



Center for Land Use Education

THE LAND USE TRACKER

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LIVABLE COMMUNITIES: A BLUEPRINT FOR SMALL COMMUNITIES

By Anna Haines, Ph.D., and Linda Stoll, Center for Land Use Education

People and places change over time, but places endure longer than people. Current decision makers and others need to focus on how to make lasting communities. The three articles in this series wrestle with the concept of “livable communities” – particularly as this notion applies to small communities. This first article attempts to define livable communities, identify common characteristics, and lay out planning and policy suggestions to move a community towards this concept. The next two articles focus on two characteristics of livable communities – “walkability and bikeability” and “third places.” These articles are based on information gained through an extensive literature review and two case studies conducted in Wisconsin communities.

What is a Livable Community?

A livable community is one that focuses systematically on people

and places. The literature provides a good sense of the qualities looked for in a community by the workforce (see Table 1). One of the striking features is the dominance of the built environment including buildings and infrastructure. Thus, the physical characteristics and qualities of place matter.

Why are we talking about Livable Communities?

Economic development is a key issue for Wisconsin and many of its communities. Small communities (less than 30,000 people and generally outside of a metropolitan county) have an even tougher time competing for jobs and tax base than large communities. Small communities are generally worried about three trends: young people moving away, jobs moving to metropolitan areas or other states, and public and private investment gravitating toward metropolitan areas. Despite these concerns, many small communities are attractive because they are perceived as safe, have a strong social fabric where people are more likely to help each other, and have abundant natural resource amenities. Yet, small communities don’t feel resilient to economic and fiscal forces and don’t perceive themselves as thriving. Traditional economic development approaches are not working in many of these communities. A new approach, one that understands and responds to today’s market forces, is needed.

Table 1: Characteristics of Livable Communities

- Affordable Housing
- Community Identity
- Culture
- Health/Health Care
- Greenspace/Recreation/Natural Resources
- Life-long Learning
- Local Food Supply
- Retail
- Safety
- Services – Cell Phone/High Speed Internet
- Third Places/Vibrant Downtowns
- Transportation – Walking/Biking/Transit

CALENDAR OF EVENTS

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WISCONSIN LOCAL FOOD SUMMIT

January 8-9, 2009 – Hotel Mead, Wisconsin Rapids, WI
<http://wisconsinlocalfood.wetpaint.com>

FISCAL STRATEGIES FOR IMPLEMENTING COMPREHENSIVE PLANS

January 21, 2009 – Minneapolis, Minnesota
<http://mngts.org/GFOA/GFOA%20seminar%20Jan09.pdf>

PLANNING FOR EFFECTIVE PUBLIC PARTICIPATION

February 2-3, 2009 – Chicago, IL
www.iap2.org/cde.cfm?event=227283

MIDWEST VALUE-ADDED AGRICULTURE CONFERENCE

January 22-23, 2009 – Rochester, MN
www.rivercountryrca.org

NEW PARTNERS FOR SMART GROWTH CONFERENCE

January 22-24, 2009 – Albuquerque, NM
www.newpartners.org/about.html

WISCONSIN LAND INFORMATION ASSOCIATION ANNUAL CONFERENCE

February 18-20, 2009 – Kalahari Resort, Wisconsin Dells, WI
www.wlia.org

URBAN AFFAIRS ASSOCIATION ANNUAL MEETING

March 4-7, 2009 – Chicago, IL
www.udel.edu/uaa/annual_meeting/call_for_participation.html

WISCONSIN LAKES CONVENTION

March 18-20, 2009 – KI Convention Center, Green Bay, WI
www.uwsp.edu/cnr/uwexlakes/conventions

WISCONSIN COUNTY CODE ADMINISTRATORS SPRING CONFERENCE

March 26-27, 2009 – Stoney Creek Inn, Mosinee, WI
www.wccadm.com

WISCONSIN PLANNING ASSOCIATION/LANDSCAPE ARCHITECTS CONFERENCE

March 26-27, 2009 – Blue Harbor Resort, Sheboygan, WI
www.wisconsinplanners.org/

AMERICAN PLANNING ASSOCIATION NATIONAL CONFERENCE

April 25-29, 2009 – Minneapolis, MN
www.planning.org

For additional dates and information, visit the online calendar of events
www.uwsp.edu/cnr/landcenter/events.html

