, and Bridgeport (CT).

Data source: Brookings analysis of EMSI GMP estimates and Census LEHD, 2019 vintage.

Dense location = Greater innovation

Gross licensing income per student, 2013-2015

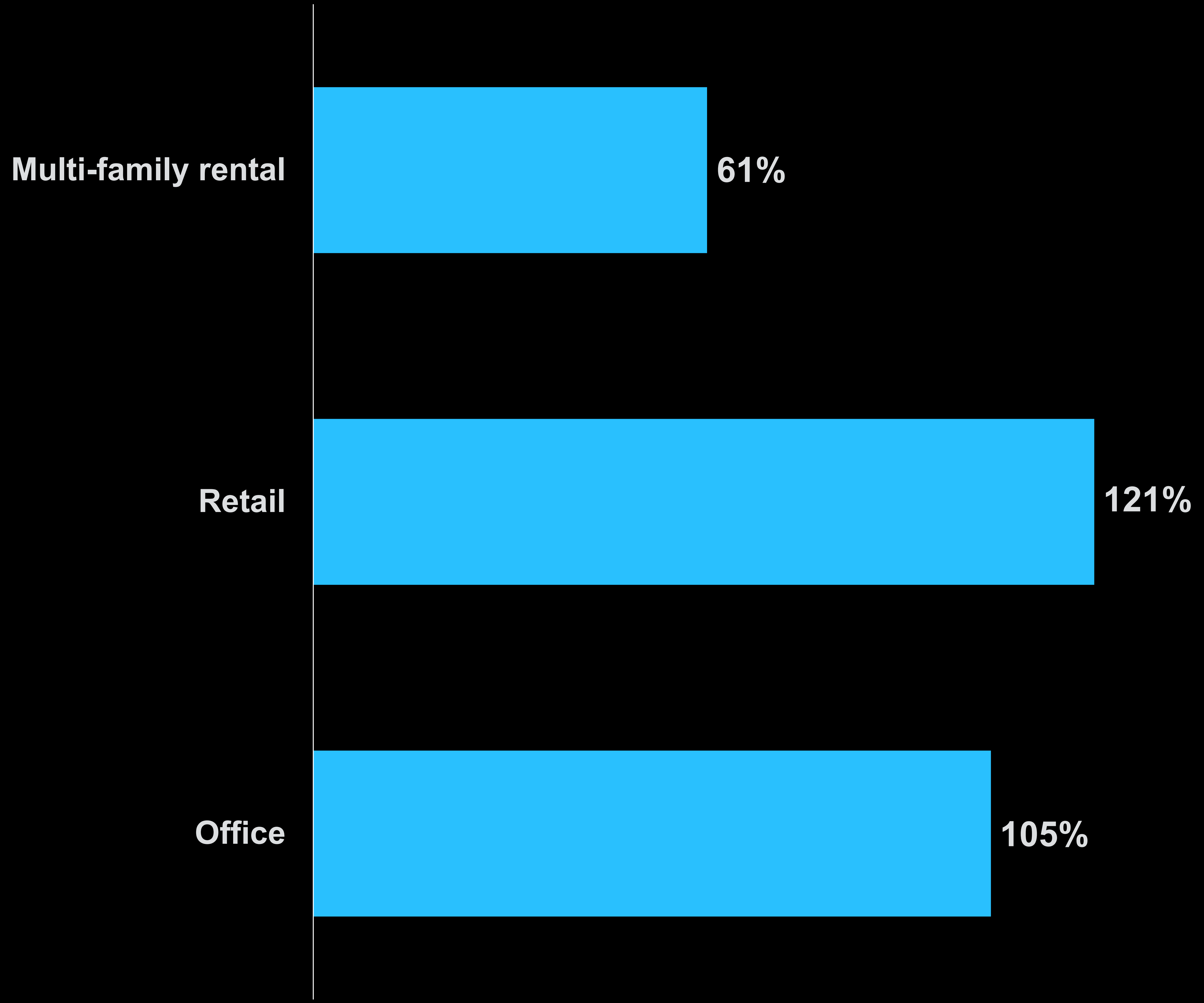


