

Planning Local Economic Development
Fall 2008
Department of Urban Planning
University of Wisconsin - Milwaukee

Course

Urban Planning 684: Planning Local Economic Development
Wednesday, 5:30 – 8:10 PM, Room 191, Architecture and Urban Planning Building

Instructor

Virginia Carlson, UWM Department of Urban Planning
Email: vcarlson@uwm.edu
Facebook, Virginia Carlson
Office: 338 SARUP, 414.229.5323

Course Overview

The course will explore the rationale for promoting economic development at a local level and the tools used by practitioners to implement economic development initiatives. Although larger scale economic principles will be considered, focus will be given to generating jobs and tax base at a municipal or county level. Those students pursuing an urban planning profession will be provided with an adequate base of knowledge to prepare them for an entry-level economic development related position.

Economic development topics will include: public perspective and politics, theory, business attraction and retention, business creation, technology, financial incentives, physical planning, infrastructure development, workforce development, organization, economic development planning and regulation, and the economic development profession. Throughout the course, the appropriate balance of public and private sector investment will be considered. The course will include presentations by other practitioners from southeastern Wisconsin.

Required Readings

Students will also be required to read articles posted on the UWM Desire2Learn (D2L) website, or review articles handed out in class, or review websites (as noted in the class schedule below). There is no required textbook.

All assignments are to be submitted electronically

to the “Desire to Learn” website unless otherwise specified. NO WINDOWS VISTA documents, please-SARUP currently hasn’t installed VISTA on all of our computers. If you use VISTA, please save your document in a non-VISTA version before uploading (earlier windows or a PDF). Similarly for Macs. As much as I envy you your portable MacBook and wish D2L was MacFriendly, a document that comes from a Mac through D2L and to my system is likely to become, well, *junk*. From a Mac, best to save your doc in a PDF format before uploading.

A Note on Oral and Written Communication

The most important skill you can develop in the next two years is your written and oral communication. You will be expected to do at least one oral presentation. .

Also, SINCE WRITING EFFECTIVELY IS EXTREMELY IMPORTANT TO YOUR PROFESSIONAL CAREER, I MAKE IT IMPORTANT HERE. In short, writing “counts.” I’m not trained as an English teacher, so I’ve improvised a method by which to give grammar and style feedback (a cheat sheet) – more on this later. A great book for reviewing your grammar and style is a publication by the Modern Language Association: *Line by Line: How to Improve Your Own Writing*. The D2L site also contains an excerpt from the book *The Chicago Guide to Writing about Numbers* by Jane E. Miller which you should use.

Expectations and Ethics

I do not, except under extremely exceptional circumstances, accept late assignments.

Please be considerate of your fellow students who have worked to get their assignments in on time. Also, I will only accept assignments uploaded in the correct format and through the D2L site, email submissions will not be accepted. Also, please note that **I DO NOT GIVE INCOMPLETE(s)** grades. I will assign you a grade based on the work I have in hand at the time grades are due.

Do not plagiarize (steal from printed sources, word for word) or cheat (collaborate with other students on individual assignments). Unless otherwise stated, all the assignments are to be completed by the individual student ONLY. If you cheat or plagiarize, you will receive a failing grade for this course. NO EXCEPTIONS.

Accommodations

Please let me know if you need special consideration (religious observance, disability, etc.) in order to complete this course.

Grading

Grades will be based on three class assignments and a final exam. There are 100 possible points. Grades will be given based upon the total number of points accumulated as follows: A (93-100), A- (90-92), B+ (87-89), B (84-86), B- (80-83), C+ (77-79), C (74-76), C- (70-73), D (65-69), F (64 or below).

