



Place-Based Development



Place-Based Economic and Community Development is...

rooted in a **specific place** and
serves the **people** of that place.

The background of the slide features a warm, golden-hour sunset over a body of water. In the foreground, several hands are silhouetted against the bright light of the sun, which is partially obscured by clouds. These hands are holding and fitting together interlocking puzzle pieces, creating a sense of collective effort and shared achievement. The overall mood is hopeful and collaborative.

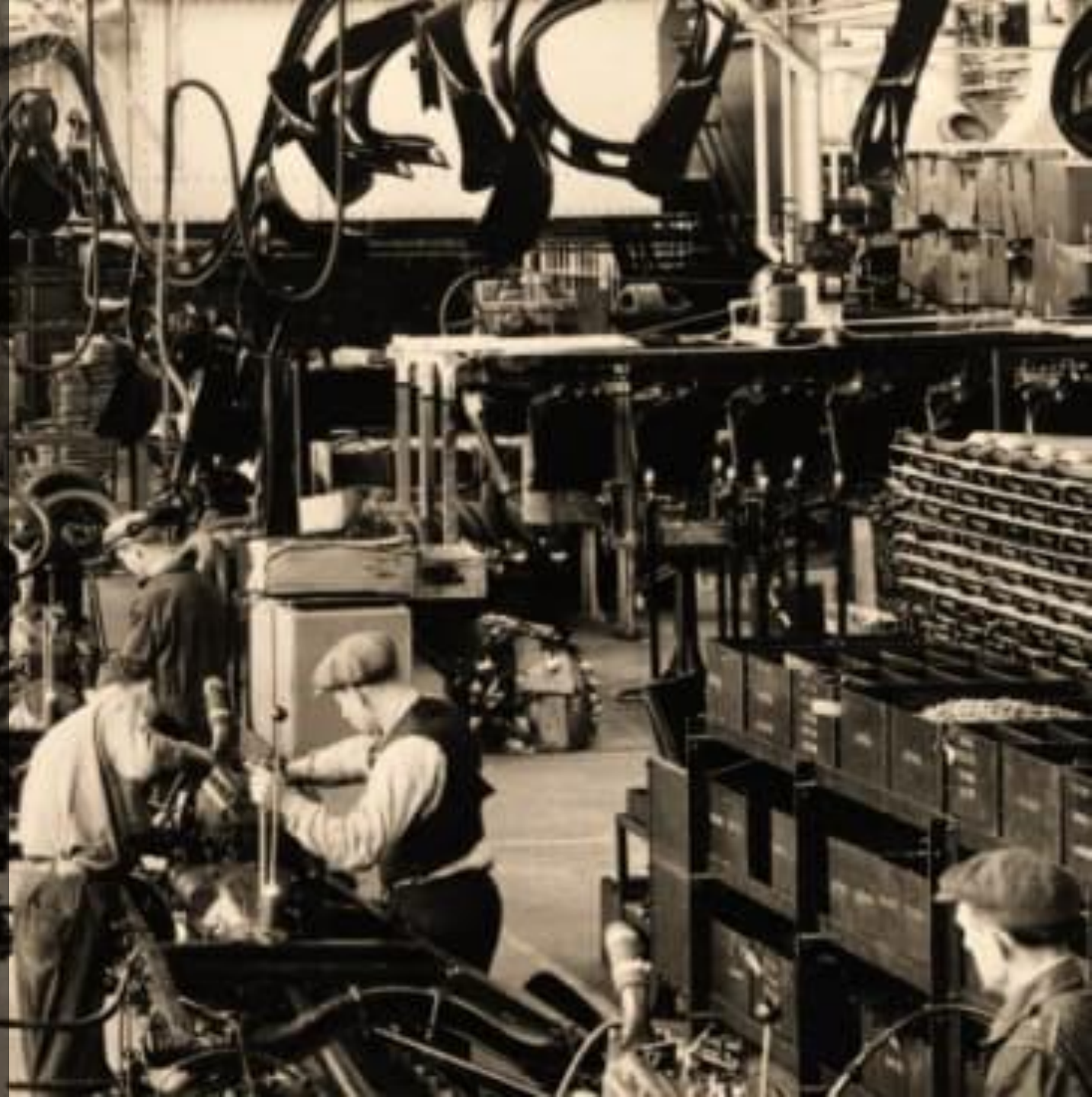
Place-Based
Economic and
Community
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is...

