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**[PMGT 5340] ECONOMIC DEVELOPMENT/PLANNING**  
**FALL 2024**

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**INSTRUCTOR:** Morgan Lowder      **E-MAIL:** lowderm@etsu.edu  
**OFFICE:** Rogers Stout Hall, 301B      **OFFICE HOURS:** By Appointment  
**CLASS TIME:** Asynchronous      **CLASS ROOM:** Asynchronous

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**COURSE DESCRIPTION**

There are few institutions with a greater impact on our daily, lived experiences than the economy. The state of the economy helps to define our general standard of living, our job security, the safety and comfort of the communities in which we live, and even the stability of our political systems. Consequently, it is important that economic development planners in the public sector recognize how to promote development in a way that produces not only growth, but also equitable and socially desirable outcomes. To this end, this course offers an overview of important topics in economic development planning in neighborhoods, towns, and cities.

Key topics for this course include what makes an economic development project successful or unsuccessful, how cities can improve economic, social, and environmental justice through urban planning, urban zoning practices, and effective stakeholder outreach for planners. Taken together, students will be encouraged to view planning as not simply a process through which economic gains are achieved, but one which can help secure equitable distribution of those gains throughout the whole of a community.

**EXPECTED LEARNING OUTCOMES**

- knowledge of local economic development challenges and how they can be resolved or remedied
- recognition of the various opportunities for economic development
- identify policies that can be used to advance growth, halt economic decline, and mitigate the damage done by that decline when it occurs
- expand mental-library of development concepts
- enhance critical thinking, reading comprehension, and writing skills

**REQUIRED MATERIALS**

There is one required text for this course: [Globalization, Planning And Local Economic Development](#). All other readings will be posted online or hyperlinked in this syllabus.

**GRADING SCALE AND BREAKDOWN**

**A:** 92.5-100; **A-:** 89.5-92.4; **B+:** 87.5-89.4; **B:** 82.5-87.4; **B-:** 79.5-82.4; **C+:** 77.5-79.4; **C:** 72.5-77.4; **C-:** 69.5-72.4; **D+:** 67.5-69.4; **D:** 59.5-67.4; **F:** <= 59.4

**Semester Project:** The primary project you are assigned for this class is an economic development plan for a city or town of your choosing. This plan will comprise of four stand-alone, five-or-more-page, double-spaced papers, which you will correct, revise, and merge at the end of the semester.

**Paper 1 - City and Institutional Profile:** For this paper, you will provide a description of the city you've chosen. You should discuss important economic indicators for your city. These may include, but are not necessarily limited to, population statistics and trends, employment and unemployment rates, poverty and income levels, occupational structures, key industries and resource potential, and pre-existing specialization. Also important to discuss in this paper are the key public sector institutions that will participate in or play an important role in the city's economic development, as well as what that participation might look like or what that role might be. **20 Points**

**Paper 2 - Map/Visuals:** Economic development programs are rarely implemented uniformly across a city. Instead, specific areas are targeted for development projects. For this paper, you will map out the areas where you plan to recommend development projects be implemented. You should also describe and justify why you chose those areas. While I encourage you to be as creative as you'd like, I would recommend choosing the locations that would be best for improving the indicators you identified in Paper 1. Do not worry about your city's zoning restrictions when putting together this map (you will address zoning in Paper 4). Also, you do not need to describe specific projects or policies you plan to pursue (save this for Paper 3), but I would encourage starting to brainstorm about them while you put this paper together. **20 Points**

**Paper 3 - Goal Outline and Policy Recommendation(s):** In this paper, you will provide a description of the economic development goals you want your city to achieve in the short and long-term. Next, you will describe the policies and projects that you believe are necessary to achieve those goals. You do not need to provide a comprehensive description of how a policy or project you propose will be achieved and implemented; instead, view this part of the paper as a justification for the policies and projects you believe *should* be pursued. Remember that not all policies and projects are equal; do your best to highlight which are most important to your economic development plan's success. **20 Points**

**Paper 4 - Identifying and Overcoming Challenges:** Here, you will discuss the potential challenges that may be encountered when trying to implement the policies and projects you proposed in Paper 3. You should also discuss how those challenges could be overcome or mitigated without jeopardizing the achievement of your economic development goals. Special attention should be paid to whether re-zoning will be necessary to achieve your goals and how feasible zoning changes will be (now is the time to compare your city's zoning w/ the map you turned in for Paper 2). Note: You must turn in a visual of your city's zoning map w/ code descriptions the week prior to Paper 4's due date. Failure to turn in this map will make it more difficult for me and your peers to assess the quality of your paper and will result in the loss of points. **20 Points**

