

WAPA NEWSLETTER



American Planning Association
Wisconsin Chapter

Making Great Communities Happen

A Publication of the Wisconsin Chapter of the American Planning Association

IFM and Local Food: Expanding on Success

By JOE PETERANGELO, UW-MILWAUKEE

Wisconsin is a regional leader in the local food movement, boasting the most farmers' markets and Community Supported Agriculture (CSA) farms in the Midwest. In Dane County, the Department of Planning and Development has taken the goal of connecting Wisconsin producers with Wisconsin consumers to an institutional scale through an innovative project called Institutional Food Market Coalition (IFM). IFM, established in 2006, links large-volume buyers – like hospitals, universities, and large businesses – with the fresh Wisconsin produce that is consolidated and sold through the Badgerland Produce Auction in Montello, WI.

IFM's efforts are producing very impressive results. This year the proj-

ect grew dramatically, working with 16 institutional buyers whose combined purchases added up to \$54,000 in value, equal to 25% of Badgerland's total 2008 sales.

In July, Badgerland Produce Auction and IFM also received the largest grant offered by the Department of Agriculture, Trade, and Consumer Protection's Buy Local, Buy Wisconsin grant program. The \$46,540 grant is being used to make improvements to the produce auction's operations and infrastructure.

Buying Local

Planners are well aware of the economic and environmental benefits of

Continued on page 3

Fall 2008

Ozaukee County Smart Growth.....	5
WAPA 2008 Award Winners.....	7-9
NW Planners Workshop and Awards..	10
Graef Anhalt Schloemer Acquires PDI...	15
Photos of WAPA Awardees.....	16

Law Update

Exhausting Admin Remedies....	14
Legislative Update.....	15

Publication Info and Board Members.....	2
Upcoming Conferences.....	4
Membership Form.....	11

www.wisconsinplanners.org

The WAPA Newsletter is published electronically four times each year by the Wisconsin Chapter of the American Planning Association to facilitate discussion among its members of planning issues in Wisconsin. Correspondence should be sent to:

Nancy Frank, WAPA News Editor
Chair, Department of Urban Planning
School of Architecture and Urban Planning
University of Wisconsin--Milwaukee
P.O. Box 413
Milwaukee, WI 53201-0413
(414) 229-5372
(414) 229-6976 (fax)

Email: news@wisconsinplanners.org

Change of Address: WAPA Newsletter does not maintain the address lists for any APA publication. All lists are maintained at the national APA office and are updated and mailed to the chapters each month. If you have moved, please contact Member Services Coordinator, APA National Headquarters, 122 S. Michigan Street, Suite 1600, Chicago, IL 60603-6107 or call (312) 431-9100 or FAX (312) 431-9985.

Membership Information: To become a member of the Wisconsin Chapter of the American Planning Association, simply become a member of the APA. An application form is provided on the back of this publication. Or you may opt for Wisconsin Chapter only membership.

Professional Services Directory: Put your business in the newsletter.

Advertising rates are \$40.00 per issue or \$150.00 per year. Send business card or camera-ready copy (2 inches high x 3.5 inches wide) to the newsletter editor at the address below. Digital copy may be sent as an attachment by email to news@wisconsinplanners.org.

Submission of Articles: WAPA News welcomes articles, letters to the editor, articles from the WAPA districts, calendar listings, etc. Please send anything that may be of interest to other professional planners in Wisconsin. Articles may be submitted by mail, fax, or email. Articles may be edited for readability and space limitations prior to publication. Content of articles does not necessarily represent the position of APA, the WAPA Executive Committee, or the editor.