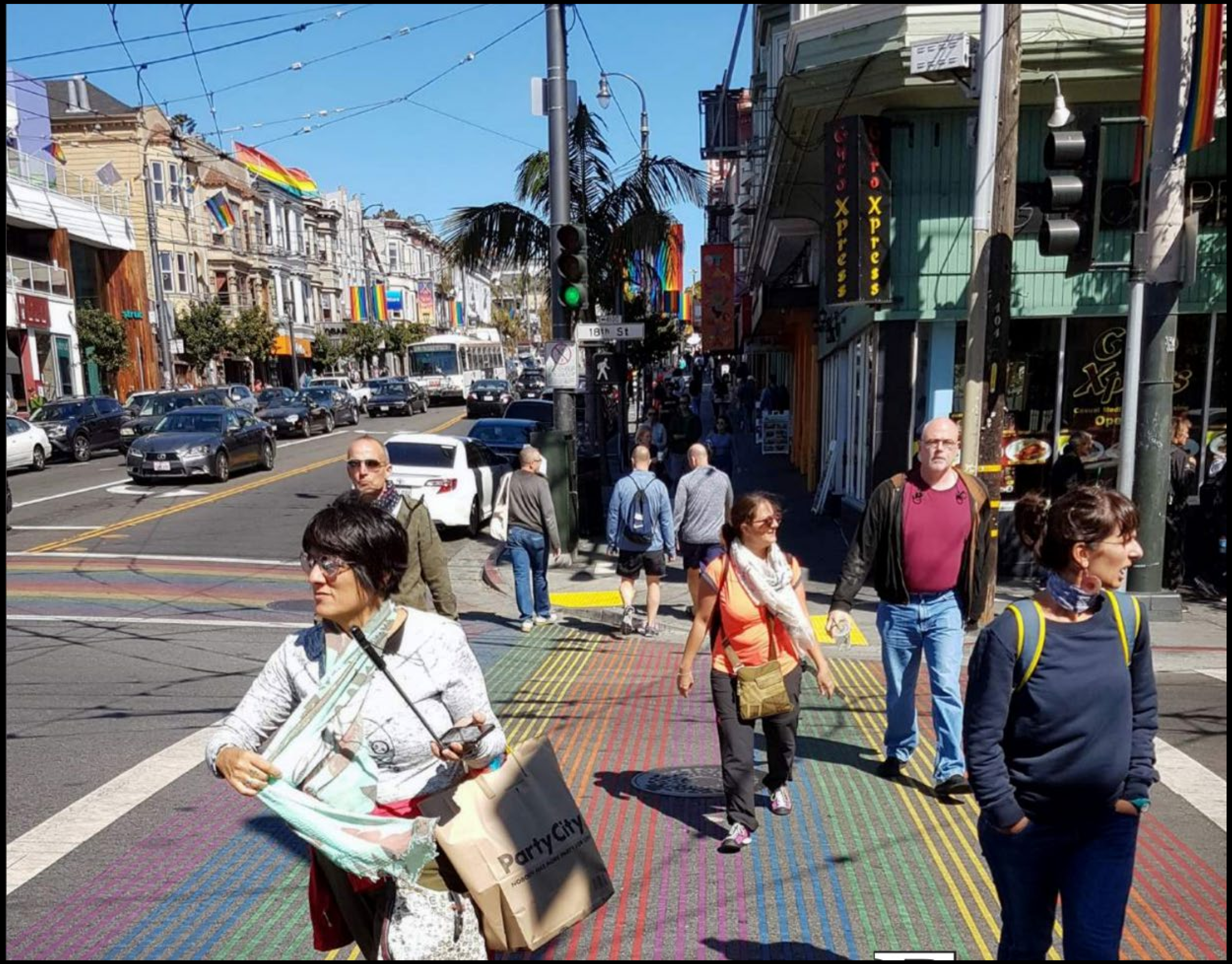
Downtown universities:

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

Source: Brookings, "Hidden in plain sight: The oversized impact of downtown universities," Scott Andes, 2017

