

PLACEMAKING

An Economic Development Strategy



Kindness Park. Credit: City of Benton

2021 KAED Economic Forum
Lexington, Kentucky
November 2, 2021

Lonely Planet

For many people in rural Kentucky,
this is the embodiment of
economic development.

A manufacturing facility in the
countryside.



People



London

Community



Covington Mainstrasse Village

Activities



Calvert City Veterans Park

Economic Development

Many Things Matter

Location

Broadband

Utility Costs

Transportation

Infrastructure

Workforce

Incentives

Economic Development

Many Things Matter

BUT

**PEOPLE AND PLACES
MATTER MOST**

The Great Migration

The pandemic did not initiate change.

The pandemic **accelerated** the change exponentially.

The Great Migration

People rediscovered the meaning of work/life balance.

People refocused on family, friends, work, and the meaning of life.

Millennials and Gen Z became enamored with QUALITY OF LIFE.

So, they've begun to move and change jobs/careers...because they can.

Remote work opened new doors to the ways that work is accomplished.

Business adapted.

Some have changed forever.

The Great Resignation

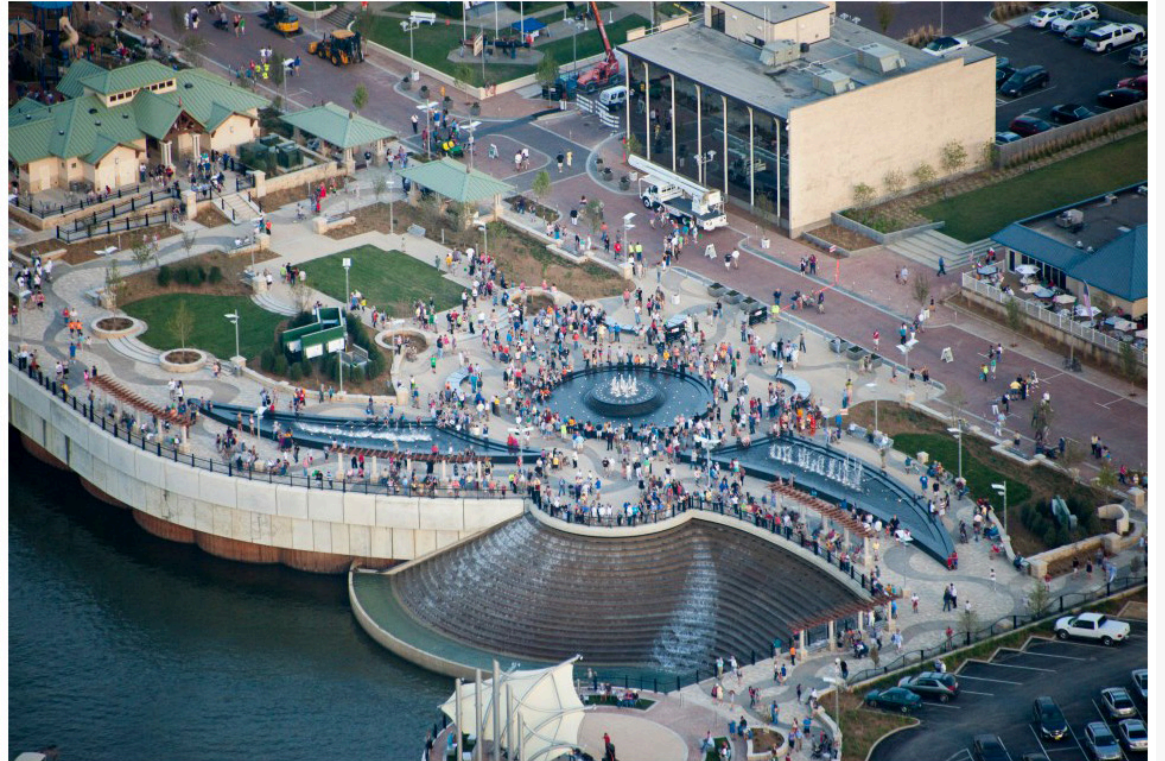
In July 2021

**Considering Quitting =
95%**

**Considering a Career Change =
28%**

Nearly half of adults say that a “Cabella Lifestyle” is extremely or very important

PLACEMAKING



Credit: Owensboro Riverfront Development

PLACEMAKING



Credit: City of Bellevue

PLACEMAKING

“Placemaking is the process of creating quality places where people want to live, work, play, shop, learn, and visit.”

(Michigan State University Land Policy Institute, 2015)

PLACEMAKING

**“Places with some
PIZAZZZ!”**

(Robert Steuteville, CNU)

PLACEMAKING



Credit: Bardstown Tourism

Quality of
Place

**More Choices = More
Attractive**

Housing
Transportation
Recreation
Education

e. Entertainment

Quality of Place

A mix of uses

Effective public spaces

Broadband capability

Multiple transportation options

Multiple housing options

Preservation of historic structures

Respect community heritage

Arts, culture, and creativity

Recreation

Green space

Quiet, unless they are designed to be otherwise.