Submit articles by email attachment. Graphics are encouraged

Deadlines:

Winter issue: submit by January 15.
Spring issue: submit by March 15
Summer issue: submit by June 15
Fall issue: submit by September 15

WAPA Executive Committee

President, Gary Peterson, AICP
608-249-2514 (office) / 608-249-6615 (fax)
petersong@crispell-snyder.com

Past President, Rollie Tonn, AICP
262-567-3888
tonn41@ameritech.net

Vice Pres. of Prof. Dev., Nancy Frank, AICP
414-229-5372 / 414-229-6976 (fax)
frankn@uwm.edu

Vice Pres. of Chapter Affairs, Brian Ohm, AICP
608-262-2098 / 608-262-9307 (fax)
Email: bwohm@facstaff.wisc.edu

Secretary, Lawrence Ward, AICP
608-342-1713 (office) / (608) 342-1220 (fax)
wardla@uwplatt.edu

Treasurer, Connie White
608-294-5006 / 608-259-0084 (fax)
cwhite@hntb.com

Director at Large, Carolyn Esswein, AICP,
414-271-2545 / 414-271-2542 (fax)
cesswein@pdisite.com

Director at Large, David S. Boyd, FAICP
608.356.2771 / 800.362.4505 phone
608.356.2770 fax
dboyd@msa-ps.com

N.W. District Representative, Dennis Lawrence, AICP
715-849-5510 / 715-849-5110 (fax)
dlawrence@ncwrpc.org

S.E. District Representative, Nikki Jones,
262/797-2445 / 262/780-4605 (fax)
njones@newberlin.org

N.E. District Representative, Diana Schultz, AICP
920-482-0540
schultz.diana@gmail.com

S.W. District Representative, Dan Rolfs, AICP
608-267-8722
drolfs@cityofmadison.com

Planning Official Development Off., Anna Haines
715-346-2386 / 715-346-4038 (fax)
ahaines@uwp.edu

Certification Maintenance Coordinator
Linda Stoll
UW - Stevens Point
715-346-4853 / 715-346-4038 (fax)
linda.stoll@uwp.edu

Student Representatives

UW - Madison

Andrew Obernesser
617.947.6998
obernesser@wisc.edu

UW - Milwaukee

Brian Stepp
414-690-0491
btstepp@uwm.edu

National Officers

Michael A. Wozniak, AICP
AICP Director, Region IV
(651) 442-7629
(866) 602-4999

APA National—Washington: (202) 872-0611
APA National—Chicago: (312) 431-9100
American Institute of Certified Planners
(202) 872-0611

Visit the WAPA webpage for up-to-date news and information between issues of the WAPA Newsletter.

buying local products. Purchasing local fruits and vegetables keeps money within the local economy, helps ensure that farmers stay in business, requires less use of fossil fuels, and provides fresher and more nutritious products to consumers.

But it can be difficult for farmers to find dependable ways to sell their products locally. By pooling their products through the produce auction, the nearly 200 area farmers who contribute to Badgerland are able to benefit from an increasingly stable local market.

It can also be challenging for buyers of institutional kitchens to figure out how to integrate locally-sourced produce into their purchasing programs.

“Sometimes it takes several years to convince buyers to change their purchasing practices, to decentralize and add local products to the mix,” says Olivia Parry, Economic Development Specialist for the Dane County Department of Planning and Development. “Their systems are set up for large national food distributors.”

That is where IFM comes in. The program provides outreach, education,

and support to large-volume buyers interested in local sourcing through two annual meetings, a quarterly electronic newsletter, field trips to the produce auction, and ongoing support.

Purchasing from the Produce Auction

IFM is working with Badgerland to increase the produce auction’s capacity to meet the needs of institutional buyers. Prior to the birth of IFM, the only way to purchase produce from Badgerland was by going to the auction. Now, several purchasing options have added for greater flexibility to the service so that more buyers can get on board.

Currently, the three methods to purchase produce through Badgerland are to:

1. go to the auction
2. phone, fax, or email orders to an “order buyer” on the auction floor, or
3. participate in the new “pre-priced program” for nonprofits and public institutions that purchase in large volume, in which a set price is arranged at the

beginning of the season and maintained throughout

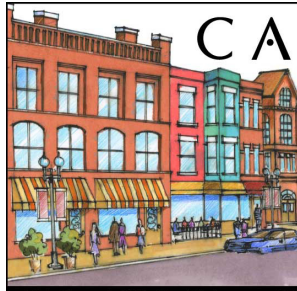
There are now 2-3 weekly deliveries to Madison for those that choose to make their orders via an order buyer or through the pre-priced program.

