

# TRACK 2: Quality of Life and Place



**Premise:** In the new economy, knowledge-sector jobs are faster-growing and more flexible to location than professions with more routine functions. Due to this dynamic, compounded by shifts in work culture, communities are changing the way they approach economic development by **place making**.

Traditionally, communities would differentiate themselves by highlighting transportation access, low costs, proximity to natural resources, or other traditional competitive advantages. Today, many communities today are attracting multi-generational talent by investing in assets that build the community as a **desirable place to live**.

## Key Questions

1. What do you see are the most important drivers of quality of place? What attributes do you respond to in a place?
2. Given the current and projected workforce dynamics, describe a national headline you would like to see about greater Albuquerque in the next 10-years.
3. To help realize the headlines described, what partnerships need to be built and how can we ensure that future becomes a reality?
4. Related to placemaking, what is one big action item or outcome that AREA should work to achieve over the next 12 months?
  1. What does success look like in 12-months? 3-years? 10-years?

## Placemaking in Economic Development

### Elements and Forms Combine to Create Quality Places that are:

- Safe
- Connected
- Welcoming
- Accessible
  - Ability to easily circulate
- Comfortable
  - Address perceptions about cleanliness and character
- Quiet
  - Unless designed to be otherwise
- Sociable
  - Physical features where people can connect
- Promote and facilitate civic engagement
- Allow authentic experiences

### Characteristics of Good Form

- Human Scale – Designed for People
- Walkable – Pedestrian-oriented and Bikeable
- Attractive storefronts that encourage window-shopping
- Present police support and a feeling of safety throughout downtown
- Preservation of Historic Structures

### Elements of Quality Places

- Mixed Uses: Restaurants/Retail/Collaborative Space
- Quality and Clean Public Spaces
- Central Gathering Features
- Broadband-enabled
- Multiple Transportation Options
- Multiple Affordable Housing Options
- Good lighting
- Community Heritage
- Arts, Culture, and Creativity Assets
- Recreation/Entertainment Venues, Family-Friendly

Source: Place Matters: The Role of Placemaking in Economic Development, EDRP 2017 with author additions