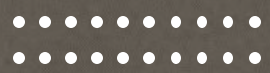
a **shared** effort to create shared results.

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18th and Early 19th Century Industrial Era

- The Downtown WAS the city
- Walkable
- Livable
- Social
- Diverse
- Economic & Cultural Center





Mid 19th – Late 19th Century Transportation Era

- Railroads Expanded Industry, Trade, and Development
- Sprawl
- Improved Transportation In and Out of the City Center
- Commercial Districts Emerged and Replaced Middle- and Upper-Class Housing

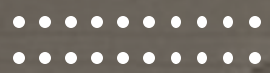


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Early 20th – Mid 20th Century The Second Motor Age

- Extensive Road Development
- Decentralized Downtowns
- New Standards for City Development/Planning Emerged
- Automobile Centric Development





Mid 20th – Late 20th Century The Suburbs

- Suburban Focused Development
- Shopping Malls
- Neglected Downtowns
- Continuance of Automobile-centric City Planning
- Top-Down Economic Development Practices





It's a promise!



JIM'S going away tomorrow . . . and there will be long, lonely days before he comes back.

But that little house sketched there in the sand is a symbol of faith and hope and courage. It's a promise, too. A promise of gloriously happy days to come . . . when Victory is won.

Victory Homes of tomorrow will make up in part at least for all the sacrifices of today . . . and that's our promise!

They will have better living built in . . . electrical living with new comforts, new conveniences, new economies to make every day an adventure in happiness.

Plan for your Victory Home now . . . the one sure way is to buy War Bonds. Every Bond you buy is an investment in your future happiness and security . . . every dollar you put into Bonds helps bring our boys back sooner—and safer. Buy another Bond today.

The General Electric Consumers Institute at Bridgeport, Conn., is devoted to research on wartime home problems such as: Nutrition • Food Preparation • Food Preservation • Appliance Care • Appliance Repair • Laundering • Home Heating and Air Conditioning. Helpful booklets are available from your G-I Appliance Dealer, or General Electric Consumers Institute, Dept. 15-3.

APPLIANCE AND MERCHANDISE DEPARTMENT, BRIDGEPORT, CONN.

GENERAL ELECTRIC




There is an Electric Boat and the Navy story. Toasters, Thermostats, toaster ovens and C.R.S. On Sunday night listen to the "Hour of Charm" and N.R.C. See newspapers for times, dates.



Aerial view of Levittown, New York.

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“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