The Scope

IFM is a project of the Dane County Department of Planning and Development, so Dane County is its primary focus. But the project is already starting to reach markets in Milwaukee and Chicago through its electronic newsletter and by word-of-mouth.

University of Wisconsin – Milwaukee was one of the first institutions outside of Madison to become an IFM partner. The university was granted approval by the Department of Administration to purchase from Badgerland in June of 2008, and is now permitted to buy up to \$25,000 worth of local produce from the auction each year.

Institutional Food Market Coalition (IFM)	2007	2008
Number of Institutional Buyers	4	16
Quantity of Produce Purchased	19,000 lbs.	92,000 lbs.
Value of Produce Purchased	\$11,000	\$54,000



CAMIROS

Planning
Zoning
Landscape Architecture
Economic Development

411 South Wells, Chicago, Illinois, 60607, (312) 922-9211
www.camiros.com



Scott Hoffland, the Director of Restaurant Operations for UWM, says he is happy with the partnership the university has formed with IFM and is pleased with the products he has been purchasing since August.

"It's a great program with a lot of potential," Scott says, "It meets an important part of our purchasing during the five months of the Wisconsin growing season."

The Future Looks Bright

Olivia Parry sees tremendous potential for IFM to move to a statewide effort sometime in the future. For now, she is looking forward to next year and sees a lot of promise for growth.

"People are concerned about their health and the environment, and demand is going to continue to increase significantly," she says. "The project stands to double or triple next year, as long as we have supply."

To ensure that supply meets demand, IFM's plans for 2009 include offering more outreach and education to growers about the viability of the market. They will be cultivating new growers and encouraging current growers to expand.

"Most farmers don't sell exclusively to Badgerland," says Olivia Parry, "but we are encouraging them to diversify their markets and gradually transfer more of their produce to the auction."

Then the next challenge is communicating the message to consumers.

"It's passing on the value through internal marketing. We are going to be looking for new ways to support buyers in better marketing their locally-grown ingredients in their cafeterias and through marketing campaigns."

"This is all new. We're in new territory."

For more information, check out IFM's website at www.ifmwi.org.

Upcoming WAPA Conference

WAPA Annual Conference
Sheboygan, March 26-27, 2009
Blue Harbor Resort





PROFESSIONAL SERVICES
TRANSPORTATION • MUNICIPAL DEVELOPMENT • ENVIRONMENTAL

Your Trusted Partner

- Comprehensive Planning
- Community and Economic Development
- Public Engagement • Development Review
- Grants & Funding • Urban Design & Redevelopment

800.446.0679
www.msa-ps.com



604 Wilson Avenue
Menomonie, Wisconsin
800-472-7372 • 715-235-9081
www.cedarcorp.com

- Planning
- Engineering
- Architecture
- Surveying

- Mapping - GIS/GPS
- Economic Development
- Environmental
- Landscape Architecture

civi ♦ tek
CONSULTING

Tim Schweske AICP

phone 920.728.2814
tim.schweske@verizon.net
135 Milton St. Lake Mills, WI 53551

MUNICIPAL PLANNING SERVICES
FOR GROWING COMMUNITIES

A Tale of Three Maps: Smart Growth Comes to Ozaukee County

Smart Growth Lecture Series 2008
UWM School of Architecture &
Urban Planning, October 14, 2008

A talk given by:

Andrew Struck, Director, Ozaukee
County Planning & Parks Department,
and

Edw. A. Beimborn, Prof. Emeritus,
UWM School of Civil Engineering, a life-
time Ozaukee County resident.

REPORTED BY RUSSELL KNETZGER, AICP,
SHOREWOOD, WI

Ozaukee County has a longstand-
ing suspicion among its citizenry and its
local officials of any community planning
not rooted at the community level. Its
individual municipalities have liberally

partaken of the plans and services con-
ceived at the regional level by the SE
Wis. Regional Planning Commission in
Waukesha, of which Ozaukee County
has remained a faithful member for five
decades. But the County has not allowed
itself to reach the staffing and “activ-
ity” levels of other counties in its region,
which Ozaukee County locals would tend
to regard as “interference activity.”

