

[Subscribe](#)[Share ▼](#)[Past Issues](#)[Translate ▼](#)[View newsletter in your browser window](#)

American Planning Association **Wisconsin Chapter**

Making Great Communities Happen



Summer-Fall 2016 Newsletter

In this issue . . .

- APA - Wisconsin Appleton Conference Preview
- Climate Resilience: A New Report from the Union of Concerned Scientists
- Law Update
- Legislative Update: **#JustFixIt**
- Municipal Guide



PROVEN PARTNER FOR THRIVING
WISCONSIN COMMUNITIES

vierbicher
planners | engineers | advisors



NOW ALSO LOCATED IN THE MILWAUKEE METRO AREA
VIERBICHER.COM

The APA - Wisconsin Conference: Just Days Away

Take a sneak peak at the program

Thursday, September 22

Morning Plenary

Appleton's Mayor Tim Hanna Open's the Conference

Mayor Tim Hanna is not only the mayor of our host city, Appleton. He is a superb spokesperson for the importance of planning. He truly understands planners' role in "Planning for Prosperity and the Link Between Planning & Economic Development," our conference theme.

Tim Hanna has presided as Mayor of Appleton since 1996. Under his leadership, the city has been named one of the best places to live for families and the best place for business to grow and succeed. His ongoing mission for Appleton is to create an innovative and engaging downtown convention center, which will provide sustained economic growth for the development of the city. Hanna has been a leader of impactful economic changes and knows the importance of planning and strategic land development for his city's success. He has been a committed supporter downtown Appleton through his support of the Performing Arts Center, the Downtown Appleton Farmer's Market and the revitalization of the riverfront. Additionally, Mayor Hanna has "led the development of the north Appleton business and residential park as well as the south Appleton Calumet Street revitalization." (Mayor Hanna)



He is a noted advocate of innovation in government collaboration and shared services, a strategy that has served the city well in the wake of the Great Recession. According to Hanna, the city has fewer employees today than in 1996.

Lunch Panel

Titletown District

A panel of important actors in the Titletown District in Green Bay will represent the different perspectives on the development of the exciting new Titletown District. Set on 34 acres of land west of Lambeau Field in Ashwaubenon, the district includes a 10-acre public plaza that will be used year-round including restaurants, retail and a hotel. Panelists include:

- Kristan Grygiel Sanchez AICP - Community Development Director, Village of Ashwaubenon
- Michael Cantor - Sterling Project Development, primary development consultant for the Green Bay Packers for the Titletown project
- Dr. Mark Rosentraub - professor of urban planning specializing in sport management and sports policy, University of Michigan
- Bill Tressler - owner of Hinterland, anchor tenant of Titletown
- Brad Toll - president/CEO of the Greater Green Bay Convention & Visitors Bureau

Mobile Workshop

After lunch, in addition to sessions on land use, transportation, and livability throughout the afternoon, the conference is offering a mobile workshop highlighting economic development in Appleton. The tour is led by Karen Harkness, Don Harp, Jeff Towne, and David Kres. Highlights include:

- Affordable housing at the Woolen Mills (shown, at right, prior to redevelopment)



- Mixed-use development at Eagle Flats, including affordable units for families and seniors.
- Downtown residential infill at Riverheath
- A new exhibition center completed through the collaboration of 10 Fox Cities communities.



Silent Auction

Support scholarships for planning students in Wisconsin.

Contribute items for the Auction.

Contact Maria Pandazi about donating items.
mpandazi@ci.waukesha.wi.us

Bid on items at the Auction.

100 percent of every winning bid goes to support Wisconsin students entering an accredited planning program in Wisconsin.

You can't lose.

Reception and Pecha Kucha

The conference reception begins at 5:30. After the reception, conference organizers are still working on pulling together our third annual Pecha Kucha presentations, a quick-fire look at what our colleagues have been up to since our last get-together.

Friday, September 23 Morning plenary

“What do these Millennials want from us?”