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What We Know About Economic Development –

What Businesses Want

Most communities, large and small, pursue an economic development strategy because of the need to compete for tax base, jobs, and wages. The underlying notion is that with more tax base, more jobs and higher wages, the community will be a better place to live, work, and play. Traditional approaches to economic development over the last 50 years have continued to evolve: an initial focus on business recruitment, industrial parks and financial incentives gave way to a focus on retaining and expanding existing businesses. This in turn gave way to a focus on capacity building, entrepreneurship, industry clusters and regional collaboration. While new strategies have gained favor, few communities have given up on the “older” strategies. So, while economic development approaches have become more sophisticated and taken into account a broader spectrum of strategies, they still miss the mark in two important ways:

1. *They don't work – at least not in all communities.* How many small communities have built an industrial park with the attitude “if we build it, they will come?” Yet, after 20-30 years the park remains largely empty?
2. *They focus on improving the business climate – not a community's quality of life.* How many communities have widened their Main Street to move people quickly through a downtown business district? Yet, how often does this result in an environment that is unpleasant and unsafe for pedestrians and moves traffic so quickly that they are not enticed to stop? In some cases, traditional economic development approaches can actually diminish a community's quality of life.

What the Workforce Wants

In the new economy, more and more of the workforce select where they would like to live and then find a job that enables them to live there. This is especially true for new college graduates and the baby boom generation – two highly critical market segments. The new approach to economic development is to create communities that are desirable places for people to live. This shifts the focus from traditional economic development strategies to a more comprehensive community development process.

Research shows that the workforce is looking for livable and walkable communities where people can feel safe as they enjoy attractive neighborhoods, vibrant downtowns and popular gathering places. Richard Florida says “Creative workers...insist they need to live in places that offer stimulating, creative environments. Many will not even consider taking jobs in certain cities or regions – a stark contrast to the organizational age, when people moved to chase jobs.”

The State of Michigan surveyed 13,500 college students and recent graduates and found that 68% agreed with the statement “I want to live in a place that fits my lifestyle more than a job that pays the most” and 71% agreed with the statement “I can get a job almost any place I chose to live.” Rebecca Ryan's “Next Generation” work shows us that “Three out of four Americans under the age of 28 said a cool city is more important than a good job.”

A New Approach

For Wisconsin to grow and prosper in this era of choice, communities need to create and maintain neighborhoods and places where people can flourish. While there is considerable literature

Downtown Stevens Point, WI



Skudrow, Panaramio.com



on strategies for large communities (100,000+), few studies have been conducted on smaller municipalities which constitute the majority of Wisconsin communities. There are over 100 cities and villages in Wisconsin with less than 30,000 people.

From our case study work in two small communities under 20,000

people and our review of the literature, we developed the following table to identify qualities of livable places sought by different demographic groups (see Table 2).

Planning and Policy Options

A small, livable community does not happen by accident. It is important to have a comprehensive plan that incorporates the concepts of livability