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

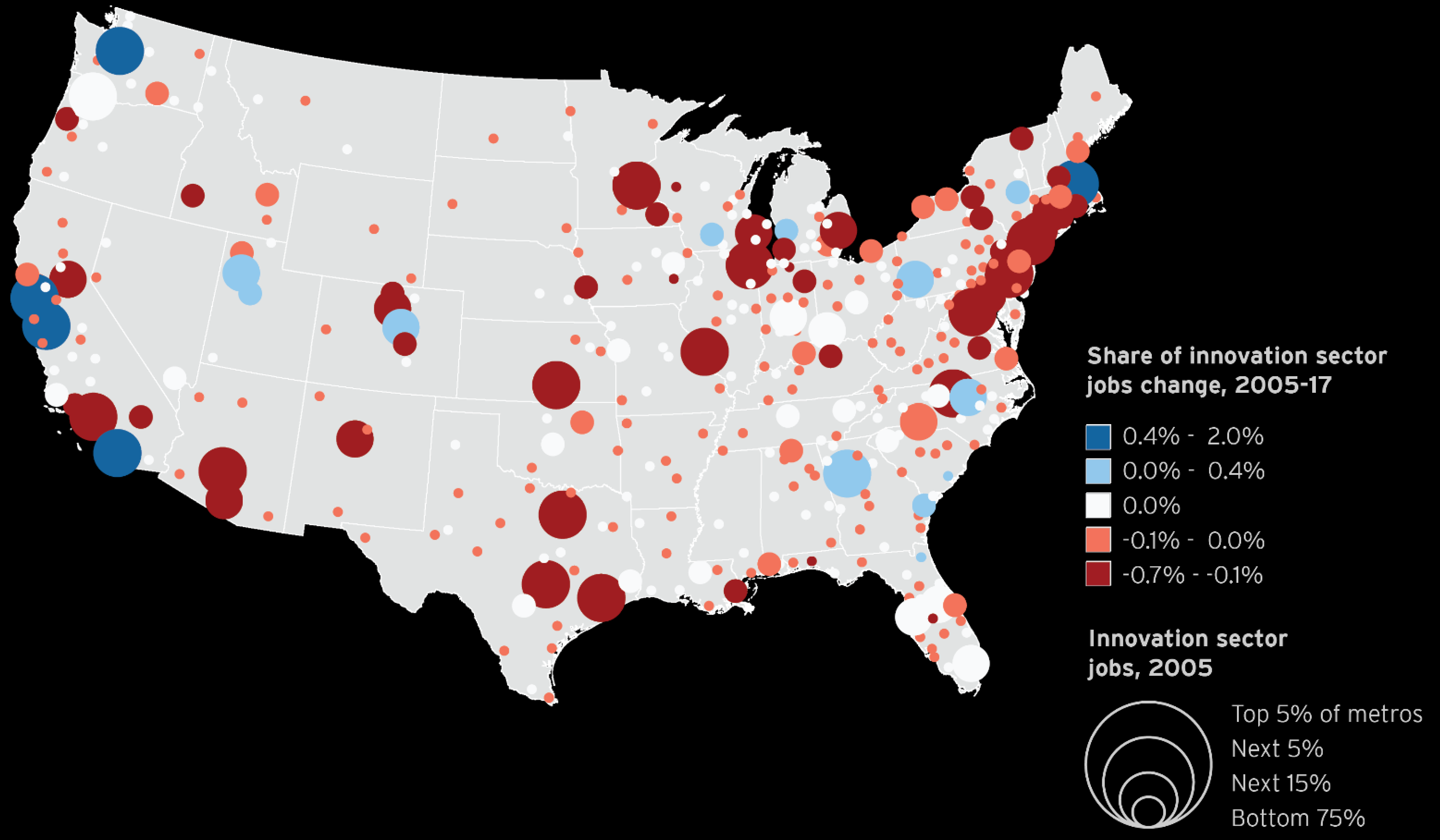




Source: George Washington University, "Foot Traffic Ahead," 2019

The knowledge economy is rewarding large places

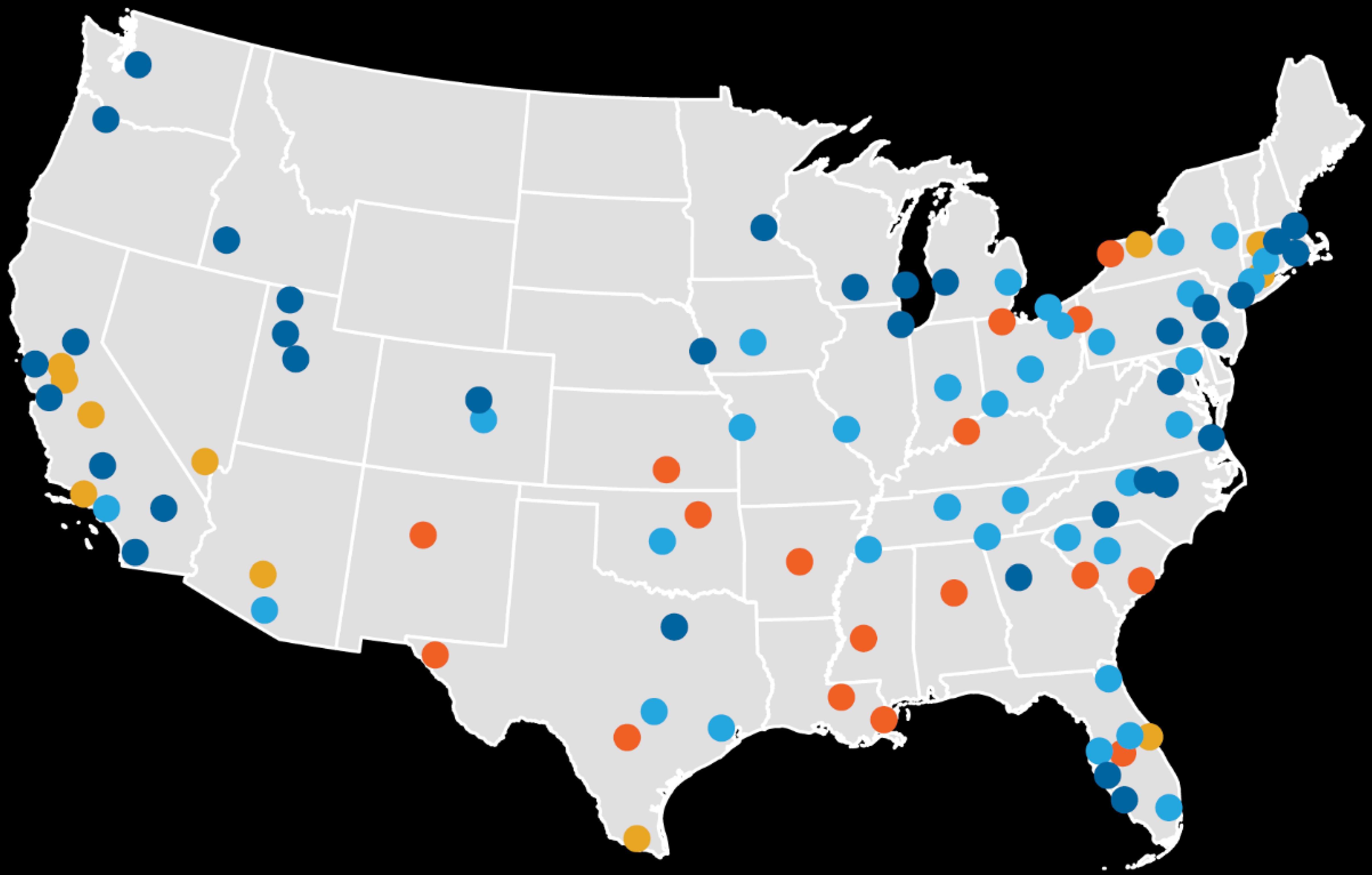
Since 2005, **just 5 "superstar" metro** **areas** accounted for **90% of all US job growth** in **innovation** sector