-Jane Jacobs

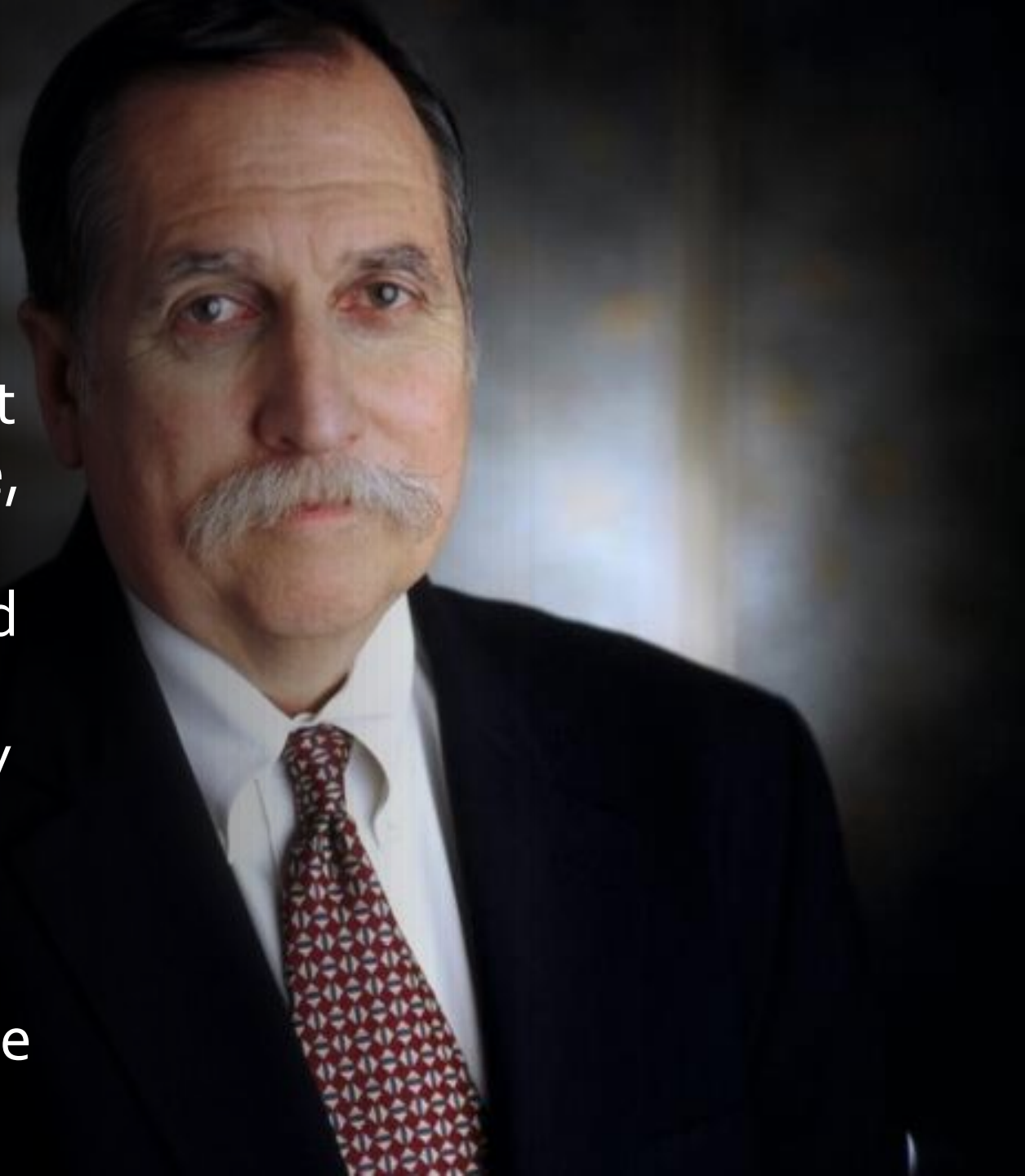


Late 20th – Early 21st Century

Downtown Revitalization


- Historic Preservation
- The Recession
- Brick and Mortar Retail Shift
(online shopping + big box)
- Gentrification
- Environmental Sustainability
- Live, Work, Play



A portrait of Ed McMahon, a man with a mustache, wearing a dark suit, white shirt, and a red patterned tie. He is looking directly at the camera with a slight smile. The background is blurred, showing what appears to be an office or library setting with bookshelves.

“Downtowns are important because they're the heart and soul of any community. Who wants to go to the strip center and hang out? People just go and buy what they want and leave, but people will go to the downtowns of America and they will hang out and they will come back. That was our model of development in this country for about 300 years. We called it a 'town.'”

-Ed McMahon
Urban Land Institute



..... Current 21st Century Placemaking and Community-Led Development

- Environmental Sustainability
- Alternative Transportation & Connectivity
- Activating Public Spaces
- Diversity, Equity, & Inclusion
- Culture/Heritage Preservation
- COVID

—
“Communities build powerful connections around the shared experience of ‘making’ a vision for the future together.”