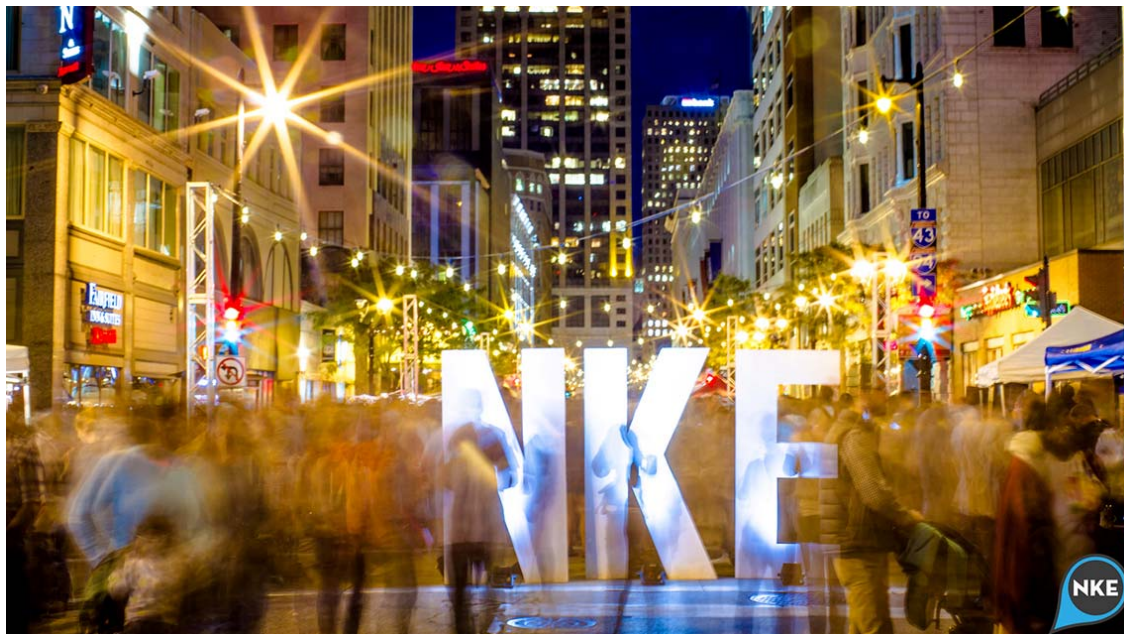
The second day of the conference starts off with trends in workforce development and the emerging roles for planners in building a competitive workforce, using data to understand workforce attraction. The panel will lead conversations about closing the gaps between worker wants and employer needs and how to attract these to your city. Do millennials truly need to be courted with vibrant downtowns with the kinds of amenities they seek? What should Wisconsin communities be doing to attract, retain and train talent?

This session will include presentations by Matt Kures and Jeremy Fojut. Matt is Community Development Specialist for UW Extension Center for Community and Economic Development who has researched the economic drivers





in a number of different types of communities across the state. Jeremy is co-founder and “Chief Idea Officer” for Newaukee, the very “cool” social entrepreneurial enterprise Jeremy has helped launch. Newaukee has become a networking force in Milwaukee. One of Newaukee’s signature events is the Night Market, which brought over \$150,000 of economic development to small businesses in its first year and attracted thousands of diverse attendees to Wisconsin Avenue for a community-building event. Below, Newaukee’s Night Market in Milwaukee.



At lunch on Friday, the Chapter Awards will highlight some of the best and most innovative planning of the past year.

After lunch, the Arts & Culture Walking Tour, led by Jennifer Stephany and Andrew Dane, will feature placemaking strategies lessons learned in their work in Appleton.

Sources:

<http://www.appleton.org/government/mayor-s-office/diversity-inclusion>

<http://www.mayorhannaforappleton.com/about-mayor-hanna/>

<http://cced.ces.uwex.edu/staff-profiles/>

<http://www.postcrescent.com/story/news/local/2016/04/28/improving-wisconsin-avenue-citys-radar/83492684/>



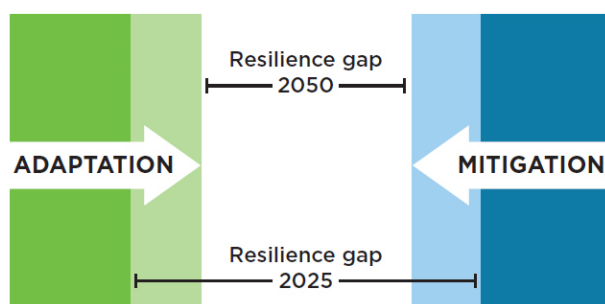
Union of Concerned Scientists' Guide to Planning for Climate Resilience

By Nancy Frank, University of Wisconsin - Milwaukee
APA - Wisconsin Newsletter Editor

The [Union of Concerned Scientists](#) has issued a report to offer guidance to communities on how to plan for resilience. The goal of resilience stems from the idea that climate change is likely to result in wider variation in climate, shifting rapidly between dry spells and torrential downpours and extremes not experienced when our infrastructure was built.