So it is of some surprise that all
but one of its communities allowed the
County staff, aided by regional staff, to
be the coordinator of a multi-jurisdictional
county wide plan that follows the rigors
of the Smart Growth statute, including
intergovernmental cooperation. Begun
in April, 2003 and completed by Spring of
2008, the plan focuses on three themes:
“Cultivation, Conservation and Coordi-
nation of the Ozaukee County Smart
Growth Plan.”

Those “three C’s” reflect the three
major elements featured in the plan,

Cultivation (Agricultural Preservation),
Conservation (Environmental Values),
and Coordination (stitching together the
individual community plans into a whole),
by highlighting and negotiating out their
incongruities at their edges. Only the City
of Cedarburg opted out.

Under Wisconsin planning law,
apparently unaltered by Smart Growth
authority, counties must accept plans of
incorporated entities as they find them.
Politically, in Ozaukee County, that holds
true for town plans as well. That extreme
parochial bias could paralyze any plan-
ning process, but Ozaukee County
seems to have turned that approach to
the advantage of the wider view. Long
term water supply serves as an example.
Local governments may be planning
themselves for ultimate development,
some at urban densities, some at sprawl
densities, relying solely on ground water
for both private and municipal water
supply. But by highlighting the County’s



Economic Positioning
Regional Planning
Redevelopment
Place Design
Growth Management
Transportation Planning
Communication

**Shaping places,
shaping change**
www.vandewalle.com

Vandewalle & Associates
Madison • Milwaukee

PROFESSIONAL PLANNING SERVICES

- Community Planning
- Urban Design
- Redevelopment Planning
- Environmental Planning
- Transit Planning
- Neighborhood Planning
- Public Involvement
- Comprehensive Planning
- GIS/Technology Services
- Park/Recreation Planning

HNTB-Milwaukee
Telephone (414) 359-2300
www.hntb.com

HNTB-Madison
Telephone (608) 259-0045

HNTB



*Community Planning
Site Design
Development Economics
Landscape Architecture*

**627 Grove Street
Evanston, IL 60201-4474**
fax: 847.869.2059
voice: 847.869.2015

TESKA

www.TeskaAssociates.com

water recharge areas, and noting they may not be adequate to sustain the draw down by the developing areas, the opportunity arises for Ozaukee County communities to use the planning process to at least look for future water to its east in Lake Michigan.

Such a water source implies municipal level water treatment and supply, and opens the discussion of affordability of that supply at rural densities. It also opens up the issue of its southern four villages and cities, Mequon, Cedarburg, Grafton and Port Washington each tapping Lake Michigan on their own, as "Port" has done, versus one or more joint water supply ventures.

This focus on one resource at a time, without implying a threat to the sovereignty of any individual municipalities, seems to be a successful approach embedded in the Ozaukee County plan process.

It is repeated in "LESA" the NRCS method of using soil productivity as an

ingredient in judging preservation of land for agriculture versus for ultimate development. LESA stands for "Land Evaluation & Site Assessment." It combines soil conditions data with size of parcels, nearness to sewers and highways, and compatibility with environmental corridors, to form an objective basis for describing an areas for agricultural preservation.

Areas that score high under LESA might already be in planned SSSA's –Sanitary Sewer Service Areas, of one or more of the municipalities offering sewer service. Can the SSSA be re-thought to preserve a promising "Ag. Area?" This blending, or bringing face to face, of rural versus urban perspectives, is also proving beneficial in resolving urban to urban conflicts. This has proven the case in the territory between Saukville and Port Washington, and is underway in the territory surrounding Cedarburg.

Just by mapping such overlapping interests, and showing differing expectations of local governments in the overlap-

ping areas, is generating respect for one under-appreciated feature of past regional and county open space plans – Environmental Corridors. Most other land uses have inherent parties in interest, whereas environmental corridors have fewer such protectors. But as other overlapping interests find the corridors a possible dividing point, the corridors themselves attain a higher status than before.