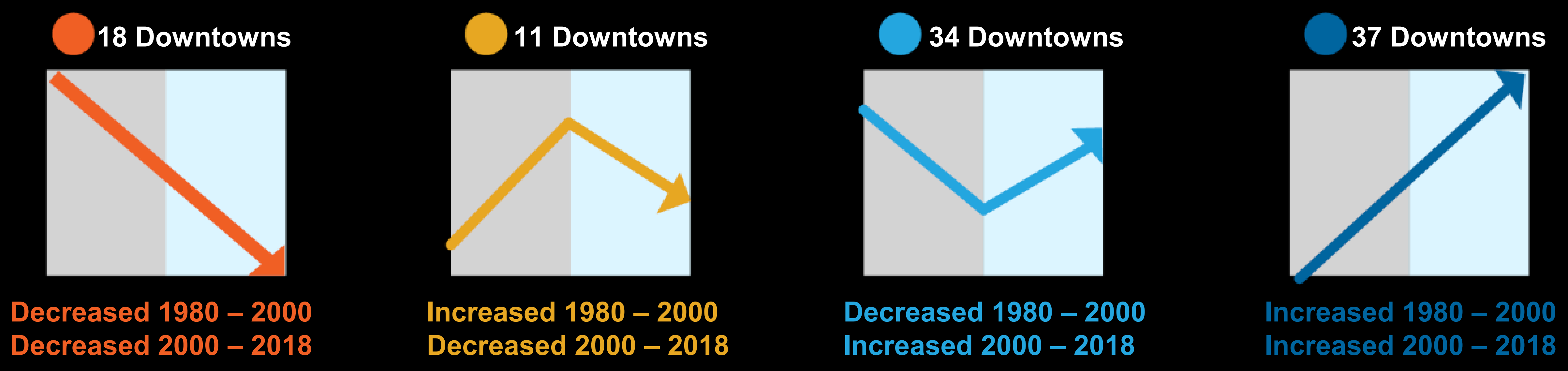


Source: Brookings, "The case for growth centers: How to spread tech innovation across America," 2019

