

Cool & Connected: Leveraging Broadband Internet

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Tucker County, West Virginia
June 12, 2019



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Improving lives by improving communities

Who is Smart Growth America?

Smart Growth America envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient.

We empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity.



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Local Leaders Council



Transportation
for America

LOCUS

FBCI Form-Based
Codes Institute



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National Complete Streets Coalition

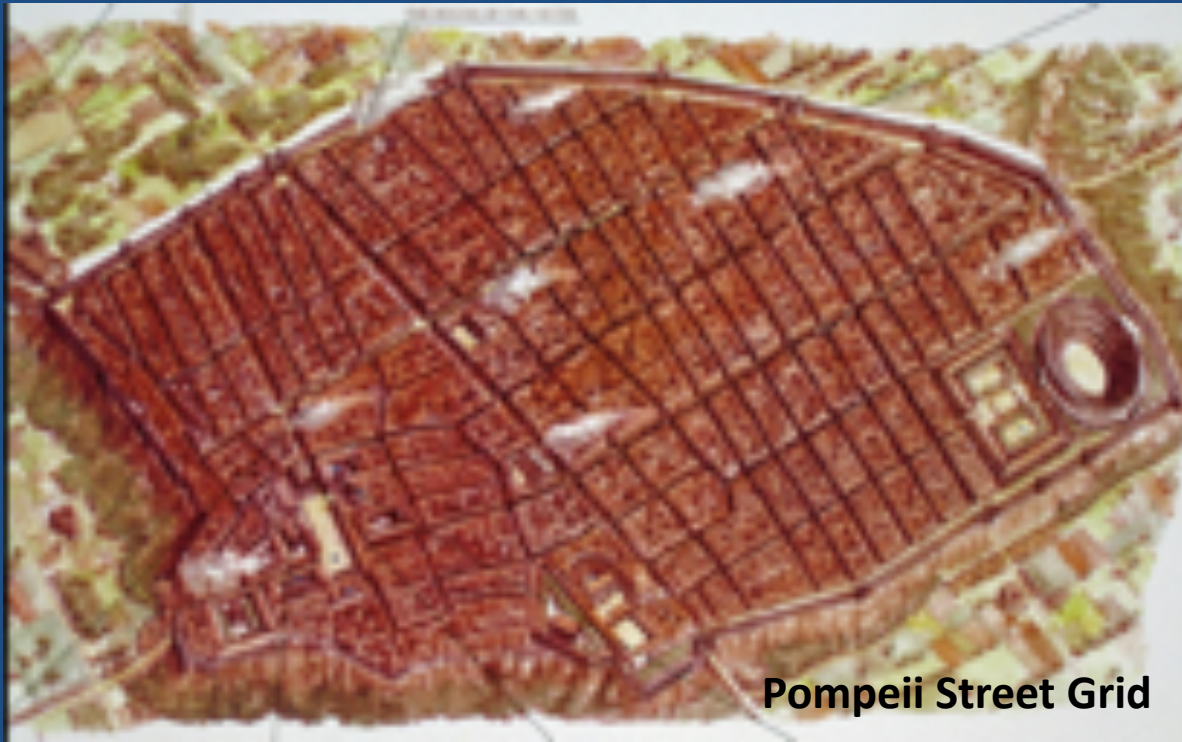


A blurred background image of a city street scene. In the foreground, there are people walking on a brick-paved sidewalk. A person is riding a bicycle on the right side. In the background, there are buildings, trees, and more people. The overall scene is a vibrant, active urban environment.

What is smart growth about?

Shaping the quality of the place and the lives of the people who live there.

...and it's not new!



Pompeii Street Grid

The ways we plan our cities

Patterns of development



Traditional town plan

- Mixed-use
- Compact
- Buildings of several stories
- Blocks with multiple building types
- Street grid





Map of Davis (1899)



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Source: Library of Congress



Downtown Parsons (1911)



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Image source: West Virginia and Regional History Collection, West Virginia University Libraries