The Ozaukee County Plan uses the same target year as the SE Wis. Regional Plan – 2035. Each of these agencies is advisory. The Smart Growth process may be enhancing that advisory role to one of power, by virtue of respect.

JJR	
Planners	Contact: Bill Patek
Landscape Architects	625 Williamson Street
Urban Designers	Madison, Wisconsin 53703
Civil Engineers	608 251 1177
Environmental Scientists	bill.patek@jjr-us.com

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

Celebrating 10 years 1998-2008

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

Madison, WI 608.848.5060
Milwaukee, WI 262.513.0666
Kenosha, WI 262.925.8367

www.jsdinc.com

- Planning & Development
- Site/Civil Engineering
- Transportation Engineering
- Water Resources
- Landscape Architecture
- Construction Services
- Surveying & Mapping

R.A. SMITH & ASSOCIATES, INC.

PLANNING - ECONOMIC DEVELOPMENT - ENGINEERING
LANDSCAPE ARCHITECTURE - TRANSPORTATION - GIS

Contact: Michael Stumpf, AICP, CECd
(262) 317-3202

Brookfield, WI (Headquarters)
Appleton, WI
Madison, WI
Oshkosh, WI

Pittsburgh, PA
Phoenix, AZ

www.rasmith.com

We'll Help Plan Your Community's Future

We can assist your community with:

- Development and zoning review
- Landscape design and streetscaping
- Neighborhood and comprehensive planning
- Park planning and design.

 **Ruekert-Mielke**
engineering solutions for a working world

Waukesha • 262.542.5733
Kenosha • 262.953.2650
Visit us at: www.ruekert-mielke.com

Strategic Housing Plan: City of Monona

Category: Plan Document

Awarded to: MSA Professional Services and the City of Monona

Monona City leaders wanted to meet the housing needs of existing residents and take measures to improve or change the housing stock to attract new residents. They had a solid, but dated, housing stock in need of maintenance and improvement, and very limited opportunities for redevelopment. MSA established a multi-pronged approach to develop a strategic housing plan for the City that could be used for near-term budget requests. Immediate City actions include: improvements to the building inspection and code enforcement program; funding for a community marketing campaign for the City that focused on attracting and retaining families and young professionals; and recommended zoning code updates.



Uptown Improvement Plan, Racine

Category: Plan Document

Awarded to: City of Racine, Uptown Improvement Organization, Racine County Econ Deve.

Uptown is a streetcar era commercial district, a gateway to Racine's downtown on Washington Avenue (STH 20). Uptown declined in the second half of the 20th Century, and by 2002 deterioration and neglect was obvious. A group of property owners established the Uptown Improvement District in an effort to revitalize the area. The Plan recognizes that the challenges were three-fold: organizational, physical, and market related. Implementation included steps to improve the "curb appeal" of the district including both public and private enhancements, design guidelines for the private improvements, and recommendations for business retention and recruitment.

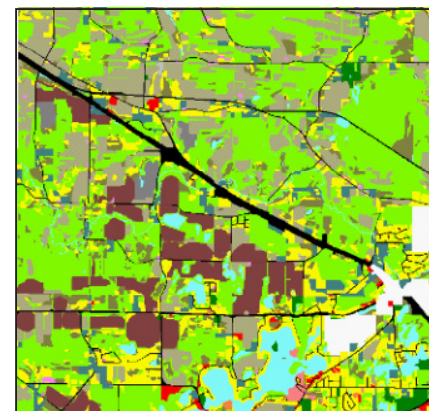


Waupaca County 2030 Comprehensive Plan

Category: Plan Document

Awarded to: Foth Infrastructure & Environment and Waupaca County

Foth worked with Waupaca County to develop their 2030 Comprehensive Plan. The Plan synthesizes all 33 local plans into a single county plan. The Plan is neither a patchwork quilt of the town plans nor a top-down approach driven by the County. It is the result of a cooperatively developed policy framework that allows for cross-jurisdictional plan interpretation. The Plan provides a balance between town desires to maintain influence over their own destinies and the county's need to exercise independent judgement in areas of county responsibility.