One of the intriguing concepts championed in the report is the idea of measuring the Resilience Gap. Most planners recognize that the 21st century demands that planners pay attention to both climate mitigation (all those carbon reducing actions in our sustainability plans) and climate adaptation (accommodating and adjusting to the climate changes that are already inevitable because of emissions that have already been released into the atmosphere). The challenge is deciding

The Resilience Gap



The “resilience gap” represents the degree to which a community or nation is unprepared for damaging climate effects—and therefore the degree to which people will suffer from climate-related events. The arrows show the two ways to narrow the gap. We can adapt (left arrow) by preparing for climate impacts, and mitigate carbon emissions (right arrow) to slow the pace at which climate risks grow more severe or more common over time. The changing size of the resilience gap in 2025 versus 2050 conveys the potential for society’s resilience gap to be narrowed, though not eliminated, through concerted effort on both fronts.

group, do not contribute as much to climate change as their more affluent neighbors; they use transit, reuse things rather than buying new. When decisions about allocating the costs of adaptive and mitigating actions are made, planners need to marshal the evidence—nationally and if possible for their own community—to drive this point home.

Number 11: Weed out maladaptive policies from both existing and proposed policies.

“Maladaptive policies are those that create, perpetuate, or exacerbate climate risk.” For example, consider whether funding mechanisms are creating incentives to

how much to emphasize adaptation versus mitigation in a world of limited time and resources.

While the report has no easy answers, through 15 principles to guide planning and decision-making, it offers a framework for discussing these thorny issues in our communities.

Three of the principles are especially worth noting.

Number 6: Ensure that the costs and benefits are shared equitably.

Even though this principle is deeply embedded in planning practice, even planners can overlook ways that the already disadvantaged are doubly at risk in the face of climate change. Poor and working class people are often more vulnerable to climate change and when disaster strikes, they have fewer economic resources to cope with the costs of recovery. They are more likely to be uninsured or under-insured in all aspects of their life. They are less likely to have savings that can be invested in recovery. Moreover, the poor and working class, as a

15 Resilience Principles

1. Consider projected climate conditions
2. Use systems thinking
3. Match the scope of planning to the magnitude of projected change
4. Aim for solutions that can perform well under a wide variety of conditions
5. Create opportunities to revise and change course
6. Ensure costs and benefits are shared equitably

be less adaptive to climate change. The report cites a community that had always used wetland fill permit fees to fund coastal restoration. In the face of rising sea levels, funding restoration on the back of development that is increasing at risk when storms hit is really counter-productive. Their advice: think about the hidden incentives in our familiar policies. Those may not get us where we need to go.

Number 15: Appreciate the limits of adaptation and push mitigation.

Even though we need to do both, the best way to reduce the costs of adaptation is to limit the extent of climate change, and mitigation is the only way to achieve that goal. The report quotes one climate scientist who has offered this provocative advice: “manage unavoidable changes and avoid unmanageable changes.” Both managing and avoiding will be challenging. Finding ways to manage in ways that contribute to avoiding will serve us better than other approaches.

7. Decide with, not for
8. Minimize harm and maximize options
9. Equip and empower local experts
10. Maximize transparency, accountability, and follow through
11. Weed out maladaptive policies, both existing and proposed
12. Consider the costs of inaction
13. Work to protect what people cherish
14. Reflect long-term vision
15. Appreciate limits of adaptation and push mitigation

“Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience.”

JSD Professional Services, Inc.
• Engineers • Surveyors • Planners

Madison, WI 608.848.5060
Milwaukee, WI 262.513.0666
Kenosha, WI 262.925.8367
Appleton, WI 920.733.2800
Wausau, WI 715.298.6330

www.jsdinc.com

- Planning & Development
- Environmental Consulting
- Civil Engineering
- Transportation Engineering
- Municipal Engineering
- Structural Engineering
- Water Resources
- Landscape Architecture
- Construction Services
- Surveying & Mapping

MSA
PROFESSIONAL SERVICES

(800) 446-0679
www.msa-ps.com

- » COMPREHENSIVE PLANNING
- » COMMUNITY & ECONOMIC DEVELOPMENT
- » PUBLIC ENGAGEMENT
- » DEVELOPMENT REVIEW
- » GRANTS & FUNDING
- » URBAN DESIGN & REDEVELOPMENT



[Back to top](#)

Law Update

By Brian W. Ohm, JD
Dept. of Urban & Regional Planning
UW-Madison

For questions or comments about these cases, please contact: bwohm@wisc.edu.

Copyright © [2016] American Planning Association -Wisconsin Chapter| All rights reserved.