-Team Better Block


The **Pop-Up** Placemaking Tool Kit

Projects that inspire change — and improve communities for people of all ages



AARP
Real Possibilities





Traditional Approach

- Top-Down “_____ has an idea...”
- **Recruit** Target Industries & **Build** Pad Ready Sites
- Savior from the outside
- Costly Incentives & Zero-Sum Gains
- Does Not Consider or Address Social Issues and Economic Gaps
- Not Always Beneficial to the Community Demographic and Culture
- Costly and take a long time
- Try to get buy-in at the end

A photograph of a community path with people walking and a colorful mural on a wall. The path is paved and runs through a lush, green area with trees and bushes. In the background, there are houses and a cloudy sky. A colorful mural with a pattern of blue, purple, and pink circles is visible on a wall to the left of the path. People are walking along the path, and a person is riding a bicycle. The overall scene is vibrant and community-oriented.

Place-Based Approach

- Bottom-Up “What does the community want?”
- **Grows** local creatives/entrepreneurs/developers
- Encourages Collaboration
- Holistic Improvements
- Inclusive & Equitable
- Unique Physical & Social Assets
- Community Visioning & Planning
- Enhance Quality of Life
- Create Sense of Place & Identity

To Thine Own Self Be True

“There are unique and interesting subtleties that belong to every city. Just as Shakespeare's Hamlet quotes from the play, each city must identify its own self and be true to its local character. Staying true to the roots that give a place its MOJO is critical to a project's success.”

-Mayor Nancy Harris, City of Duluth Georgia

We did the public
investment.....

Where is the private
investment?



- THE 2-YEAR PROGRAM CURRICULUM
- Year 1: Education, Visioning, and Planning
- Year 2: Project Development, Funding, Implementation & Tracking

PARTNER ORGANIZATIONS



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Community Teams

<u>Year</u>	<u>Community</u>	<u>Team Leader</u>	<u>Facilitator</u>
Graduate	Bainbridge	Amanda Glover	Danny Bivins
Graduate	Gainesville	Robyn Lynch	Leigh Elkins
Graduate	Greensboro	Cail Hammond	Clark Stancil
Graduate	Albany	Lequrica Gaskins	Katherine Moore
Graduate	Canton	Brittany Anderson	Carmine Fischetti
Graduate	Millen	Mandy Underwood	Kaitlin Messich
Graduate	Covington	William Smith	Nick Johnson
Graduate	Fitzgerald	Brandy Elrod	Clark Stancil
Graduate	Jackson	Mayor Carlos Duffey	Luben Raytchev
Graduate	Powder Springs	Ashley Youmans	Ebony Simpson
Graduate	Young Harris	Denise McKay	Danny Bivins
Graduate	Adel	Brandie Dame	Jon McBrayer
Graduate	Thomasville	Kenneth Thompson	Tracie Sanchez
Second	Sylvester	Karen Singletary	Ebony Simpson
Second	Villa Rica	Alysia Doyle	Luben Raytchev



Program Objectives

PHILOSOPHY:

Developing a Team
Seeing places
Listening to the community

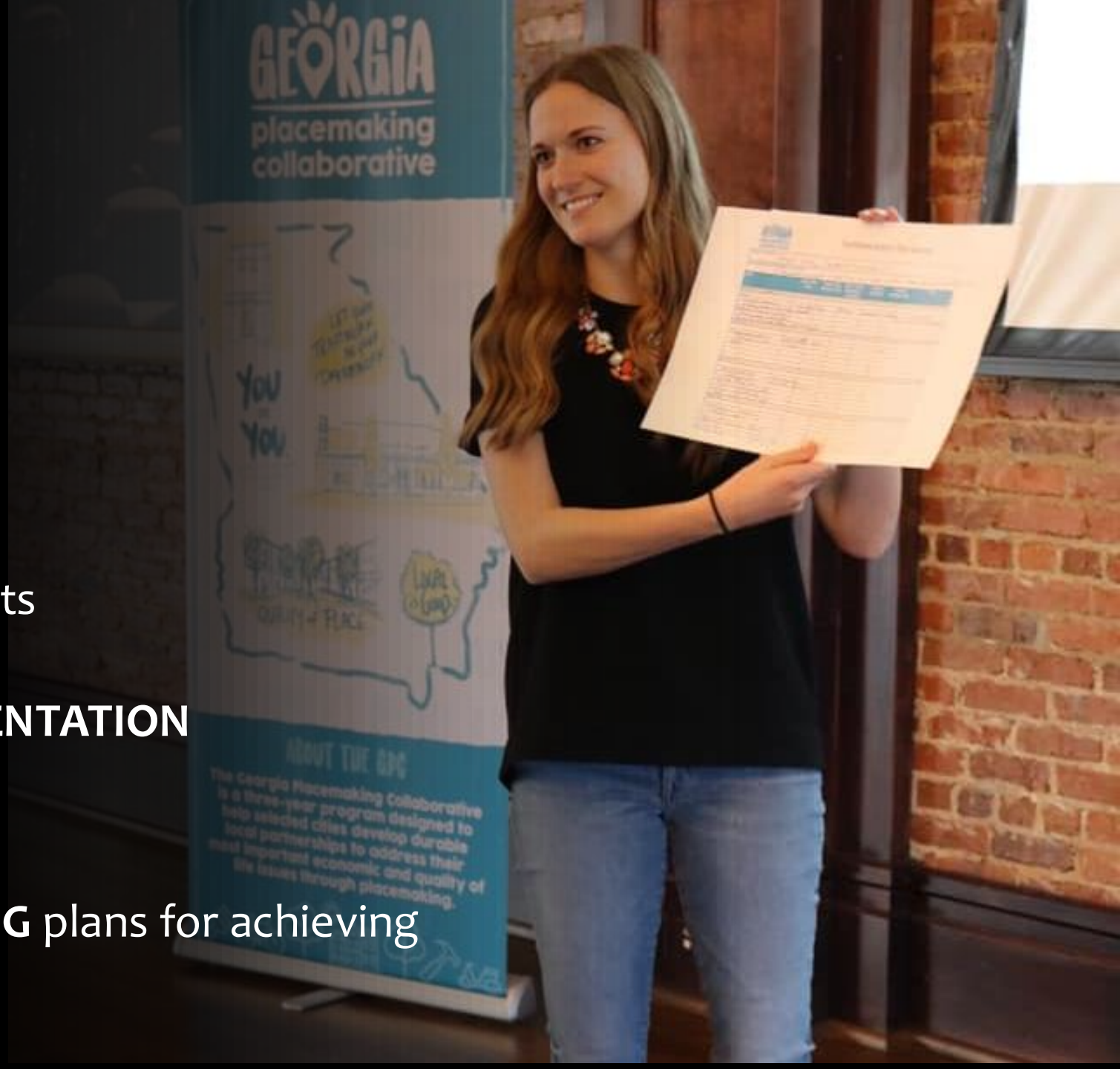
PROCESS:

Discovering what a community wants
through community-led:

VISIONING, PLANNING, & IMPLEMENTATION

PRODUCT:

Creating **PROJECTS & PLACEMAKING** plans for achieving
what a community wants.



Could your community benefit from GEPC?

APPLY ONLINE:

www.georgiacitiesfoundation.org

- Letters of Intent due 10/31/2024
- Applications due 12/1/2024
- Program cost = \$1000







GEORGIA

economic placemaking
COLLABORATIVE

 Sadie Krawczyk

 678.528.0938

 skrawczyk@gacities.com

 www.georgiacitiesfoundation.org