Safe Routes to School, La Crosse

Category: Plan Document

Awarded to: MSA Professional Services, Kit Keller JD, and the City of La Crosse

The project included three major elements focused on information collection and analysis, public involvement, and outcomes. The data collection and analysis phase identified gaps and barriers in the transportation system that lead to recommendations for improvements. The outcomes concentrated on developing products that would give the City a competitive advantage in seeking WisDOT grant funds. These included plans, a capital improvement program, and completion of the “Bike Friendly Community” application to the League of American Bicyclists. The planning process effectively engaged district staff, students, and citizens and will continue to serve as a useful tool for the community’s schools.

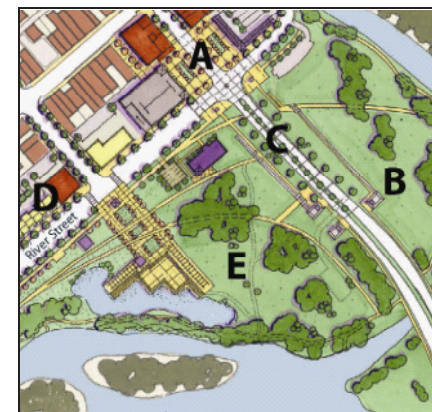


Chippewa Falls Downtown Riverfront Plan

Category: Urban Design

Awarded to: City of Chippewa Falls, Cuningham Group Architecture PA, and JJR LLC

Downtown Chippewa Falls is located at the confluence of Duncan Creek and the Chippewa River. Despite the downtown proximity to the water, the city and the river are not well connected. The Plan establishes a vision and strategy to help downtown reclaim its once industrial waterfront as a new park amenity and catalyst for new development. Five specific projects are identified: Bridge Street Square - an entrance to downtown; Riverfront Park - a gathering place along the river; River Street Neighborhood - residential development; Bridge Street - a civic downtown entrance; and Duncan Creek and Allen Park - connections to regional and local bike trails. Recommendations are designed to support existing businesses and attract new ones.



MacArthur Square Redevelopment Plan

Category: Urban Design

Awarded to: Planning & Design Institute, Inc. and City of Milwaukee

MacArthur Square is a large civic square that has been underutilized for years. Its prominent location provides an opportunity to redevelop the entire area, create new public spaces, and build upon the value of the surrounding civic uses. PDI prepared a master plan for the area, including building concepts from local architects for nine specific sites. The urban design concept reintroduces the street grid, includes mixed-use infill redevelopment, and redefines the public space. Dramatic illustrations convey the future opportunities to revitalize a civic space that will create a new landmark for the City.



Soo Line Ore Dock Park Design

Category: Urban Design

Awarded to: City of Ashland, JJR, LLC, and Westbrook Assoc. Engineers, Inc.

JJR worked with the City of Ashland to transform the decaying industrial structure into a public heritage park, including dramatic and accessible viewing platforms, fishing platforms, picnic areas, and interpretive signage. Historic elements are repositioned and reinterpreted so that visitors are not only educated by the interpretive signage, but are walking within, sitting upon, and using recycled dock materials as part of the park experience. Negotiations between the City and the railroad continue.

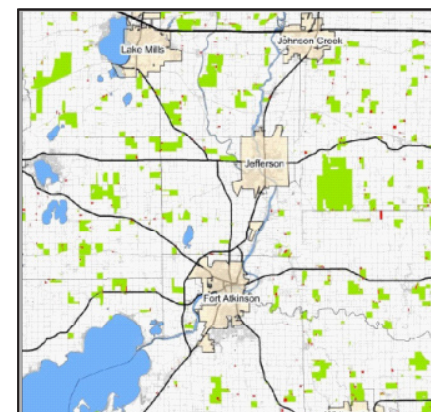


Jefferson County Farmland Preservation Report

Category: Student Project

Awarded to: University of WI - Madison, Graduate Planning Workshop 2007

Each year graduate students undertake a professionally-oriented workshop project for a real-world client. This project, prepared for the Jefferson County Farmland Preservation Commission, provided strategies for farmland preservation. The students conducted focus groups and public meetings, reviewed existing plans and ordinances, researched best practices for farmland preservation, and analyzed financing options. Recommendations included additional public education and engagement, Purchase of Ag Conservation Easements program, pilot program areas, voluntary landowner registries, and county-town partnerships.