The knowledge economy is rewarding large places

Downtown population growth, 1980 to 2018, 100 metropolitan areas



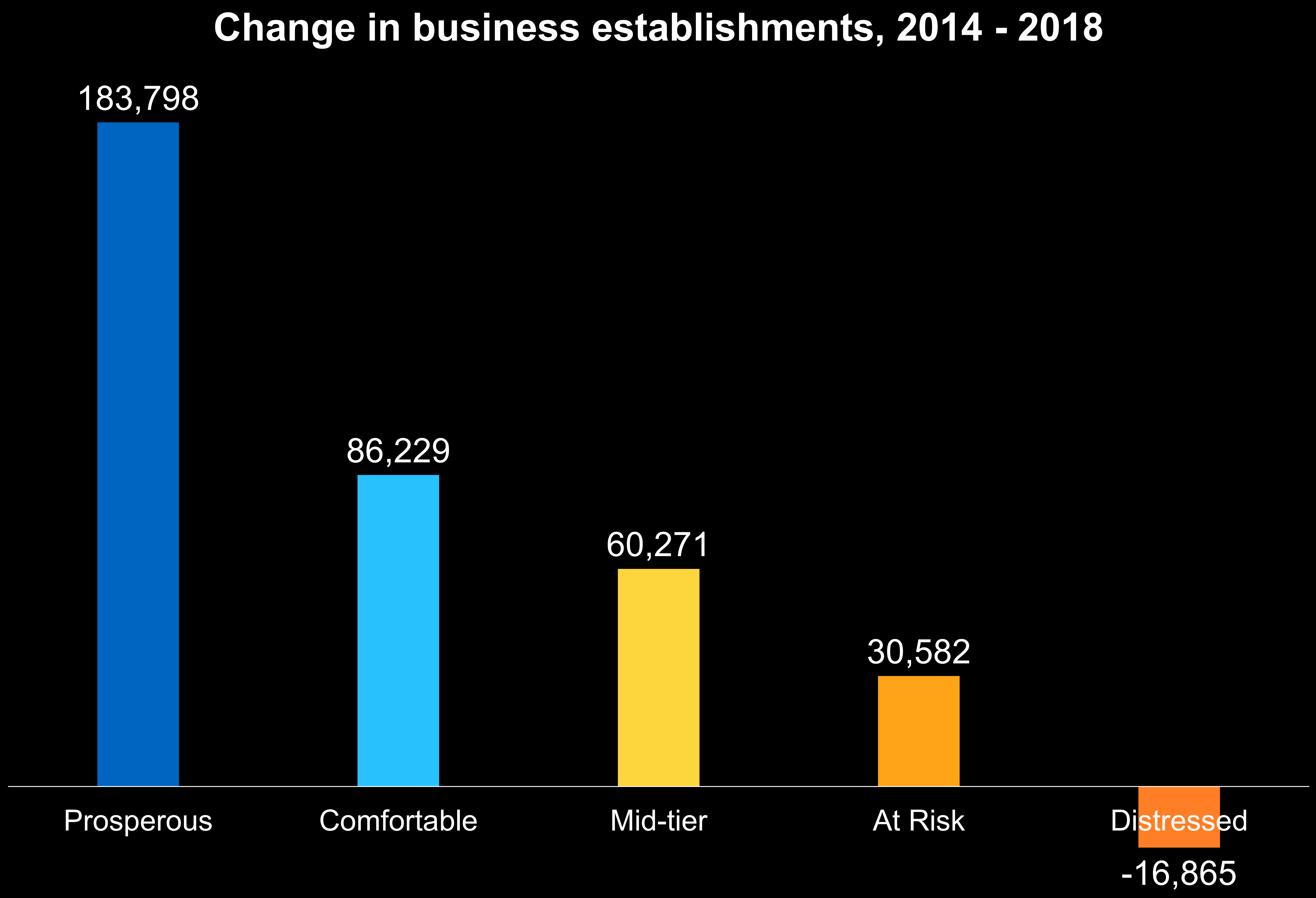


In metros across the country, **growth is concentrating downtown**

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

Source: Brookings, "Big city downtowns are booming, but can their momentum outlast the coronavirus?," 2020.