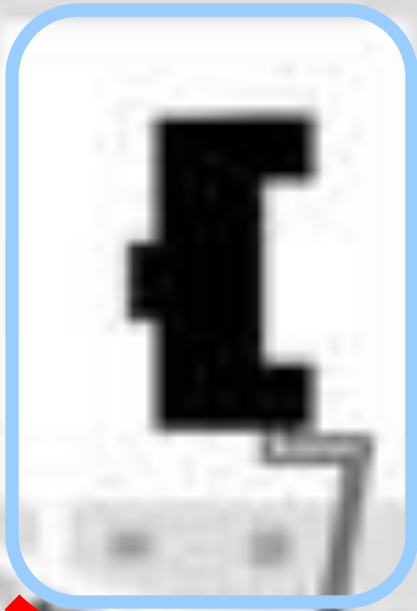
Hendricks High School and surrounding neighborhood (early 1900s)



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Image source: West Virginia and Regional History Collection, West Virginia University Libraries

Industrial



Commercial



Then came zoning . . .

Residential



Civic (School)



“Euclidean” zoning

- Fragmented land use
- Drive-only

. . . and the automobile . . .

(and the interstate highway program, and new federal programs for homebuilding, and new rules for capital depreciation . . .)



Prime retail location (late 20th century)



“Walmart Supercenter, an archetypal big box store,
in Madison Heights, Virginia.”
(from Wikipedia entry for “Big-box store”)





The Washington Post

Wonkblog

Poor, rural areas will be most affected by Walmart closing 154 stores

Related story: [What happens to a tiny town when Walmart disappears?](#)





Photo of rural New Jersey by Alex MacLean

Prime Residential location

(late 20th century)





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Suddenly, things are different

THE ECONOMIC AND DEMOGRAPHIC FUNDAMENTALS HAVE SHIFTED



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Pulp and Paper Mill in Parsons (1910-1930)

Image source: West Virginia and Regional History Collection, West Virginia University Libraries



Coal Plant in Davis (1925)

Image source: www.tuckerculture.com/historical-tucker-county-photos/



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Abandoned Paper Mill in Davis (1939)



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Source: Library of Congress



**Abandoned Coal
Operation, Mingo County
(1932)**



**Abandoned Coal
Town, Ethel (1961)**

Economic growth

20th century vs. 21st century

“From tools and spools to eds and meds”*

Chasing smokestacks vs. Chasing talent

Manufacturing economy vs. Knowledge economy



The 21st Century Economy

Manufacturing is changing



- Smaller part of our economy
- Its nature has changed

The 21st Century Economy

- Creativity, knowledge, innovation
- Importance of networking, interaction
- Demand for skilled workers

“Talent is replacing the tax incentive as the No. 1 economic-development tool in America.”

Mark Wilson, president and CEO
Florida Chamber of Commerce

Quoted in *Palm Beach Post*,
June 9, 2016

Demographic Change



Boomers are a different kind of Senior Citizen



“Adulthood II”

Boomers not ready for the rocking chair

- Today’s retiree can live past 90
- “These additional 31 years of expected life have not been just tacked on at the end . . . Today’s 65-year-olds are starting new careers or continuing old ones, traveling around the world, and eloping with new loves, in a stage of life we are calling ‘Adulthood II.’”

- cultural anthropologist Mary Catherine Bateson,
quoted in ULI report





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Boomers and housing

Boomers are downsizing



Millennials are different:

Your children and grandchildren



Millennials

They follow lifestyle,
not jobs.

Millennials choose
where to live before
finding a job.

Of all college-educated 25- to 34-year-olds
64% looked for a job *after* they chose the
city where they wanted to live.



Preferences: Transportation



Preferences: Housing



47%



12%



40%

These economic and demographic changes have big implications



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Core Values

Why American Companies are Moving Downtown



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Making Neighborhoods Grow Together

AN AFFILIATE OF THE URBAN LAND INSTITUTE



CUSHMAN & WAKEFIELD

Center for Real Estate
and Urban Analysis
10000 WOODBRIDGE

Download the report at
www.smartgrowthamerica.org/core-values



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WALK SCORE



TRANSIT SCORE



BIKE SCORE



Conway, AR Chamber of Commerce



Traditional Main Streets are back

Fairhope, Alabama

Source: Eastern Shore Chamber of Commerce

Preferences: Housing



Preferences: Housing



Davis, West Virginia

Jonesborough, Tennessee

Davis image source: User jmd41280 on flickr

Jonesborough, TN: User brent_nashville on flickr

Rifle, CO: User jasperd on flickr lives by improving communities

Rifle, Colorado



40%

Small Town Housing



Cotton District
Starkville, MS



Apartments at the Blu-Buck Mercantile Hotel,
Water Valley, MS

Image sources: <https://hottytoddy.com>
Daily Journal (Northeast Mississippi)



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Tiny Homes



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Image source: picswe.net



Communities are now in a
ferocious competition
over
creating a sense of place

(whether they know it or not)

Erwin, Tennessee

Sense of place?