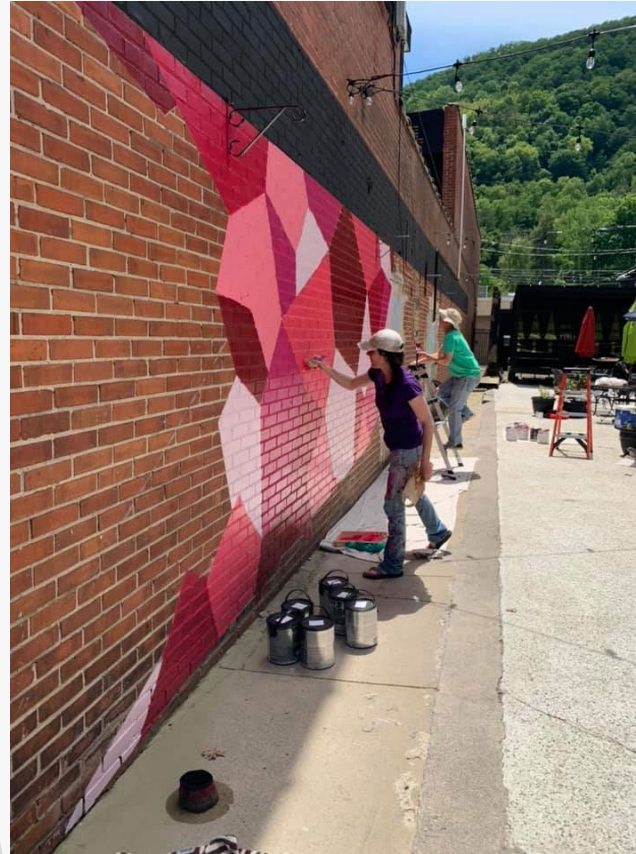
How Does Placemaking Take Place?

Create a vision and visual
of what your community
could look like.



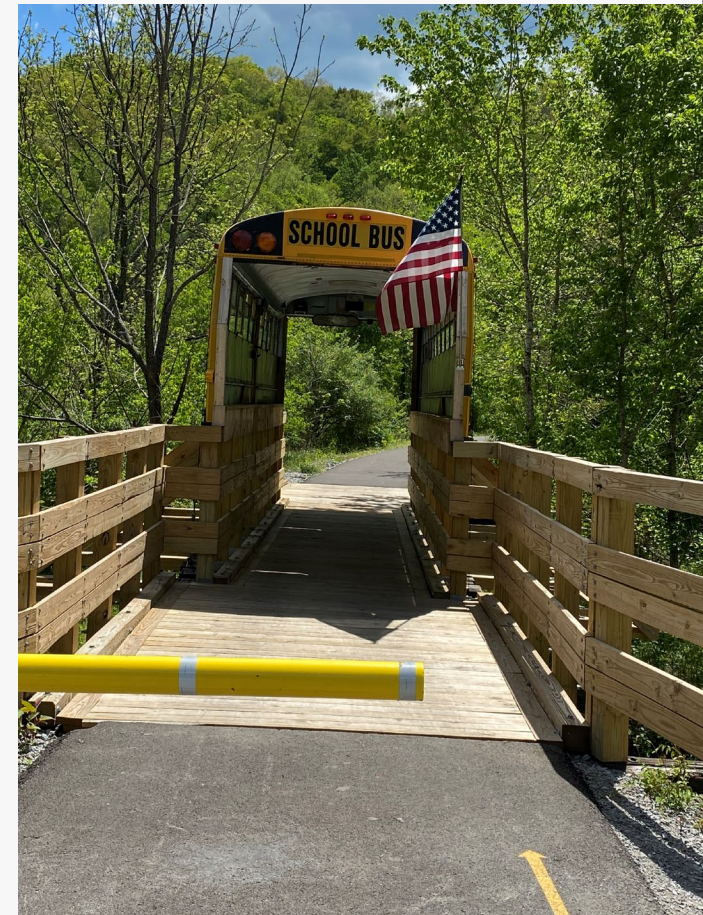
How Does Placemaking Take Place?

Empowering ACTION



Downtown Pineville

Prestonsburg Passages



How Does Placemaking Take Place?