Table 2: Amenity Preferences of Different Demographic Groups¹

Amenity	Young Professionals & Senior Professionals	Professionals with Children	Seniors
Housing	<ul style="list-style-type: none"> Broad choice of places to live and work 	<ul style="list-style-type: none"> Quality housing suitable for families 	<ul style="list-style-type: none"> Affordable housing Ability to age in place near family and friends
Transportation	<ul style="list-style-type: none"> Short commute times Public transit options Walking/biking networks 	<ul style="list-style-type: none"> Walking/biking routes to schools and parks 	<ul style="list-style-type: none"> Convenient parking Walking Public transportation
Infrastructure and Services	<ul style="list-style-type: none"> Cell phone coverage, high-speed internet and public WI-FI access 	<ul style="list-style-type: none"> Cell phone coverage, high-speed internet and public WI-FI access 	<ul style="list-style-type: none"> Concerned about public facility costs, maintenance and safety
Healthcare	<ul style="list-style-type: none"> Available 24/7 	<ul style="list-style-type: none"> Available 24/7 	<ul style="list-style-type: none"> Adequate community support services
Natural and Recreational Resources	<ul style="list-style-type: none"> Public parks, trails and outdoor recreation areas Large festivals and events Farmer’s markets 	<ul style="list-style-type: none"> Family-oriented recreation (parks, community center, YMCA) 	<ul style="list-style-type: none"> Recreation and cultural activities that include the community and do not draw outsiders
Shopping and Dining	<ul style="list-style-type: none"> Vibrant downtowns Mix of national retailers and unique local boutiques Diversity of restaurants Gathering place for friends Extended business hours 	<ul style="list-style-type: none"> Family-oriented Budget-conscious Mostly national chains with a few fine dining/high end stores for adults 	<ul style="list-style-type: none"> Traditional dining options (supper club, coffee shop) Budget-conscious
Business and Education	<ul style="list-style-type: none"> Business environment open to new ideas/entrepreneurs Continuing education, advanced degrees, and resume-building activities Learning for personal enjoyment 	<ul style="list-style-type: none"> Quality K-12 schools and childcare Flexible work options (part time, home-based) Continuing education 	<ul style="list-style-type: none"> Learning for personal enjoyment

¹ The focus groups that provided information for this table were made up as follows: young professionals consisted of members from local YP organizations and invited friends; senior professionals consisted of active members of the community older than 50 as identified by a member of the Chamber of Commerce; professionals with children consisted of active members of the community with K-12 aged children as identified by a member of the Chamber of Commerce; seniors were members of the volunteer organization SCORE and self-identified as older than “boomers”.

and is supported by policies that result in implementation. Livability and quality may be hard to define but the people in your community know what they want. The best way to find out what these needs are is to ask them. A community may also want to take advantage of UW-Extension's "First Impressions" program to get a third party view of how the landscape, buildings and overall layout appear to someone from outside the area. This is a good way to see how potential employees might view the community.

Small communities will need to identify the unique assets of their location and their current economy that can be used to develop a "21st century brand" for the community to attract both businesses and people. Outreach to all community members and businesses will be critical to accurately identify and improve overall buy-in to this concept. Once a plan is in place, citizens need to identify acceptable policies and action strategies to achieve their goals and objectives. There is no one magic strategy for all communities. Some possible policy items may include:

- Mixed use zoning in a downtown district
- Use of "Complete Streets" concepts
- Discouragement of road widening through downtowns
- Promotion of road crossings, traffic calming techniques and pedestrian amenities
- Pockets of green space within a few blocks of downtown
- Establishment of a downtown organization to encourage a more lively area
- Collaboration with local hospital and other health care facilities

Summary

The literature review and our research help demonstrate that in order for a community to survive and prosper in a global environment, it will have to have more amenities that make it "livable" in the eyes of current and potential residents. Small communities will be especially

challenged because they do not have enough skilled job options for people to come first and then find a job like in larger communities. Most newcomers to the pilot communities in this study came specifically for an offered position. Whether these people remain to enrich the community will depend on the quality of life – the livability – of the community. If there will indeed be more jobs that require knowledge workers than there are people to fill the positions, communities without amenities will lose out and may not be able to expand economically. Thus, small communities need to focus on increasing community amenities and advanced job opportunities. Because money and human capacity may be limited, establishing a livable community will take planning and strategic application of land use and other development tools.