**Finalize the Plan:** Revise and combine your previous work based on instructor feedback. In addition to revisions, you should improve the aesthetics of your plan. Examples will be provided for inspiration. After finalizing your plan, you will share it with an assigned colleague for constructive critique/feedback. Note: A significant part of your grade here will be the quality/seriousness of the feedback you provide to your

colleague. **20 Points**

## **SPECIAL ACCOMMODATIONS**

If you are an individual that needs or may at some point need accommodations to participate fully in this course, please let me know as soon as possible. Additionally, please make arrangements with ETSU's Disability Services. For additional information, please refer to the following webpage: <https://www.etsu.edu/students/ds/>

## **ABSENCES**

As an online asynchronous course, there is no formal attendance policy for this class. However, you are expected to review and study each week's course material to perform effectively on the Semester Project.

## **OVERVIEW OF IMPORTANT UNIVERSITY POLICIES**

By enrolling in this course, you agree to abide by the University standards and policies listed below:

- [Buccaneer Honor Code and Honor Pledge](#)
- [Information Technology Code of Ethics](#)
- [Academic and Classroom Misconduct](#)
- [Plagiarism Policy](#)
- [Student Bill of Rights](#)

## **ACADEMIC INTEGRITY**

Academic integrity is paramount in this course, and no form of academic dishonesty will be tolerated. Specifically, plagiarism will not be tolerated. Any work that is plagiarized will receive a 0. Cheating, likewise, will not be tolerated.

For a detailed description of the University's policy on what kind of actions constitute a form of academic dishonesty and may be subject to sanction, please refer to the following webpage: <https://www.etsu.edu/policies/student/aca.integrity.misconduct.php>

## **COURSE SCHEDULE**

### **Week 1 (8/26-8/30): Course Overview and The Work of Economic Developers**

#### **Readings:**

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 11\*\*\***

Explore the [American Planning Association Webpage](#) including its mission, and policy guides. This may be a handy site to return to for inspiration as you work on your planning project.

#### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

- 3) Review Syllabus (if you're reading this, mission accomplished!)
- 4) Submit beginning-of-semester survey (info at end of lecture module)

## **Week 2 (9/2-9/6): Why Growth Happens and the Elements of Successful Planning**

### **Readings:**

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 1\*\*\***

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 2\*\*\***

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 3\*\*\***

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

## **Week 3 (9/9-9/13): Park Planning**

### **Readings:**

Chiesura, A. (2003). The role of urban parks for the sustainable city. *Landscape and urban planning*, 68(1), 129-138.

### **People's Park Design**

Recommended Watch: [How Central Park Was Created Entirely By Design and Not By Nature | Architectural Digest](#)

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

## **Week 4 (9/16-9/20): Retail Planning**

### **Readings:**

Amos, D. (2019). Understanding the legacy of pedestrian malls. *Journal of the American Planning Association*, 86(1), 11-24.

Matuke, S., Schmidt, S., & Li, W. (2020). The rise and fall of the American pedestrian mall. *Journal of Urbanism: International Research on Placemaking and Urban Sustainability*, 14(2), 129-144.

### **Retail Realities**

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings
- 3) **Paper 1** (Due 9/23 by 10:00 AM)

## **Week 5 (9/23-9/27): Community and Civic Planning**

### **Readings:**

Morgan, A., & Condliffe, S. (2007). Measuring the Economic Impacts of Convention Centers and Event Tourism: A Discussion of the Key Issues. *Journal of Convention & Event Tourism*, 8(4), 81–100.

[Are New Stadiums Worth the Cost?](#) (dated article, but good background information on sports stadiums' development potential!)

### [Planning for Music](#)

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

## **Week 6 (9/30-10/4): Transportation Planning**

### **Readings:**

Boeing, G. (2020). Off the grid... and back again? The recent evolution of American street network planning and design. *Journal of the American Planning Association*, 87(1), 123-137.

[Widening Highways Doesn't Fix Traffic. Why do we Keep Doing it?](#) (pdf posted online if you don't have NYT access)

[Too many Americans live in places built for cars — not for human connection](#)

### [Scars on the Cities](#)

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

## **Week 7 (10/7-10/11): Residential Planning**

### **Readings:**

Goetz, E. G. (2012). The transformation of public housing policy, 1985–2011. *Journal of the american planning association*, 78(4), 452-463.

[How the NIMBY-YIMBY Debates Worsened the Housing Crisis](#)

Wegmann, J. (2019). Death to single-family zoning... and new life to the missing middle. *Journal of the American planning association*, 86(1), 113-119.

### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings
- 3) **Paper 2** (Due 10/14 by 10:00 AM)

## **Week 8 (10/14-10/18): Racial Justice in Planning**

### **Readings:**

Goetz, E. G., Williams, R. A., & Damiano, A. (2020). Whiteness and urban planning. *Journal of the American Planning Association*, 86(2), 142-156.