Tulane/Gravier Regulating Plan and Form-based Code

Category: Student Project

Awarded to: University of WI - Milwaukee, Applied Planning Workshop 2007
Matthew Aho, Alison Kopyt, Brad Lenz, Meagan Limberg

The Graduate Planning Team, and faculty members, began the process by spending three days in New Orleans to assess the Tulane/Gravier neighborhood and hear redevelopment priorities from neighborhood stakeholders. Previous planning efforts were often too general and did not address immediate needs after Hurricane Katrina. The Team prepared a Regulating Plan and Form-based Code to address both short-term and long-term redevelopment needs on two primary corridors. Recommendations also provided standards to assist leaders in guiding pending investment throughout the neighborhood.



3rd Annual Northwest Planners Workshop: WAPA Northwest District Awards

BY DENNIS LAWRENCE, AICP, NORTHWEST DISTRICT REPRESENTATIVE

The 3rd Annual Northwest Planners Workshop was held in River Falls on October 30th, to coincide with Com-

munity Planning Month. Attendees from seven counties across the district came to the University Center on the beautiful UWRF campus. Presenters covered numerous topics, including: Dr. David Keuhl, a professor at UW River Falls, provided a hands-on session to improve meeting facilitation skills. He also covered an issue identification and consensus building process that he is developing for an upcoming APA PAS



- ◆ Comprehensive & Community Planning
- ◆ Sustainability Planning
- ◆ Local & Regional Economic Development
- ◆ Ordinance & Implementation Services

Green Bay ◆ Madison ◆ Milwaukee

800-236-8690

www.foth.com



**DEWITT
ROSS & STEVENS**
LAW FIRM

Capitol Square Office
2 E. Mifflin St., Suite 600
Madison, WI 53703
608-252-9365



Michael R. Christopher
mrc@dewittross.com

*Land Use Attorney Since 1972
Offices in Madison and Metro Milwaukee*

GARY PETERSON, AICP
PRESIDENT, WISCONSIN AMERICAN PLANNING ASSOCIATION

Community Planning
 Grant Writing & Administration
 Municipal Engineering
 Environmental Consulting
 Park & Open Space Planning

Madison
 Lake Geneva
 Germantown
 Racine
 Fox Valley

Mid America Planning Services
 A Division of

CRISPELL-SNYDER, INC.
 PROFESSIONAL CONSULTANTS

800.604.6277
 www.crispell-snyder.com

Defining, enhancing, & sustaining
 communities and the land,
 now and for the future.

SAA
 Define. Enhance. Sustain.

Urban Design
 Land Planning
 Civil Engineering
 Community Planning
 Landscape Architecture

Schreiber/Anderson Associates, Inc.
 717 John Nolen Drive
 Madison, WI 53713
 T 608.255.0800
 F 608.255.7750

APDI

PLANNING AND DESIGN INSTITUTE, INC.

414.271.2545
 www.pdisite.com

urban design
 site development
 smart growth plans
 downtown revitalization
 redevelopment plans
 form-based zoning
 corridor studies
 town & neighborhood plans



American Planning Association

NATIONAL & CHAPTER MEMBERSHIP

Includes full chapter membership; 11 issues of *Planning* magazine; support for APA's policy and public information programs; and discounts on books, reports, national APA conferences and workshops, and group insurance programs.

- ☐ I want to join National APA and the Wisconsin chapter. Check the dues category that applies:
- ☐ Member. National dues (from table below) \$_____ plus \$40 chapter dues. Enter total under **PAYMENT**.
- ☐ Student member. Dues \$42* (national dues \$37; chapter dues \$5)
- ☐ Planning board member. Dues \$65* (national dues \$56; chapter dues \$9)

NATIONAL DUES TABLE

Check the range that includes your salary plus other profession-related income.