Stevens Point Farmer's Market

Stevens Point Association of Downtown Businesses

Recommended Resources

- AARP. 2007. What makes a Community Livable? aarpmagazine.org
- American Institute of Architects. 2005. *Livability 101*. AIA, Washington, D.C.
- Cuestra, Carlo, et.al. 2005. *Bright Stars Report*. McNight Foundation. www.mcknight.org/brightstars/
- Florida, Richard. 2002. *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life*. Basic Books, New York, NY.
- Del Webb. 2003. Baby Boomer Report. Pulte Homes, Inc. www.pulte.com
- Henderson, Jason and Bridget Abraham. 2004. *Can Rural America Support a Knowledge Economy?* Economics Review, Third Quarter. Federal Reserve Bank of Kansas City. www.kansassityfed.org
- Kiplinger Report. June 2007. Best Cities for Every Stage of Your Life. www.kiplinger.com/links/bestcities
- Michigan Economic Development Corp. April 2004. *Michigan Cool Cities, Survey: Summary of Findings*. www.coolcities.com
- Ryan, Rebecca. 2006. *Live First, Work Second*. Next Generation Consulting, Madison, WI

PLANNING FOR WALKABLE/BIKABLE COMMUNITIES

By Anna Haines, Ph.D., and Linda Stoll, Center for Land Use Education

This article focuses on one of the defining characteristics of livable communities – walkability and bikability. A key finding in the literature review and case studies is the desire for and need for small communities to have a fully functioning walkable and bikable network of sidewalks and bike routes. For some people, the desire stems from personal health, safety and environmental concerns. For others, it’s a matter of recreational enjoyment, convenience or cost savings.

community on a road with a 50+ mile per hour speed limit with no shoulder, sidewalk or bike route making pedestrian access next to impossible? How many industrial parks are located in an area only accessible by car along a highway? How many regional and local trails have been built that are inaccessible to residential neighborhoods except by car?

How Can Communities Address Walkability and Bikability?

The types of walking and biking that people are doing matters. A community’s approach to design should shift depending on the goal. Table 1 addresses various reasons people walk or bike, the amount of time they are willing to spend on that activity, and the equivalent number of miles they are able to reach within that time frame. The final column lists policies that can be used to help accomplish each goal.

Village Homes, Davis, CA



Solano Magazine, 15 Top Neighborhoods

Whatever the reason, communities are failing to meet this need. From a community design perspective, most communities have focused on getting cars from place to place rather than getting people from place to place. Ask yourself, how many high schools are located on the outskirts of a

Table 1: Criteria for Walking and Biking

Reason	Mode	Time	Blocks/Miles	Policies
Convenience items – milk, bread, newspaper	Walking	5 minutes	2-4 blocks	<ul style="list-style-type: none"> Allow for retail uses and mixed uses within a neighborhood Create safe and accessible sidewalks and bike routes
	Biking		Less than 1 mile	
Exercise	Walking	30-60 minutes	2-4 miles	<ul style="list-style-type: none"> Incorporate green infrastructure in new and existing neighborhoods Create safe and accessible sidewalks and bike routes Connect to regional trails
	Biking		4-8 miles	
Commute to work	Walking	15-20 minutes	About 1 mile	<ul style="list-style-type: none"> Create safe and accessible sidewalks and bike routes, specifically arterials and collectors
	Biking		Up to about 3-4 miles	



Table 2 defines six characteristics of walkable communities. The last two columns include potential policies and an assessment of the fiscal and political realities for achieving each characteristic, if not already present in a community.

Table 2: What Makes a Neighborhood Walkable?

Characteristic	Description	Policies	Degree of Difficulty/ Who Can Accomplish
A center	Walkable neighborhoods have a discernable center, whether it's a shopping district, a main street, or a public space.	<ul style="list-style-type: none"> Establish a downtown if you don't already have one. Establish a commercial or mixed use zoning district. 	Very difficult and costly.
			Plan Commission City Council Local Businesses
Density	The neighborhood is compact enough for local businesses to flourish and for public transportation to run frequently.	<ul style="list-style-type: none"> Review downtown and neighborhood commercial areas for compactness. Are they dense enough? Can people walk easily from shop to shop? 	Easy, takes time and organization
			Plan Commission High school social studies class assignment
Mixed income, mixed use	Housing is provided for everyone who works in the neighborhood: young and old, singles and families, rich and poor. Businesses and residences are located near each other.	<ul style="list-style-type: none"> Review zoning code for downtown and neighborhood commercial areas. Are mixed uses allowed? 	Easy, takes time and organization
			Plan Commission
Parks and public space	There are plenty of public places to gather and play.	<ul style="list-style-type: none"> Analyze the number and location of parks and public space available in your community. Are there neighborhoods with a deficit? 	Easy, takes time and organization
			Plan Commission High school social studies class assignment
Pedestrian-centric design	Buildings are placed close to the street to cater to foot traffic, with parking lots relegated to the back.	<ul style="list-style-type: none"> Review zoning codes for downtown and neighborhood commercial, particularly setbacks and parking regulations. 	Easy, takes time and organization
			Plan Commission
Nearby schools and workplaces	Schools and workplaces are close enough that most residents can walk from their homes.	<ul style="list-style-type: none"> Analyze the number and location of schools and workplaces in relation to residential areas. Analyze the location of office and light manufacturing in relation to residential and commercial areas. 	Easy, takes time and organization
			Plan Commission