Grades will be based on the following assignments (each assignment will require approximately 1/3 additional work by graduate students):

1. Applying Theories	15
2. Economic Analysis	20
3. Strategy Assignment	30
4. Strategy Presentation	10
Final exam	25

Class Schedule

Week 1 – September 3rd - Class Introduction; intro to economic and economic development terms

Readings

Have a quick look, and follow some of the links:

http://en.wikipedia.org/wiki/Urban_economics

Assignment: Applying theories

Week 2 – September 10th - Economic Development Theory

Readings

D2L: How Economies Grow (essay by Carlson)

D2L: “Land Use in the Monocentric City,” excerpt from chapter 4 from *Essentials of Urban Economics*, Arthur O’Sullivan, 1993, Richard D. Irwin, Inc., pages 140 - 154.

Economic Base Theory:

<http://garnet.acns.fsu.edu/~tchapin/urp5261/topics/econbase.htm>

<http://www.planning.unc.edu/courses/261/drucker/>

Product Cycle Theory:

<http://www.cabnr.unr.edu/kilkenny/APEC460660/product%20cycle.htm>

<http://faculty.washington.edu/krumme/systems/pcycle.html>

<http://www.netmba.com/marketing/product/lifecycle/>

Agglomeration Theory

http://en.wikipedia.org/wiki/Economies_of_agglomeration

D2L Reading, “The Agglomeration Process in Urban Growth” by Joel Bergsman, Peter Greenston, and Peter Healy. *Urban Studies* v9 n3 Oct. 1972, pp. 263-88.

Business Location Decisions

D2L: “The Importance of Quality Of Life in the Location Decisions of New Economy Firms” by David Salvesen and Henry Renski. Center for Urban and Regional Studies, University of North Carolina at Chapel Hill, January 2003.

Week 3 – September 17th – Economic Development Theory

Readings

See above for week 2, September 10

Week 4 – September 24th – Economic Data and Analysis

NO CLASS

Readings

D2L: “Analytical Techniques.” Chapter five from *Planning Local Economic Development*, Edward Blakely and Ted Bradshaw, Sage Publications

<http://www.econdata.net/pdf/uguide.pdf>

(use this for reference, read pages of chapter 3 to do w/employment)

<http://www.bls.gov/data/>

http://www.bls.gov/cps/cps_htgm.htm

<http://www.census.gov/epcd/cbp/view/cbpview.html>

<http://socds.huduser.org/>

Due: Applying Theories

Assignment: Economic analysis, Part I

Week 5 – October 1st - Economic Data and Analysis

Readings

As above for week 4

Due: Economic analysis Part I

Assigned: Economic analysis Part II

Week 6 – October 8th - Where We Are Now: Economic Development History

Readings

TBD

Week 7 – October 15th – The Evolution of Economic Development Practice

Readings

D2L: “Shoot anything that flies, claim anything that falls: conversations with economic development practitioners.” Rubin, H.J. *Economic Development Quarterly*, 1988: 2 (236-251).

“What are ‘Third-Wave’ State Economic Development Efforts? From Incentives to Industrial Policy.” Ted K. Bradshaw and Edward J. Blakely *Economic Development Quarterly* 1999: 13 (229-244)

“Local Government Efforts to Promote the ‘Three Es’ of Sustainable Development.” Devashree Saha and Robert Paterson. *Journal of Planning Education and Research* 28:1 (2008): 21 – 37.

Week 8 – October 22nd – Intervention 1: Marketing, Outreach, Firm Recruitment

Readings

TBD

Week 9 – October 29th – Intervention 2: Industrial Clusters, including By Products Synergy, Waste Networks, etc.

Readings

TBD

Week 10 – November 5th – Strategy 3: Infrastructure, including brownfields, building reuse and rehabilitation, transportation options, etc.

Readings

TBD

Week 11 – November 12th – Strategy 4: Quality of Life, including “The Creative Class”, housing, schools, regional issues

Readings

TBD

Week 12 – November 19th – Strategy 5: Entrepreneurship, small firms, new firm formation, intellectual capital, role of research and education

Readings

TBD

Week 13 – December 3rd – Choosing among strategies: equity and resource considerations

Readings

TBD

Week 14 – December 10th – Summary and wrap-up

Readings

TBD

Final Exam – Wednesday, December 17th, 6:00 PM – 8:40 PM