Places of concentrated advantage and disadvantage exist within regions



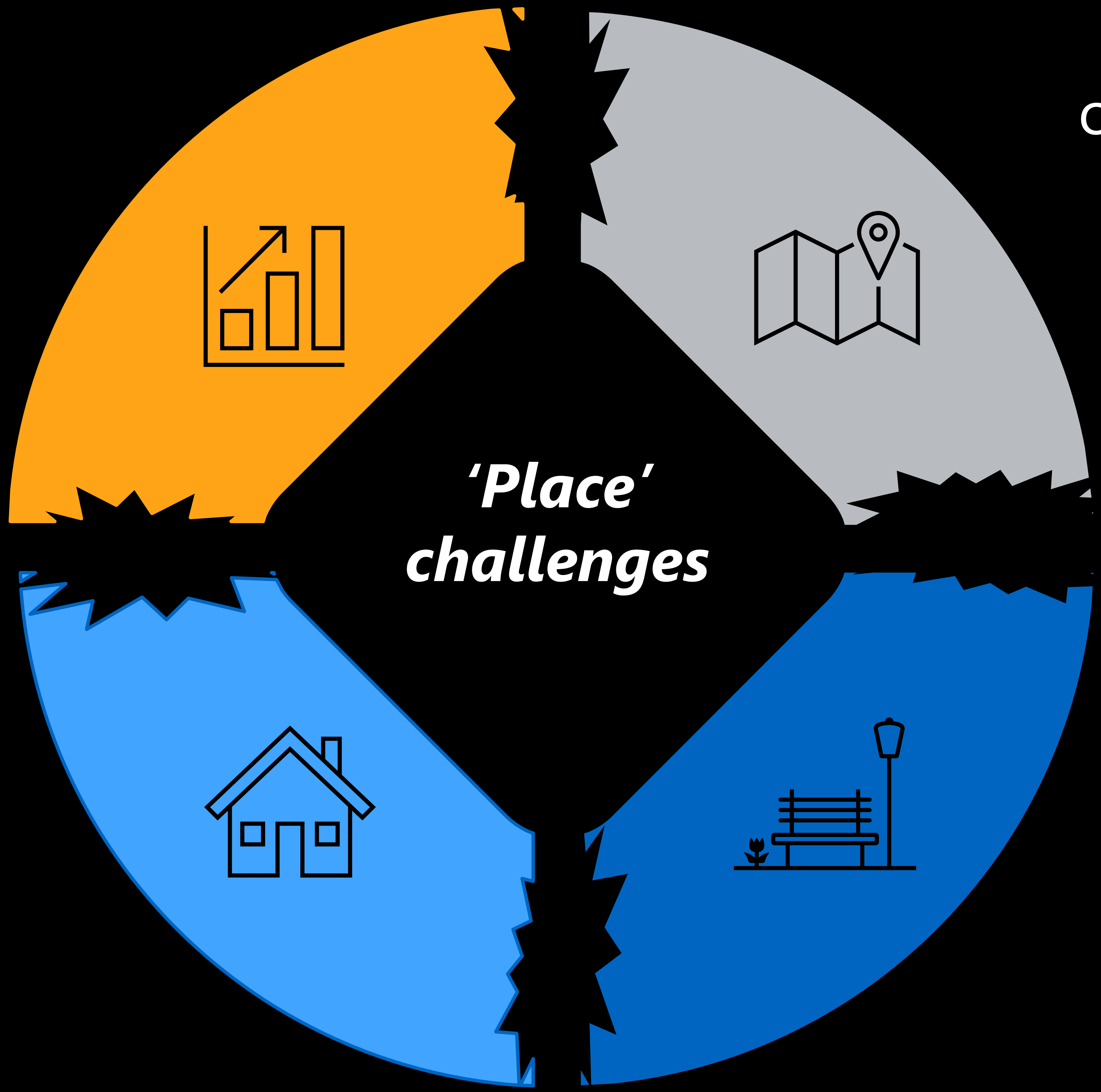
Prosperous zip codes account for **53%** of new businesses during recovery from the Great Recession

Source: Economic Innovation Group, “Distressed Community Index,” 2020

Our current systems are too siloed to address key challenges

Economic development often lacks a focus on place, placemaking, and (far too often) racial equity.