Funding Partners



Levitt Pavilion

Credit: Discover Downtown Middlesboro

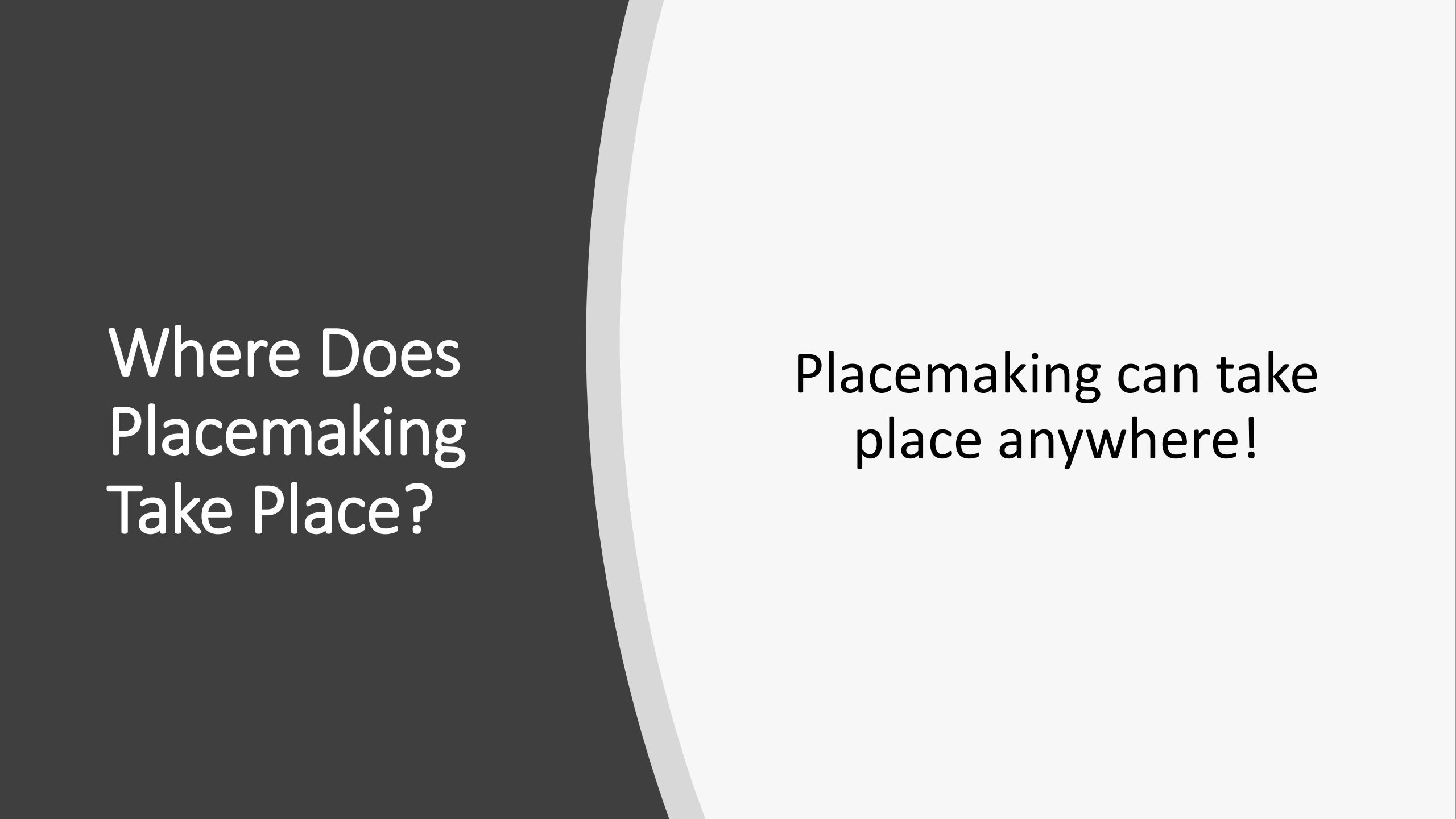
Does Place
Really Matter?

***“Place matters and
Quality Places Matter
Most of All.”***



London

Credit: Paula Thompson, Laurel-London EDA



Where Does
Placemaking
Take Place?

Placemaking can take
place anywhere!





Types of Placemaking

Standard Placemaking



New Cut Road Corridor, Louisville
Credit: Southwest Dream Team

Types of Placemaking

Strategic Placemaking



Scottsville Downtown Sidewalk Project
Credit: Heart of Scottsville

Types of Placemaking

Creative Placemaking



Credit: Renaissance Covington

Types of Placemaking

Tactical Placemaking



Pikeville Umbrella Alley
Credit: Kentucky Tourism




How long
does it take?

One Day.
One Month.
One Year.
One Decade.
Forever.

Why Does All
of This
Matter to
You?





Why Does All
of This
Matter to
You?

There Are Givens

Site Location

Broadband

Infrastructure

Ease of Transportation Access

Incentives

Workforce

Quality of Life=Economic Development

Why Does All
of This
Matter to
You?




Williamstown Splash Pad

Interdependence

Why Does All
of This
Matter to
You?



In Your Role as Economic Development Director



What Can I
Do?

- **Actively participate in our community.**
- **Be a partner in community initiatives.**
- **Lend your voice and support.**
- **Break down barriers of communication.**
- **Leverage your ability to convene.**
- **Remember: It's a big stage. Teach others how to play in the band.**

For more information:

Tad Long

KLC Community & Economic Development

tlong@klc.org

859-333-1148