Not so competitive in the 21st century



Sense of place!



Sense of place?



Sense of place!



Sense of place?



Sense of place!



Comprehensive and master planning



2018 Consolidated Comprehensive Land Use Plan

**UNICOI COUNTY
TOWN OF ERWIN
TOWN OF UNICOI**

Prepared by
First Tennessee Development District
for
Joint Economic Development Board of Unicoi County, Tennessee



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Marshall, Virginia

An aerial photograph of Marshall, Virginia, showing a dense residential area with a mix of greenery and buildings. The streets are visible, and the overall appearance is that of a small town with a grid-like street pattern.

A “Uniquely Marshall” vision:

- Retain small-town feel & character
- Close-knit neighborhoods
- Walkable residential & retail
- Interconnected grid
- Human-scaled streets

The Marshall Code:

- 3 simple districts
- Supportive of businesses
- Flexibility for property owners
- Changes of uses within buildings
- Minimal historic requirements



Thompson's Station, TN

Visioning Process:

- Expected population growth
- Retain character & open space
- Avoid sprawl & disconnected development
- Desire for live/work/play

Thompson's Station, TN

Land Development Ordinance:

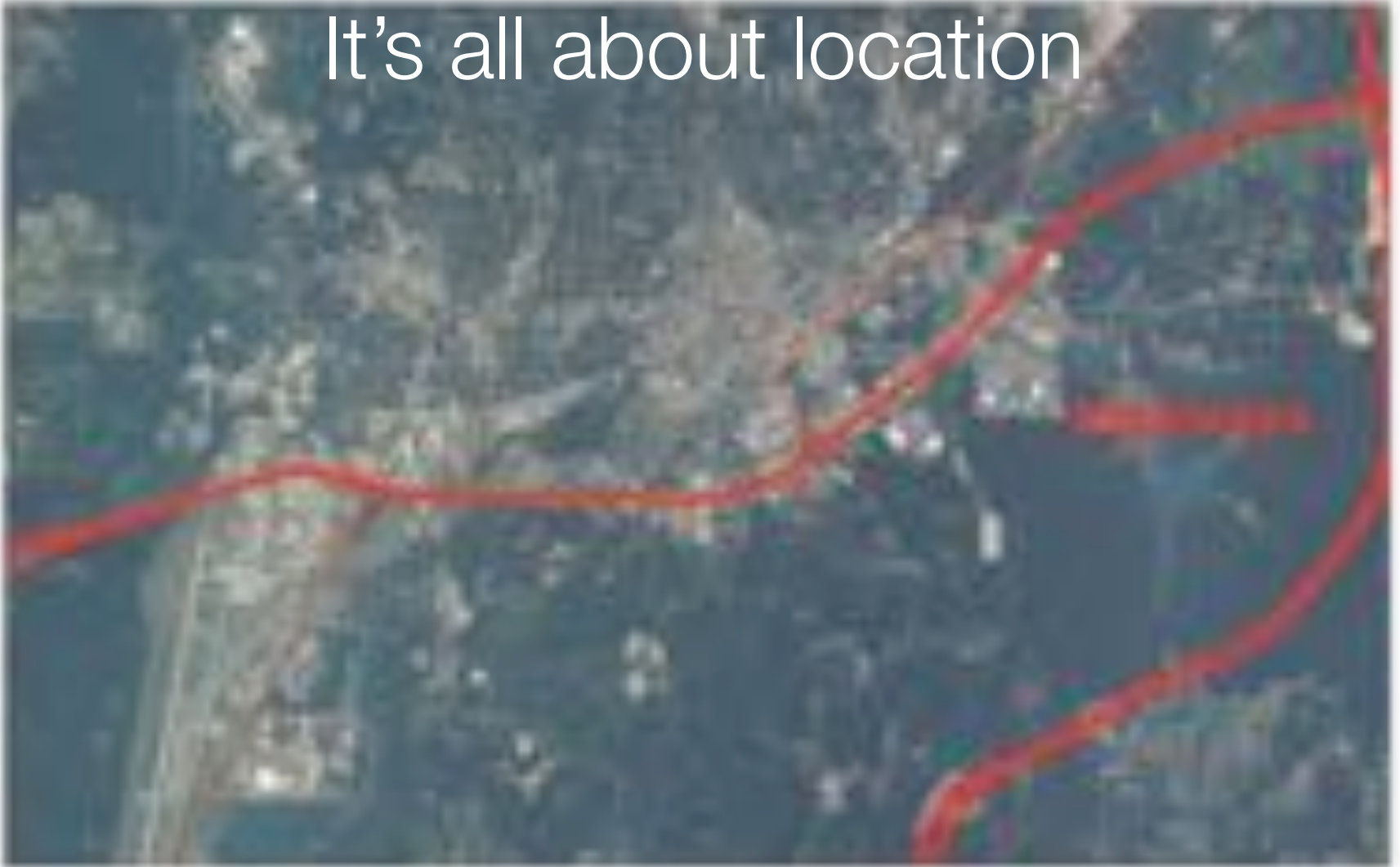
- Permitted areas of growth
- Trails & green corridors to connect villages and hamlets
- Mixed-use development
- Housing options for varied ages and income levels
- Pedestrian- and bicycle-oriented