Land use planning often lacks a focus on racial equity, economic, and community development



Community development often lacks a focus on economic development.

Traditional placemaking is limited in scope and scale

Communities need to invest in transformative, place-based solutions

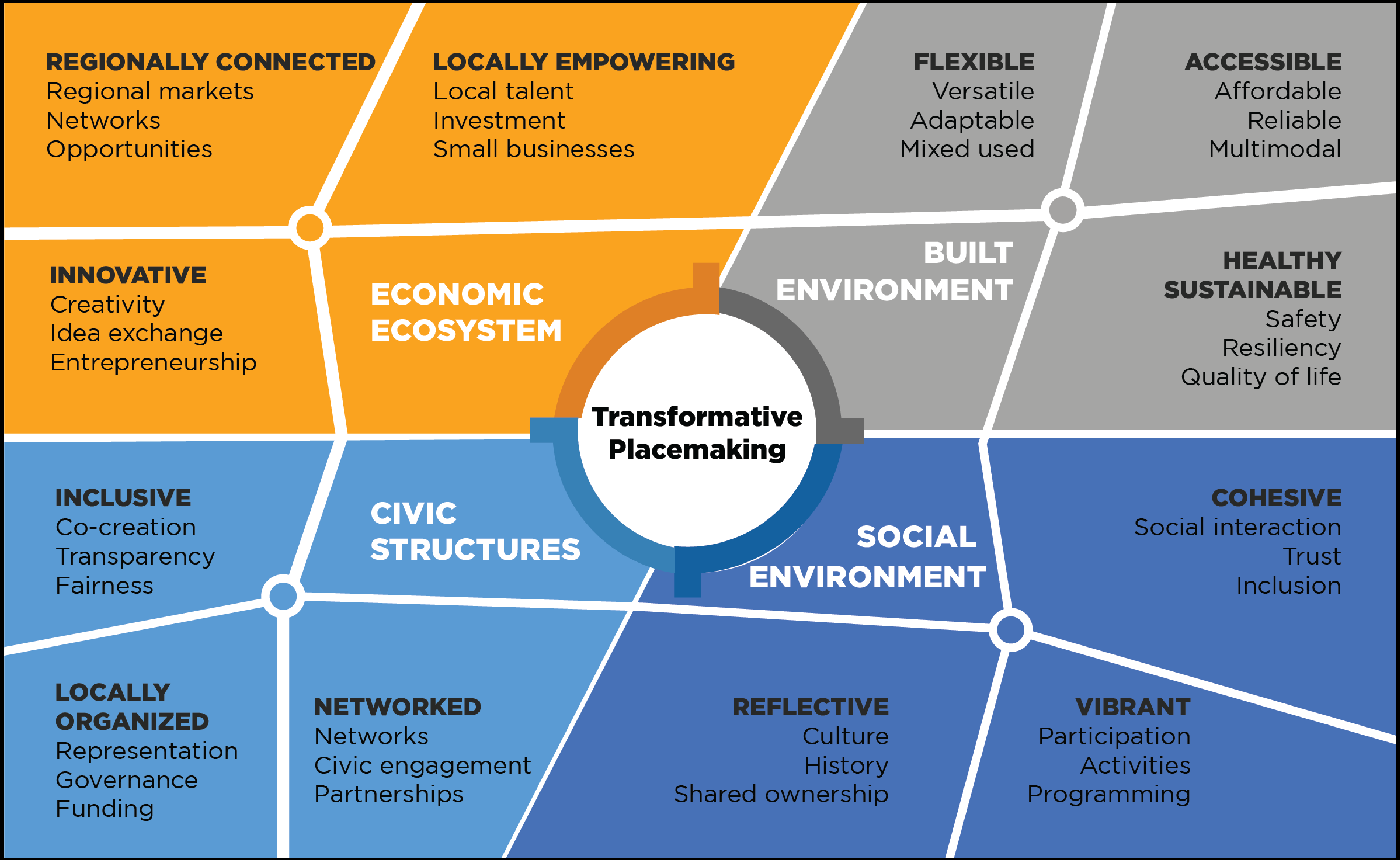
What sets transformative placemaking apart?

