

# Creating Livable Communities: A Place-Based Economic Development Strategy

By

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# Our Main Messages

- Use an asset-based community development approach of which economic development is one component
- Focus on livability and quality of community
- Create a resilient community



# The Situation in Wisconsin

- Move to a global economy
- Changes in manufacturing and agriculture = more technology, less labor
- Fiscal challenges = loss of revenue and increased costs (schools, healthcare, etc)
- Brain drain
- Changes in U.S. demographics – retiring boomers, too few replacements



# More issues

- Cost of transportation/peak oil
- Global climate change – adapting to stronger storms
- Obesity is increasing – children and adults = lowered life expectancy, increase in health care costs, loss of productivity



# Separate, but Equal Approaches?

- Land use approach
  - Focus on land
    - Piecemeal
    - Lot by lot
- Economic development approach
  - Focus on people and firms
    - Business recruitment
    - Business retention and expansion
    - Entrepreneurship
    - Industry clusters
    - Regional collaboration



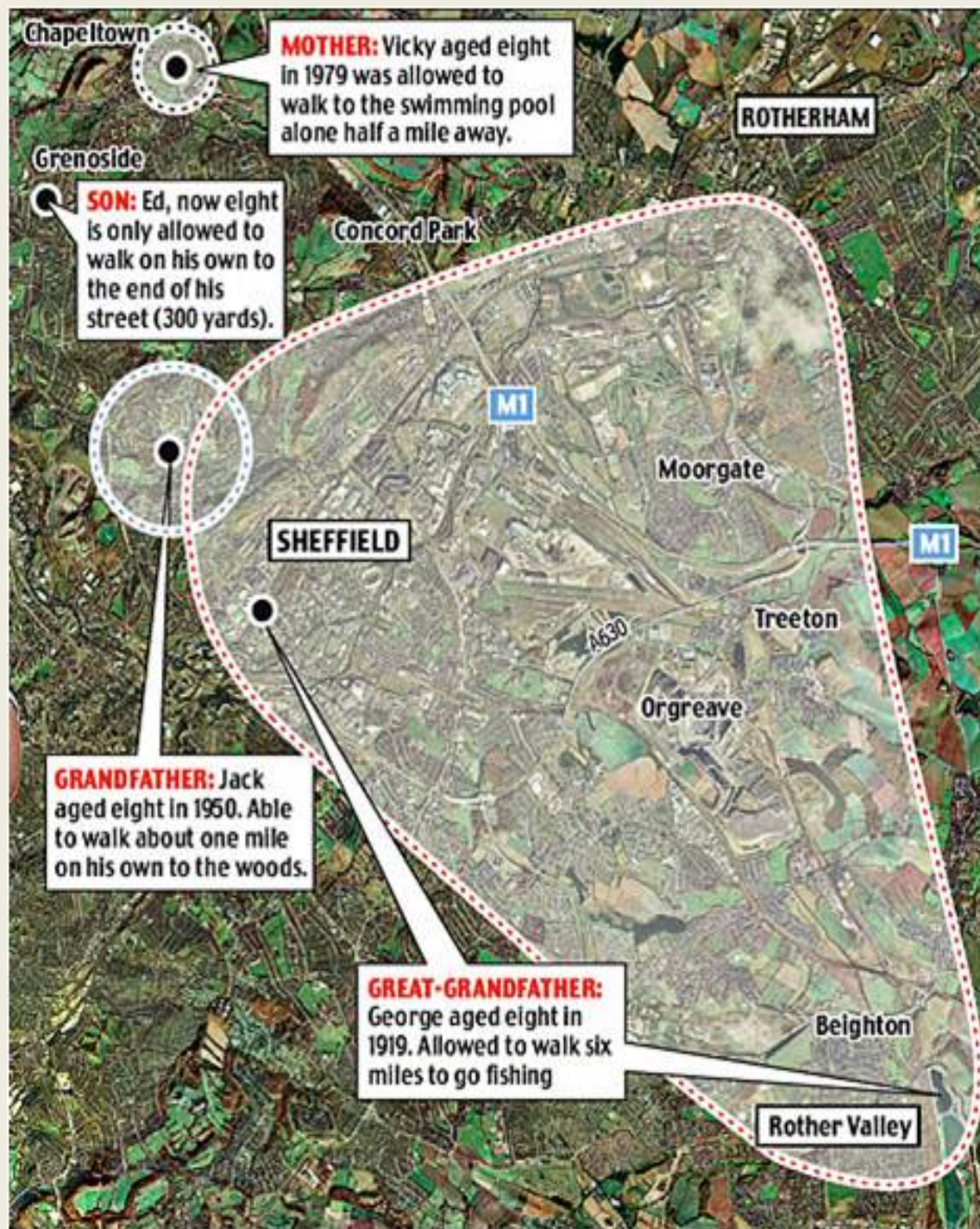
# Land use approach resulted in:











Chapeltown

**MOTHER:** Vicky aged eight in 1979 was allowed to walk to the swimming pool alone half a mile away.

Grenoside

**SON:** Ed, now eight is only allowed to walk on his own to the end of his street (300 yards).

Concord Park

ROTHERHAM

M1

Moorgate

SHEFFIELD

M1

Treeeton

A630

Orgreave

**GRANDFATHER:** Jack aged eight in 1950. Able to walk about one mile on his own to the woods.

**GREAT-GRANDFATHER:** George aged eight in 1919. Allowed to walk six miles to go fishing

Beighton

Rother Valley



# New Economic Development Paradigm Needs to be Place-Based

Technology  
changed  
the face of  
US  
economy

- IT brought in money to some communities (1990s)
  - Winners and losers
- Energy in the next decade?
- Technology requires *knowledge* workers
- Knowledge workers can choose where they want to live



# What is it knowledge workers want?

“You create a community where people want to live ...  
The jobs will go where the people are.”

“The key to success today lies in developing a world-class people climate.”

*“Creative workers are looking for cultural, social, and technological amenities/climates in which they feel they can best be themselves”.*

“Live first – work second”

## Sources:

Richard Florida. The Rise of the Creative Class. P.95.

Michigan Economic Development Commission. “Michigan Cool Cities Survey: Summary of Findings”. P.8.

Rebecca Ryan. Live First, Work Second: Getting Inside the Head of the Next Generation. P.12.



# Designing for People.....



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# Case Studies

Marshfield, WI – Pop. 18,000+

Rice Lake, WI – Pop. 8,100+

- **Conducted personal interviews with HR personnel:**
  - Community features?
  - Community gaps?
- **Conducted focus groups:**
  - Why did you come?
  - Will you stay?
  - What would make it better?
- **What role do the preferences found in the literature review play?**



# Amenity Groupings

Greenspace/ Recreation/ Natural Resources

Third Places/Vibrant Downtowns

Art and Culture

Retail

Local Food Supply

Affordable Housing

Transportation – Walkable/ Bikable,Transit

Community Identity

Health/Health Care

Services – Cell Phone/ High Speed Internet

Life-long Learning

Safety



# Amenity Preferences are Age Sector Specific

Amenity	YP's/ Senior Professionals	Professionals with children	Seniors
Transportation	<ul style="list-style-type: none"> <li>•Walking/biking network</li> <li>•Short commutes</li> <li>•Public transit</li> </ul>	<ul style="list-style-type: none"> <li>•Walking/biking to schools and parks</li> </ul>	<ul style="list-style-type: none"> <li>•Convenient parking</li> <li>•Walking</li> <li>•Transportation options (cab)</li> </ul>
Affordability and Diversity	<ul style="list-style-type: none"> <li>•broad choice of places to work and live</li> <li>•an environment that is friendly to entrepreneurs and new ideas</li> </ul>	<ul style="list-style-type: none"> <li>•Variety of housing suitable for families</li> <li>•Childcare options</li> <li>•Work options – fulltime, part time, from home</li> </ul>	<ul style="list-style-type: none"> <li>•Age in place close to family and friends</li> <li>•Variety of affordable housing</li> <li>•Reluctance for change</li> </ul>
Healthcare	Quality care 24/7	Quality care 24/7	Care we can trust and support services



# Amenity Preferences, cont.

Amenity	YP's/ Senior Professionals	Professionals with children	Seniors
Natural Resources	High desirability for water, trees and areas for outdoor recreation Parks and green spaces	Recreational opportunities for children and families (Parks, Y or community center, nature centers, zoos),	Concern for safety and cost to maintain facility
Services	Available when I need them High-speed internet, cell phone coverage, IT support, public places with WI-FI access		Convenient Can't find a shoe repair store
Life-long Learning	resume builders Advanced degrees, CE, personal enjoyment	Quality K-12, supplemental learning, CE	Personal enjoyment



# Amenity Preferences, cont.

Amenity	YP's/ Senior Professionals	Professionals with children	Seniors
Downtowns	Vibrant with unique trendy social and cultural activities, Places to gather to meet friends	Safe for children Activities for families	Places to meet friends and conduct basic business
Restaurants	Local restaurants with a variety of cuisines, fine dining outdoor dining	Family-friendly restaurants, national chains, a few dining options	Traditional coffee shops and supper clubs
Events	Big events with main headliners	Event options suitable for children	Activities for people like us
Shopping	Savvy shoppers National brands/unique boutiques	Quality, budget-friendly shopping with a few adult high-end stores	Budget-minded stores
Third Places	Variety of places and hours	Variety where we all can meet friends	We have what we need



# Why the 3<sup>rd</sup> Place Matters

“In a big city, I can find a place any time of the day or night where I can meet people. (In small communities) it’s really hard.”

“This is a sleepy little town where you live if you don’t want to socialize.”

“Its fine here if you are married and have kids or you live near your family. Otherwise, it’s lonely and you can’t wait to leave.”