Meridian, MS



It's all about location



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It's all about location



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It's all about location



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Your Identity is Key

In any public project you need to know:

- Who you were in the past
- Who you are now
- And who you aspire to be



Who You Were in the Past

“Meridian, with its depots, store-houses, arsenal, hospitals, offices, hotels, and cantonments no longer exists.”

General Sherman
February, 1864



Who You Were in the Past





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Meridian's Union Station



Who You Are Now





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Who You Aspire to Be





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David Barr

Union Station at Completion

- Annually, Union Station hosts 250 events and 300,000 people



Union Station Development Results



- Private development of \$165 million in surrounding area
- New life for historic structures



Restored City Hall



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(photo credits: City of Meridian) [helping communities](#)

Restored City Hall



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(photo credits: The Meridian Star)

Restored City Hall



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Image source: <https://www.pinterest.com/pin/401031541795132478/>



Image source: <http://www.mjarchitecture.com/msu-riley-center-grand-opera/>



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World Class Performances



50th Anniversary with Itzhak Perlman



Wynton Marsalis





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Yes, we can read. A few of us can even write.



MISSISSIPPI
Believe It!



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You'll May Think We Talk Funny,
But The World Takes Our Music Seriously.



How do they think about it? ... they think it's a
great thing. They think it's a great thing.

They think it's a great thing. ... in the way of our life ... in the
history of the world. The world. Mississippi is a great thing.

They think it's a great thing. ... in the way of our life.
Mississippi is a great thing.

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Mississippi Arts and Entertainment Experience