Visit the [Law and Legislation](#) page on our website for cases reported since summer. Here is a quick summary of the issues addressed by the courts over the summer.

Cases reported in April and May

US Supreme Court

Case law updates are posted monthly, usually in the second half of the month, at the Chapter [Law and Legislation](#) page.

[Back to top](#)



Legislative News

APA - Wisconsin Legislation Tracking

Prepared by Drew Pennington, APA - Wisconsin
Vice President for Chapter Affairs

#JustFixItWI Transportation Funding Campaign

The APA-WI Legislative Committee (your District Reps and VP for Chapter Affairs) would like to urge our members to consider supporting the #JustFixItWI Transportation Funding Campaign. Many of you are already aware and engaged on this issue, and we thank you for your efforts. I have included some background info and talking points below. The Legislative Committee supports this campaign because the recommendations are equitable, multi-modal, and recognize the importance of new revenue to support both urban and rural systems. This is the first of many Legislative Action Alerts, which is one feature of a revamped legislative advocacy process that we've developed in response to your input and concerns. More details will be forthcoming at our annual conference in Appleton on Sept. 22 & 23. Please continue reading below.

#JustFixItWI Background Info

The #JustFixItWI Transportation Funding Campaign is a bipartisan, public-private effort led by the League of Wisconsin Municipalities and Transportation Development Association (TDA) to urge the Legislature and Governor to address the existing and looming transportation infrastructure funding crisis in Wisconsin. Over 365 urban and rural local governments all over Wisconsin have adopted Resolutions urging legislative action.

Talking Points

- The #JustFixItWI campaign is related to the report entitled "Filling Potholes: A New Look at Funding Local Transportation in Wisconsin," commissioned by the Local Government Institute

of Wisconsin (LGI) and the “Keep WI Moving” report by the Legislature-appointed Wisconsin Commission on Transportation Finance and Policy.

- The campaign’s focus is roads & bridges, which are now rated among the worst in the country, but the campaign is multi-modal and includes transit, ports, and bicycle/pedestrian infrastructure. The campaign recognizes growing statewide concern that too much cost burden is shifting to levy-capped local governments, which must choose between increasing local fees or neglecting infrastructure and the associated economic distress.
- The campaign urges the Legislature and Governor to acknowledge the dual forces of increasing road maintenance costs due to inflation and decreasing revenues (gas taxes & registration fees) due to vehicle efficiency and less driving. The campaign is critical of over-reliance on borrowing as a statewide solution, as debt service is increasingly diverting funds away from actual construction and is projected to consume ¼ of the state transportation fund by 2023.
- The campaign urges the Legislature to adopt fair, user-pays-based revenue reforms that would increase taxes and/or fees on those actually using the infrastructure. These reforms may include additional revenue through increasing and/or indexing gas taxes, vehicle registration fees, driver’s license fees, miles driven-based registration, authorizing Regional Transit Authorities, etc.

More info at <http://www.lwm-info.org/> or <http://www.tdawisconsin.org/just-fix-it-wisconsin/>

Action

Please consider working with your local officials to adopt the attached Resolution developed by the League of WI Municipalities, which can be shared with elected state representatives and the Governor’s Office. Please let me know if you have any questions or concerns.



Martenson & Eisele, Inc.
Your Solution Professionals

Planning - Environmental - Surveying - Engineering - Architecture

Sustaining rural heritage and small town appeal!
Along with Comprehensive Plans we also provide the following;

- Zoning Ordinance Development
- Zoning Administration
- Farmland Preservation Planning
- Wetland Delineations
- Farmland Preservation Ordinances
- Phase 1 & 2 Site Investigations
- Park and Trail Design
- Stormwater Management


www.martenson-eisele.com
920-731-0381



Cedar
corporation
Since 1975

Planners
Grant Writers
Economic Development
Community Development

Dedication, Quality, Success
800-472-7372
www.cedarcorp.com



**WISCONSIN
MUNICIPAL GUIDE**

MUNICIPALITIES BY COUNTY
...
SELECTED STATE & REGIONAL CONTACTS

The Municipal Guide for 2016-17 has been released. The guide serves as a directory to key staff and public officials in municipalities. Municipal information is clustered by county. The guide also includes selected state and regional contacts, focusing mainly on state departments and agencies. It also lists members of the Wisconsin Assembly and Senate and the congressional offices in all eight districts. The guide is available free online and can also be downloaded (for free) as a pdf.



[View newsletter in your browser window](#)

Copyright © 2016 American Planning Association - Wisconsin Chapter, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