Characteristics and descriptions from Walk Score. www.walkscore.com/walkable-neighborhoods.shtml Accessed August 4, 2008.

Green Circle Trail, Stevens Point, WI.



City-Data.com

Complete Streets: A Tool for Community Transportation¹

One concept that can be used to shape policy that has become popular for making communities more walkable and bikeable is “Complete Streets.” The notion is that streets are designed for everyone – all users of streets – as a transportation route. These streets are:

- **Accessible:** There are wheelchair ramps, plenty of benches with shade, sidewalks on all streets, etc.
- **Well-connected:** Streets form a connected grid that improves traffic by providing many routes to any destination.
- **Built for the right speed:** Lanes are narrow or traffic calming devices are in place to control speed.
- **Comfortable:** Pedestrian medians at intersections, count-down crosswalk timers, bicycle lanes, protected bus shelters, etc. make the street work better for those outside of a car.

Elements of a Good Complete Streets Policy²

A good complete streets policy:

- Specifies that ‘all users’ include pedestrians, bicyclists, transit vehicles and users, and motorists, of all ages and abilities.
- Aims to create a comprehensive, integrated, connected network.
- Recognizes the need for flexibility: that all streets are different and user needs will be balanced.
- Is adoptable by all agencies to cover all roads.
- Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way.
- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.
- Directs the use of the latest and best design standards.
- Directs that complete streets solutions fit within the context of the community.
- Establishes performance standards with measurable outcomes.

Recommended Resources

Bikeability checklist.

www.bicyclinginfo.org/pdf/bikabilitychecklist.pdf

Walkability Checklist.

www.epa.gov/dced/scorecards/checklist_walkability.pdf

Complete Streets.

www.completestreets.org/

National Safe Routes to School. www.saferoutesinfo.org/

Wisconsin Safe Routes to School. www.dot.wisconsin.gov/localgov/aid/saferoutes.htm

“Complete Streets” is a total transportation concept. It provides adequate movement and access for automobiles, bicycles, and people. While implementing a “Complete Streets” policy may be helpful for increased walkability and bikability, it is one part of a land use and transportation plan to create and/or maintain community livability. The distribution of residential, commercial, industrial and recreational property within the community will be critical to providing true quality of life for everyone.



¹ Walk Score. www.walkscore.com/walkable-neighborhoods.shtml Accessed August 4, 2008

² Elements of Complete Streets Policies. www.completestreets.org/policies.html. Accessed November 25, 2008



PLANNING FOR THIRD PLACES

By Anna Haines, Ph.D., and Linda Stoll, Center for Land Use Education

Definition

A key component of a livable community is the “third place”. This concept was first expressed by Ray Oldenburg in his book *The Great Good Place*. If your first place is your home and your second place is where you work or go to school, then a third place is where people can gather, interact and enjoy the company and place around them. Oldenburg suggests that beer gardens, main streets, pubs, cafés, coffeehouses, post offices, and other third places are the heart of a community’s social vitality and the foundation of a functioning democracy.