Wilson, B. (2020). Urban heat management and the legacy of redlining. *Journal of the American Planning Association*, 86(4), 443-457.

Trounstein, J. (2020). The geography of inequality: How land use regulation produces segregation. *American Political Science Review*, 114(2), 443-455.

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

**Week 9 (10/21-10/25): Economic and Health Justice in Planning**

**Readings:**

Manville, M., Monkkonen, P., & Lens, M. (2020). It's time to end single-family zoning. *Journal of the American Planning Association*, 86(1), 106-112.

Lane, H. M., Morello-Frosch, R., Marshall, J. D., & Apte, J. S. (2022). Historical redlining is associated with present-day air pollution disparities in US cities. *Environmental science & technology letters*, 9(4), 345-350.

Parr, S., Wolshon, B., Renne, J., Murray-Tuite, P., & Kim, K. (2020). Traffic impacts of the COVID-19 pandemic: Statewide analysis of social separation and activity restriction. *Natural hazards review*, 21(3), 04020025.

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

**Week 10 (10/28-11/1): Environmental Justice in Planning**

**Readings:**

Williams, T. G., Logan, T. M., Zuo, C. T., Liberman, K. D., & Guikema, S. D. (2020). Parks and safety: A comparative study of green space access and inequity in five US cities. *Landscape and urban planning*, 201, 103841.

Chu, E. K., & Cannon, C. E. (2021). Equity, inclusion, and justice as criteria for decision-making on climate adaptation in cities. *Current Opinion in Environmental Sustainability*, 51, 85-94.

Meerow, S., & Woodruff, S. C. (2019). Seven Principles of Strong Climate Change Planning. *Journal of the American Planning Association*, 1-8.

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings
- 3) **Paper 3** (Due by 11/4 by 10:00 AM)

**Week 11 (11/4-11/8): Exogenous vs Endogenous Development**

**Readings:**

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 5\*\*\***

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. \*\*\***Chapter 6**\*\*\*

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. \*\*\***Chapter 7**\*\*\*

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

**Week 12 (11/11-11/15): Land-use Regulation, Zones, Zoning, and Rezoning**

**Readings:**

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. \*\*\***Chapter 10**\*\*\*

Hirt, S. (2013). Form follows function? How America zones. *Planning practice & research*, 28(2), 204-230.

[An Equitable Approach to Zoning](#)

[What is Zoning Reform and Why do we Need it?](#)

Maantay, J. (2001). Zoning, equity, and public health. *American journal of public health*, 91(7), 1033.

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings
- 3) **Submit zoning map of your city with coding descriptions.**

**Week 13 (11/18-11/22): Navigating Competing Interests and Stakeholder Participation in Policy Implementation**

**Readings:**

Herd, M. J. (2019). *A Planner's Guide to Meeting Facilitation*. Chicago, IL: American Planning Association. \*\*\***Chapter 2**\*\*\* (Note: Even if you aren't a planner or have no intention to enter into the planning profession, this is a useful guide for anyone in the public sector with public-outreach responsibilities.)

Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Institute of planners*, 35(4), 216-224. (old article, but still applicable!)

Friedman, M. T., & Mason, D. S. (2004). A stakeholder approach to understanding economic development decision making: Public subsidies for professional sport facilities. *Economic Development Quarterly*, 18(3), 236-254.

Einstein, K. L., Glick, D. M., & Palmer, M. (2020). Neighborhood defenders: Participatory politics and America's housing crisis. *Political Science Quarterly*, 135(2), 281-312.

**Assignments:**

- 1) Watch Lecture
- 2) Complete Readings

3) **Paper 4** (Due by 11/25 by 10:00 AM)

### **Week 14-15 (11/25-12/5): Data-driven Planning, the Future of Economic Development, and Course Conclusion**

#### **Readings:**

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 8\*\*\***

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 9\*\*\***

Beer, A., & Clower, T. L. (2019). Globalization, planning and local economic development. Routledge. **\*\*\*Chapter 12\*\*\***

#### **Assignments:**

- 1) Watch Lecture
- 2) Complete Readings
- 3) Submit end-of-semester survey (info at end of lecture module)

### **Week 16 (12/9-12-12): Plan Review Week**

#### **Readings:**

None!

#### **Assignments:**

- 1) **Completed Plan and Constructive Critique/Feedback** (Due 12/12 by 10:00 AM)

**NOTE:** The above actual dates may be modified due to the requirements of the class. Also, the indicated dates may be moved backward or forward depending on class progress. **Exact dates and instructions will be announced on course webpage.**