- **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 activity centers (the "hyper-local") where economic, physical, and civic assets cluster and connect.

…and integrated approach

Transformative placemaking leads to **four critical outcomes** that together foster communities of opportunity and wellbeing.



For example:

Wytheville, VA

Supporting local entrepreneurship by:

- Providing access to capital
- Offering free business classes
- Providing mentorship and networking opportunities

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

Photo credit: Berkshire Hathaway HomeServices (left), Selavie Photography (right)

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

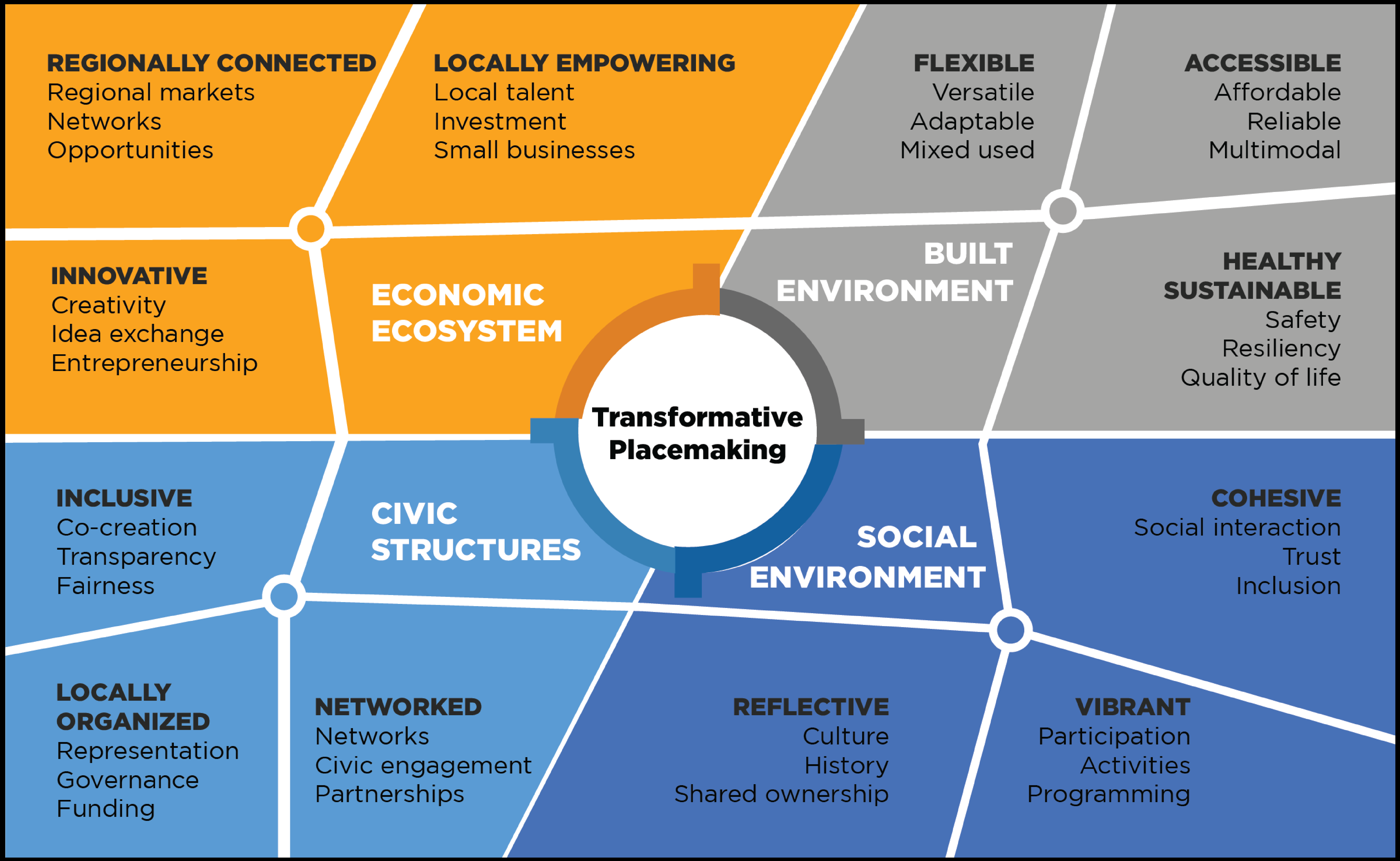
11th Street Bridge Park, Washington, DC

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

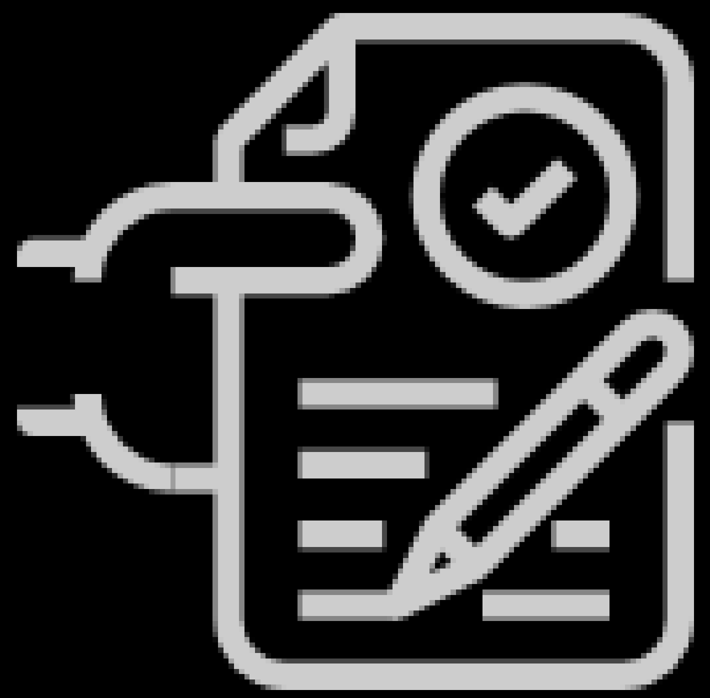
Photo credit: Building Bridge Across the River (right), University City District (left)

Transformative placemaking leads to **four critical outcomes** that together foster communities of opportunity and wellbeing

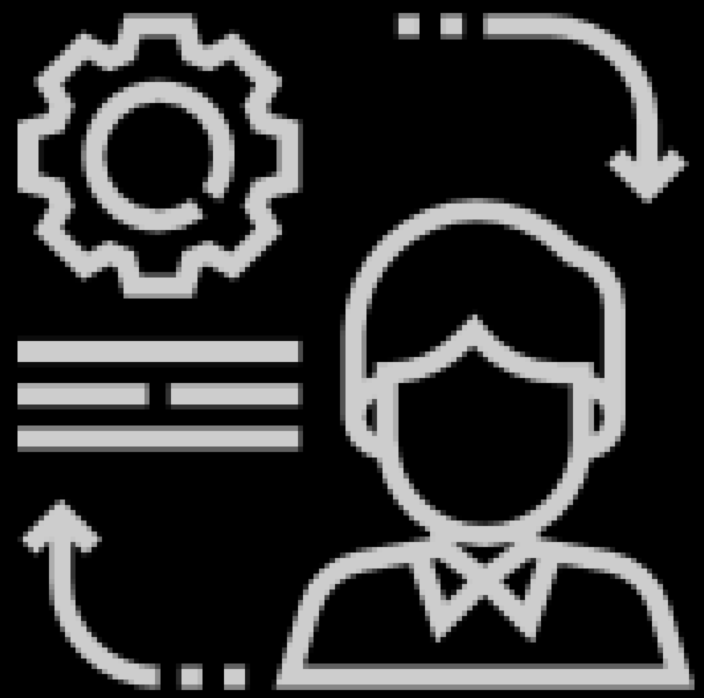


Transformative placemaking requires new …

Knowledge



Policies & investment strategies



Practices & tools


Learning
Colliding
Socializing
Networking
Coworking
Biking
Innovating
Playing
Engaging
Creating
Eating
Meeting
Working

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