These places promote social equality by leveling the status of guests, provide a setting for grassroots politics, create habits of public association, and offer psychological support to individuals and communities. The key to third places is that people don’t just come, do their business and leave, but rather, linger to interact with others. These places create a uniqueness or sense of place in a community and give people a sense of belonging. They also provide places for regular civic engagement that can encourage creative problem solving and expand community development.

Characteristics of Third Places

While third places tend to be very unique to the community or neighborhood in which they are located, they do have some similar characteristics. While not essential, there is usually free or relatively inexpensive food and drink. The location is readily accessible to

residents usually by foot, bike and/or public transit. You can find regulars, that is, people who everyone expects to see often. The place is welcoming and comfortable and there is a sense that if you go, you will find old friends and make new ones. Third places may also offer a chance in a safe environment to experience people that are different than you are. Above all, they are places to relax.

A recent addition to many third places is the availability of public WiFi, or wireless internet access. An increasing percentage of American workers now telecommute, not from home, but from a third place (USA Today, 2006). Workers often feel isolated when telecommuting from home and they find working in public spaces a happy medium between the home office and the corporate office. In addition to internet access, successful third places have numerous power outlets and good cell phone coverage.

Types of Third Places

Neighborhood taverns and local coffee shops are some of the most common types of third places. Entertainment venues that offer music, theatre, art shows, comedy, and sports viewing also have the potential to become third places if they offer places for people to linger before and after the event and are open on a regular basis.

With increased public concern for health and wellness, many places that offer amenities such as exercise and information classes, individual

*State Street Restaurants,
Madison, WI*



Jayashree, picasaweb.google.com



Concerts on the Square, Madison, WI



Jayashree, picasaweb.google.com

Public Whitewater Park, Downtown Golden, CO



Ripboard.com

wellness counseling, spa services, yoga, meditation, and other services are becoming third places. Add a retail section for books, food and clothing and these places offer many opportunities for interaction. Recreation venues are also adding amenities to encourage people to linger after games and activities.

YMCA's, YWCA's, community centers and senior centers can serve as third places.

Third places can also be outdoor places. A good example is State Street and Capitol Square in Madison, WI. The availability of nearby food, numerous benches, lawn, and other places to sit, as well as frequent music and the Saturday Farmers' Market on the Square create a vibrant atmosphere that attracts people from near and far. In Santa Fe, NM, the city plaza is so important not only to community life but to the economic success of the downtown that the city is willing to lay fresh sod every year to keep the area attractive. Golden, CO has created a downtown public whitewater park and green space as part of a river restoration project that attracts not only kayakers and rafters but also business people and citizens who have come to relax by the water. The park has been a boon to surrounding retail businesses and restaurants.

Identifying and Creating Third Places

Whether third places serve an entire community or just a local neighborhood, they are all places of

vibrancy as defined by the presence of people throughout the day. They offer a variety of services that produce repeat customers. Businesses are located in close proximity to one another in order to benefit from each other's foot traffic and produce a critical mass. To identify the exact mix of businesses and other characteristics that results in a unique sense of place, a community must understand the needs of the people they hope to attract and conduct a market study of the area. The community also needs to inventory its strengths which may include things such as existing businesses, historic or unique architecture, local cultures, and natural resource amenities. The head of an economic development organization or a city staff person can be helpful in assisting local business owners to market these special places.


From a planning and policy perspective, communities should examine policies and ordinances currently in place to make sure that they are not a hindrance to creating successful third places. In order for third places to prosper, they need to be convenient to the people they hope to serve, and preferably within walking or biking distance. Mixed use neighborhoods, higher density housing, and nearby employment increase the viability of third places.

Converting existing buildings to new uses can be challenging. However, many unique, character buildings are perfect for third places. Flexible policies for the renovation of these buildings make it possible to establish third places in areas that have the population density necessary to support such ventures.



A community's policies on outside dining, landscaping, lighting, and placement of street furniture such as benches, tables and awnings are also important. In summer, shade will be critical to attracting people outside. Trees and flowers add to local ambience while providing shade. Communities need to ask important questions such as: Is there a funding source to provide them? Is there adequate lighting to provide a measure of safety to pedestrians at all times of day? Will the community allow dogs in public green spaces? Who will maintain public spaces and how will trash be handled? A major issue will be the difference between "lingering" and "loitering". The later is seen as having a negative impact on the area,

while the former is one of the major goals of a great third place.