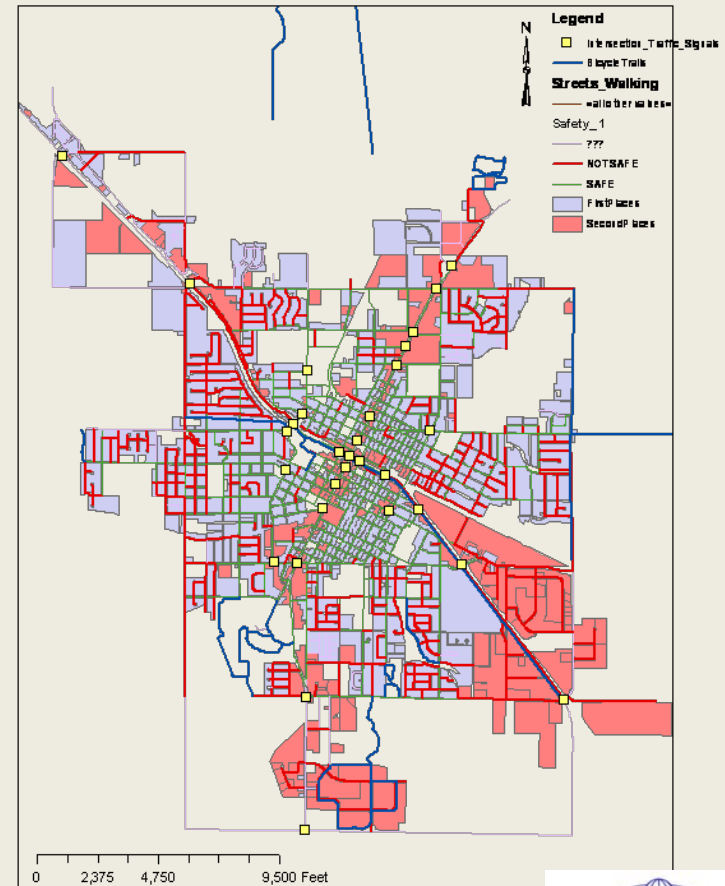
“They roll up the carpet at 5pm (in the downtown) so if you work, you can’t go to the shops even if you wanted to.”





# Community Assessment Mapping

- **Create Walk/Bike Map Layer**
  - Safe Routes to School
  - Complete Streets
  - AASHTO Standards
- **1<sup>st</sup> Place/2<sup>nd</sup> Place Assessment**
- **3<sup>rd</sup> Place Assessment and Location**



# College Student Survey Implications

- Outdoor recreation and related amenities matter.
  - Ample opportunity for walking and biking,
  - Plenty of parks and open space.
- Pay attention to community amenities
  - Third places
- Gather wants and desires of residents
  - Ability and desire to respond to at least some of them.



# Summary – Interviews and Focus Groups

- Jobs first – then location
- Locate closer to family or recreational preferences
- Lack of preferences can be deal breakers
  - Healthcare, Quality K-12 Education
  - High speed Internet, Cell Phone
  - Natural resources
- Lack of job for spouse and advancement is a big concern

When making the choice between relatively equal positions – amenities matter



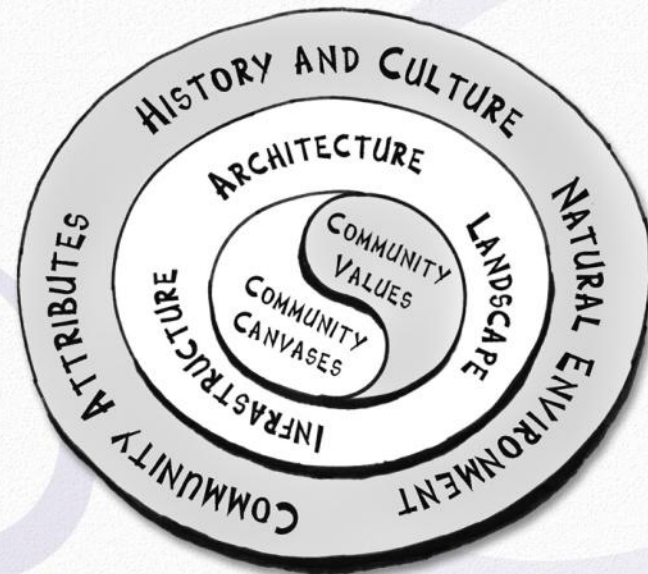
# Conclusions

- The case study communities are not destinations – few people move there first and then look for a job
- When a knowledge worker is deciding to accept a job or deciding between two jobs, being a livable community matters
- If you want to keep knowledge workers, being a livable community is critical



# Recommendations

- Identify your community identity
- Focus on community assets and building them



# Recommendations

- Pay attention to place by making it people friendly rather than car friendly
  - Complete streets
    - Pedestrians, bicyclists, lastly cars and trucks
  - Third places
    - Allow sidewalk tables and eating
    - Increase landscaping along streets
    - Narrower streets
- <http://www.completestreets.org/howtogetto.html>



# Recommendations

- Improve non-auto access to industrial areas
- Plan for how people can get from commercial areas to residential areas
  - Make neighborhoods walkable and bikeable
  - Allow for mixed uses
- Livable Communities don't happen by themselves, you need policies and plans in place to support your community's vision and identity



# Questions

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