

Urban Planning 684

Planning Local Economic Development

University of Wisconsin-Milwaukee, Spring 2020
Wednesday 5:30 – 8:10, AUP 189

Instructor

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Office hours: Wednesday 10::30 – 12::30 or by appointment

Course Description and Goals

The goal of this course is for students to become knowledgeable and curious about public and private sector factors that shape the built environment.

The course will explore the global and national context in which local economies operate, providing a perspective and rationale for how to design economic development strategies at a local level (community, city, state). The class begins with an examination of larger scale economic principles) and a look at the history of economic development patterns in the US, focusing on barriers to development for places and people. We will then focus on the role that the local public sector plays in generating economic development (jobs, employment, and tax base). We will consider the tools used by practitioners to implement economic development initiatives. The class is geared both to students interested in exploring the role of the public sector in facilitating private sector investment and those interested in preparing themselves for a career position in economic development, real estate, or public policy in general. The course will include presentations by other practitioners from southeastern Wisconsin.

Readings and Assignments

Recommended Text: *Planning Local Economic Development: Theory and Practice. Sixth Edition* by Edward J. Blakely and Nancey Green Leigh. Sage Publications 2017.

This text has chapters that further explore or explain many of the topics we will be covering, but core readings and materials will be handed out in class or available on Canvas.

Free Text: *The Urban State of Mind: Meditations on the City.* Aaron Renn, collections of essays from 2007-2013. PDF version of book has been made available to us by the author; it is also available for Kindle purchase (for a dollar or two) on Amazon.com

Assignments

Please electronically submit all assignments to the Canvas website in Microsoft Word format, unless otherwise specified. Please watch due dates carefully – on several occasions I will ask that assignments be completed before the next class session so that I can have time to review before we meet.

Points will be given for the following assignments:

Attendance and Discussion	20
Summarize Readings (Choose 4 from possible 6)	20
Questions for Speakers (Choose 4 from possible 5)	20
Metro Analysis and presentation	15
Report on Development	25

Point grade distribution

94-100 = A

90-93 = A-

87-89 = B+

84-86 = B

80-83 = B-

Etc.

A Note on Oral and Written Communication

One of the most important skills you will develop in your student years is written communication. In other words, **WRITING EFFECTIVELY IS EXTREMELY IMPORTANT TO YOUR PROFESSIONAL CAREER**, so we make it important here. In short, writing “counts.” Grammar and style will be considered when grading your writing assignments.

Writing Format and Grading.

- The overall **format** should be single-spaced, left-aligned, one blank space between paragraphs, no beginning paragraph indentation, font size 11 or 12.
- We will be using Turabian style for references, footnotes, etc.
- **Grades** will be based on content, structure, organization and development, and writing style.
- The content I’m looking for will be included in the individual assignments.
- If you feel your writing needs work, there are resources available at the Writing Center in the Student Union, as well as numerous online resources.
- For a good guide to paragraph structure, see <https://libguides.newcastle.edu.au/c.php?g=557839&p=5536259>
- A great book I’ve used and recommended is *Line by Line: How to Edit Your Own Writing* by Claire Kehrwald.

Course Policies

Class Conduct

Students should respect their fellow students and lecturers. Students are expected to respond to questions during lecture and ask follow-up questions, especially to guest speakers.

Absences

While lecture attendance will not be regularly taken, students may wish to inform the lecturer of absences in case of missed assignments, or exams. Assignments and exams may ONLY be made up if the student has given notice of the absence in advance or has documented proof of an emergency. Make up exams may have different and/or more challenging questions.

Late Work

Late work submitted within 24 hours of the due date and time will receive a penalty of 10% of the maximum points possible. Late work submitted within 48 hours will receive a 20% penalty, and late work submitted within one week will receive a 30% penalty. Coursework more than one week late will not be accepted.

Extensions

Extensions must be requested at least 48 hours in advance of the due date and time. Extensions will be granted at the discretion of the lecturer and teaching assistants.

University Policies

1. Students with disabilities. Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner.
<http://uwm.edu/arc/>
2. Religious observances. Accommodations for absences due to religious observance should be noted.
<https://apps.uwm.edu/secu-policies/storage/other/SAAP%201-2.%20Accommodation%20of%20Religious%20Beliefs.pdf>
3. Students called to active military duty. Accommodations for absences due to call-up of reserves to active military duty should be noted.
Students: <http://uwm.edu/active-duty-military/>
Employees: <https://www.wisconsin.edu/ohrwd/download/policies/ops/bn9.pdf>
4. Incompletes. A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%201-13.%20Incomplete%20Grades.pdf>
5. Discriminatory conduct. Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%205-1.%20Discriminatory%20Conduct%20Policy.pdf>
6. Title IX/Sexual Violence. Title IX is a federal law that prohibits sex discrimination in education program or activities, and UWM policy prohibits such conduct (see Discriminatory Conduct, above). This includes sexual violence, which may include sexual harassment, sexual assault, relationship violence, and/or stalking in all educational programs and education-related areas. UWM strongly encourages its students to report any instance of sex discrimination to UWM's Title IX Coordinator

(titleix@uwm.edu). Whether or not a student wishes to report an incident of sexual violence, the Title IX Coordinator can connect students to resources at UWM and/or in the community including, but not limited to, victim advocacy, medical and counseling services, and/or law enforcement. For more information, please visit: <https://uwm.edu/sexual-assault/>.