Mississippi Arts and Entertainment Experience



Mississippi Arts and Entertainment Experience



Mississippi Children's Museum - Meridian







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munities

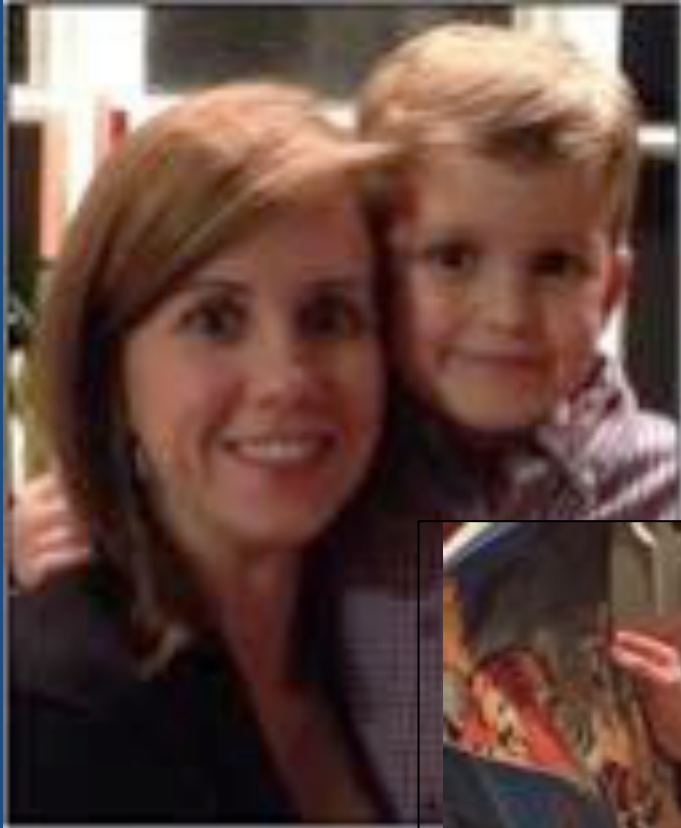


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It Is Critical to Engage Future Generations



What we have heard and seen so far...

1. Citizens recognize the value of this place including its natural environment and recreational access:
 - A. Tucker County residents want to grow without negatively impacting these qualities.
 - B. Residents see federally owned lands as an important reason for being here, but also a hindrance to progress.
1. There is a tightly defined sense of Tucker County having a good community that you can count on.
1. Residents struggle to release past losses and look to the future by creating successes that move it forward.



What we have heard and seen so far...

4. Existing broadband Internet access is wholly inadequate:
 - A. Citizens don't have a grasp of the specific broadband issue - some see problem as last mile, some as the backbone
 - B. Hindrance to educational process
 - C. The business community is engaged on this issue and expressed an interest in helping move it forward

5. There is grave concern over population loss, particularly youth who leave after graduating high school and do not return.



What we have heard and seen so far...

6. There is an internal conflict of us versus them, including:
 - A. Visitors versus residents
 - B. On mountain versus off mountain
 - C. Town versus town
 - D. Lack of a shared vision for the county as a whole.

This carries over into the perception of how broadband Internet access would be used.



What we have heard and seen so far...

7. Our driving tour pointed to a growing variety of businesses, with evidence of investments such as coffee shops and brew pubs.
 - A. People who can work across sectors, often for the benefit of the community.
 - B. In certain sectors, the county plays to its strengths like expanding skiing infrastructure.
8. The library is underfunded in terms of availability of technology and other resources as well as hours.
9. Volunteers can be the ones who move the action items that come out of this workshop forward!





Davis, West Virginia

Taking the Long View



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Source: Steve Price, Urban Advantage

Taking the Long View



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Source: Steve Price, Urban Advantage

Group Exercise

Think about your group's overall goal...

S.M.A.R.T Actions <small>Actions should contribute to success of a goal and be SMART: Specific, Measurable, Achievable, Relevant, and have a Time-frame</small>	What is this and why is it important? <small>Describe this action and write out a complete and compelling sentence or two about why it's important.</small>	Immediate Next Steps <small>(Next 3 Months)</small>	How will we know success? <small>Think about metrics, numbers that are feasible and reasonable to track. Think qualitative and quantitative.</small>	Timeframe <small>Short 0-6 Mon Medium 6-12 Mon Long 1-2 Years (Feel free to adjust these as needed)</small>	Lead and Supporting Role <small>Who is the primary responsible organization or person? Who will support the lead?</small>	Cost and Implementation Resources <small>What is the cost in dollars and in time? What potential funding sources exist?</small>
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S pecific M easurable A chievable R elevant T ime Frame	<p>How will this action help reach your goal?</p>	<p>What should the community do within the first 100 days to implement this action?</p>	<p>And what are the potential challenges or roadblocks to success?</p>	<p>What are the short-term, medium-term, and long-term steps?</p>	<p>Which individuals and entities will lead and support your action?</p>	<p>How much will your action cost in dollars and time? How could it be funded?</p>
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Small Group Discussions

At the restaurant, sit in four groups of 4-5 people.

1. None of the broadband case studies presented this morning fit Tucker County perfectly. How can Tucker County create a broadband plan for the entire county that fits the unique needs of each community?
2. How can the three principal towns of Tucker County work together to develop a cohesive story of Tucker County? What visual changes to each community need to be made to accomplish this?



Thank you.

Have you taken our quick broadband survey regarding your home or work Internet and mobile phone service?

If not, please take it now:

<http://bit.ly/tuckerinternet>

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More information: www.smartgrowthamerica.org