Just because someone decides to build a third place in a smaller community does not mean that it will be a success unless it truly meets the needs of the people who currently support the venture as well as the people they hope to attract. The business or place must grow from the ground up and be flexible to the changing needs of the participants. The community itself must be open to new ideas and willing to modify existing policies and ordinances to create that unique place that everyone wants to be part of. 

References


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1999. *The Great Good Place*. Marlowe and Company, New York, N.Y.

USA Today. Working out of a Third Place. Posted 10/5/2006 www.usatoday.com/life/2006-10-04-third-space_x.htm. Accessed October 7, 2008.

MISKOWIAK TO SPEARHEAD GIS CENTER AT UWSP

Outreach Specialist Douglas Miskowiak will be leaving the Center for Land Use Education to spearhead the creation of a new Geographic Information Systems (GIS) Center. The new GIS Center will be housed within the Department of Geography and Geology in the College of Letters and Sciences on the University of Wisconsin-Stevens Point campus. With support from Congressman David Obey, the GIS Center was funded with a \$1.7 million dollar grant from the United States Department of Agriculture.

As a GIS Education Specialist, Doug will be responsible for teaching undergraduate GIS courses, developing a GIS certification program for non-traditional students, providing advanced GIS training for professionals, and coordinating geospatial research projects.

Regionally and nationally, there is growing demand for professionals educated in the use of GIS and spatial analysis techniques. It is estimated that over 500,000 professionals use GIS in their jobs, with that number climbing by about 15% per year. These technologies can be used to develop community land-use plans, conduct environmental site analyses, track wildlife populations, map the optimal path of commercial products, and interactively track the spread of crime or disease. The GIS Center is the only such training center serving students, businesses and professionals in the Northern and Central Wisconsin region. 



Submit Articles!

Please submit an article to our newsletter.

It should be:

- 1,000 words or less,
- Informative,
- Of statewide concern,
- And address a land use issue.

The managing editor will review your submission and get back to you if any changes are necessary.

Managing Editor
Rebecca Roberts



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WORKSHOPS & SEMINARS

APA Audio/Web Conference Series

January 21, 2009 – Infrastructure, CIP, and Alternative Transportation
February 18, 2009 – Informed Decisions: Gathering Facts and Evidence
March 18, 2009 – Designing for Water Conservation
April 15, 2009 – Zoning for Transit-Oriented Development
www.planning.org/audioconference

UWEX Building Communities Webinar Series

January 20, 2009 – Comprehensive Community Planning and Sustainability
February 17, 2009 – Sustainable Business Practices
March 17, 2009 – Green Collar Jobs
April 21, 2009 – Local Food Networks
www.uwex.edu/ces/cced

UWEX Revitalizing Wisconsin's Downtowns Webinar Series

January 22, 2009 – Overview of the Main Street Four-Point Approach
February 19, 2009 – Downtowns and the Current Economy
March 19, 2009 – Creating an Entrepreneurial Climate Downtown
April 16, 2009 – Downtown Image and Branding
lgc.uwex.edu/Downtowns/

UWEX Land Use Planning and Zoning WisLine Series

January 7, 2009 – Putting Sustainability to Work in Your Government
February 4, 2009 – Land Use and the First Amendment
March 4, 2009 – Planning to Manage Extreme Rainfall Events
April 1, 2009 – Legislative and Case Law Update
lgc.uwex.edu/program/pdf/Land09.pdf

LICGF GIS Training Workshops

January 12-13, February 26-27 or March 30-31 – ArcGIS Desktop 1
January 14-16 or March 9-11 – ArcGIS Desktop 2
January 26-27 or March 12-13 – ArcGIS Desktop 3
February 12-13 or April 20-21 – Community Viz
www.lic.wisc.edu/training

For additional dates and information, visit the online calendar of events:
www.uwsp.edu/cnr/landcenter/events.html