7. Academic misconduct. Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University. <https://uwm.edu/deanofstudents/conduct/academic-misconduct/> The penalty in this class is a failing grade for the assignment, with escalating penalties with second infraction and thereafter.
8. Complaint procedures. Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%205-1.%20Discriminatory%20Conduct%20Policy.pdf>
9. Grade appeal procedures. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%201-10.%20Grade%20Appeals%20by%20Students.pdf>
10. LGBT+ resources. Faculty and staff can find resources to support inclusivity of students who identify as LGBT+ in the learning environment. <http://uwm.edu/lgbtrc/>
11. Smoke and Tobacco-Free campus. UWM prohibits smoking and the use of tobacco on all campus property. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%2010-8.%20Smoke%20and%20Tobacco-Free%20Campus%20Policy.pdf>
12. Final Examinations. Information about the final exam requirement, the final exam date requirement, and make-up examinations. <https://apps.uwm.edu/secu-policies/storage/other/SAAP%201-9.%20Final%20Examinations.pdf>

Class Schedule

Introduction

(Week 1) January 22– Introduction.

Where a working model of economic development is outlined.

Resources

- Carlson Economic Base Notes for Gorj County and associated PPT. It's an applied piece that diagrams the basic functions of economic development and highlights the role of base sectors in economic development.
- http://en.wikipedia.org/wiki/Urban_economics
 - Focus on the identification of economic development as an examination of spatial phenomena. That is, economics plays itself out over space; urban economists have spent the last 100 years or so identifying the factors that have made urban areas “look” the way they do in terms of the spatial distribution of people by race and class, and jobs by industries and employment opportunities.

(Week 2) January 29 – The Sharing Economy: Focus, Housing.

Tonight's class will be at an event. The UWM Alumni Association, Urban Planning Chapter, is hosting their annual *Planning and a Pint: Short Term Rentals: the good, bad, and ugly* tonight at Good City Brewing, 2108 N Farwell Ave, Milwaukee, WI 53202. Full description of speakers, place and time, is given here:

<https://www.alumni.uwm.edu/s/1902/m19/interior-alum.aspx?sid=1902&gid=2&pgid=796&cid=1887&ecid=1887&crd=0&calpgid=524&calcid=1536>

The event begins with networking at 5:30, and the panel discussion will begin at 6:00. Please make sure you register for this event. Please plan to be at the event at 5:30 and find the “Urban Planning 684” table.

Resources

- World Economic Forum: 4 Trends for the Sharing Economy: <https://www.weforum.org/agenda/2019/01/sharing-economy/> captured January 23rd, 2020
- Excerpt from Tom Slee, chapter 3 from **What's Yours is Mine: Against the Sharing Economy**. OR Books (November 14, 2017)

Assignment: Write-up (possible)

(Week 3) February 5 – What do Urban Areas and their Economies look like?

Resources

- <https://www.brookings.edu/blog/fixgov/2019/01/02/congress-in-2019-the-challenge-of-left-behind-places/>
 - *And the two articles that are linked from it*
- <http://www.robertmanduca.com/projects/jobs.html>
- <https://www.washingtonpost.com/graphics/national/manufacturing-in-america/>
- <https://www.brookings.edu/testimonies/the-changing-geography-of-us-poverty/>

Assignment Write-up (possible)

(Week 4) February 12th How did We Get Here? – Overview of Theories and Factors

Guest Instructor: Kirk Harris

Resources

- Tietz and Chapple, Causes of Inner-City Poverty
- Selection from Richard Rothstein: “The Color of Law”
- <https://www.theatlantic.com/business/archive/2016/03/role-of-highways-in-american-poverty/474282/>
- Bluestone and Harrison, “Closed Plants, Lost Jobs,” chapter 2 from **The Deindustrialization of America** Basic Books, (February 1984)

Assignment: Write-up (possible)

(Week 5) February 19th—How Did We Get Here? – Globalization, International Trade

Resources

- Excerpt from Marc Levinson “The World the Box Made”
- Listen to: <https://www.marketplace.org/2017/09/14/world/trade-marketplace-special-report>
- Look at shipping <https://www.youtube.com/watch?v=M-CtgUtgoXM>
- Canvas. A primer on international trade from the Economic Policy Institute. “Trade, Jobs, and Wages” By Josh Bivens • May 6, 2008
- Canvas. **A Dream Derailed**. A Milwaukee Journal-Sentinel series by John Schmid that originally ran in 2004.

(Week 6) February 26th -- How Did We Get Here? – Globalization, International Trade continued

Resources

- Canvas. Excerpt from Marc Levinson “The World the Box Made”
- Listen to: <https://www.marketplace.org/2017/09/14/world/trade-marketplace-special-report>
- Look at shipping <https://www.youtube.com/watch?v=M-CtgUtgoXM>
- Canvas. A primer on international trade from the Economic Policy Institute. “Trade, Jobs, and Wages” By Josh Bivens • May 6, 2008
- Canvas. **A Dream Derailed**. A Milwaukee Journal-Sentinel series by John Schmid that originally ran in 2004.

Assignment: Write-up (possible)

(Week 7) March 4 —Theories of Urban and Economic Development -The Monocentric Model; Product Cycle, consequences

Resources

- Canvas. O’Sullivan, Land Use in the Monocentric City.
- Canvas. Leigh and Blakely **Planning Local Economic Development**, Pages 92 – 94 on “Product Cycle.”
- Canvas. Kain, Housing Segregation, Negro Unemployment and Metropolitan Decentralization. Quarterly Journal of Economics, 1968.

Assignment: Write-up (possible)

(Week 8) March 11 -- Theories of Urban and Economic Development – Location Theory, Agglomeration

Resources

- Review Blair, JP and R. Premus (1987). “Major Factors in Industrial Location: A Review.” Economic Development Quarterly, 1: 72–85
- Canvas. Leigh and Blakely **Planning Local Economic Development**, Pages 94 – 97 on “Location Theories”
- https://en.wikipedia.org/wiki/Economies_of_agglomeration
- “The Agglomeration Process in Urban Growth” by Joel Bergsman, Peter Greenston, and Peter Healy. *Urban Studies* v9 n3 Oct. 1972, pp. 263-88. ISSN: 0042-0980
- Industry clusters and economic development in the Seventh District’s largest cities. Richard Mattoon and Norman Wang, Federal Reserve Bank of Chicago, 2014

Assignment: Write-up (possible)

FIRST REVIEW OF PROJECT JOURNAL

Spring Break – no class March 18th.

Data and Analytical Techniques

(Week 9) March 25 -- Economic Data and Analysis I – Location Quotients

Resources

- Canvas. Labor Market Institute training PPT on Location Quotients
- Canvas. NAICS primer.

Assignment Given: Metro Area Analysis

(Week 10) April 1 – Economic Data and Analysis II – Shift Share

Resources

- Canvas. Shift/Share PDF
- Canvas. A Competitive Industries Analysis for Mercer County
- Canvas. Milwaukee Regional Comprehensive Economic Development Plan.

Strategies

(Week 11) April 8– Locality Development

Resources

- Canvas. Blakely and Green Leigh, Chapter 8
- Canvas. How Milwaukee Shook off the Rust
- Canvas. Redevelopment in Milwaukee’s Menomonee Valley (Valley Final.pdf)

Guest Speaker: TBD

Assignment: Questions for Speaker

(Week 12) April 15th— Financing Resources for Local Development

Resources

- Blakely and Green Leigh, Chapter 8

Guest Speaker: Nate Piotrowski, Village of Brown Deer

Assignment: Questions for Speaker

SECOND REVIEW OF PROJECT JOURNAL

(Week 13) April 22 - Business Attraction and Retention

Resources

- Readings on M7
- Amazon HQ2 RFQ

Guest: Tim Casey, Director, Economic Development, Waukesha County Center for Growth

Assignment: Questions for Speaker

(Week 14) April 29 — Industrial Clusters - Water

Resources

- Blakely and Green Leigh, Chapter 8, pages 204 -210 on Industrial Clusters
- Canvas. ROSABETH MOSS KANTER, MATTHEW BIRD. Milwaukee (A): Making of a World Water Hub. Harvard Case Studies, 2013.
- <https://www.governing.com/topics/transportation-infrastructure/gov-milwaukee-water-innovation-center.html>

Guest: Dean Amhaus, CEO and Karen Frost, VP Economic Development, The Water Council

Assignment Possible: Questions for Speaker

Assignment Due: Metro Area Analysis

(Week 15) May 6 -- Entrepreneurship and Innovation: Sharing, Gig, New Forms of Work

Arrangements

Possible Resources

- Blakely and Green Leigh, Chapter 9
- Aaron Renn “The Cost of Clout”
- Aaron Renn “The Importance of Social Structures to Urban Success”
- Business Journal “Blueprint program”
- New Yorker “Big Spenders”

Guest: TBD

Assignment: Questions for Speaker

Project Report Due May 13th 5:30