Salary Range	Dues
<input type="checkbox"/> less than \$29,000	\$ 95
<input type="checkbox"/> \$29,000 - \$34,999	\$110
<input type="checkbox"/> \$35,000 - \$41,999	\$130
<input type="checkbox"/> \$42,000 - \$49,999	\$150
<input type="checkbox"/> \$50,000 - \$59,999	\$170
<input type="checkbox"/> \$60,000 - \$69,999	\$195
<input type="checkbox"/> \$70,000 and over	\$220
<input type="checkbox"/> You may pay flat national dues of \$225, plus chapter dues.	

CHAPTER MEMBERSHIP ONLY

Includes chapter publications and entitles you to participate in all chapter activities.

- ☐ I want to join the Wisconsin chapter (dues \$40).

PAYMENT

Amount due \$_____

- ☐ Purchase order enclosed
☐ Check enclosed payable to APA
☐ Charge my ☐ MasterCard
☐ Visa ☐ American Express

Cardholder's name _____

Cardholder's signature (required) _____

Card number _____

Expiration date _____

MAIL TO:

American Planning Association
Lock Box 97774
Chicago, IL 60678-7774
312-431-9100

STUDENT STATUS VERIFICATION

I certify that I am enrolled as a full-time student at _____

Name of College/University _____

Expected graduation date _____

Student ID# _____

PLANNING BOARD VERIFICATION

I am a current member of the agency listed below. I do not earn my living in planning.

Name of board or commission _____

Date _____

Phone number of primary board contact _____

Full-time student/Planning board member

- ☐ By checking this box I verify that all of the above information is correct.

Rev. 12/03

Join APA Today!

NAME & MAILING ADDRESS

Name ☐ Mr. ☐ Ms. ☐ Mrs. ☐ Miss _____

Mailing address _____

City _____ State _____ ZIP _____

Home phone number _____

Preferred E-mail address _____

CHAP _____

EMPLOYER MAILING ADDRESS

Employer Name _____

Employer Address _____

Suite No. _____

City _____ State _____ ZIP _____

Office Phone Number _____

Fax Number _____

Please tell us where to send correspondence from APA.

Send invoices to: ☐ Home ☐ Office

Send publications and other mail to: ☐ Home ☐ Office

Report. Dave Jelinski of the Department of Agriculture and Consumer Protection presented on the status of State's Working Lands Initiative program, which includes updating county farmland preservation plans. Peter Herreid of the Department of Administration discussed the status of planning in the area and state, as well as the zoning and subdivision information that has been collected for each local unit in the state.

In addition to the presentations, the first ever district level WAPA awards were presented. The purpose of these awards is to give recognition to outstanding individuals, communities, organizations, or achievements in planning and to publicize persons and organizations whose activities advance local planning within the district. The other WAPA districts will soon sponsor awards as well. The award winners were:

James Janke, Distinguished Educator, is a retired Community, Natural Resources, and Economic Development (CNRED) Agent for St. Croix County. For 30 years Jim provided locally rel-



evant education to the citizens and local government officials in St. Croix County. He provided applied research that dispelled myths and led to better planning. The ramifications of his success with this program are still being realized as these communities step forward with an interest in trying other programs such as TDRs and PDRs. Alicia Acken Cosgrove, AICP, nominated James.

Bob Kazmierski, Distinguished Educator, is the Community, Natural Resources, and Economic Development (CNRED) Agent for Polk County. He has worked with local communities to develop educational programs that provide guidance related to Wis-



Π
Planning Service & Solutions

Independent Consulting
Pamela A. Lazaris, AICP


110 E. Madison Street ▲ P.O. Box 17 ▲ Lake Mills, WI 53551
(920) 648-6617 ▲ FAX (920) 648-2115
pal@gdinet.com



Russell Knetzger
A.I.C.P.

Community Planning
Real Estate Analysis

Fax. 414-962-0671
2625 E. Shorewood Blvd.
Milwaukee, WI 53211-2457
414-962-5108



RUDD & ASSOCIATES
Robert T. Rudd, A.I.C.P.

**Planning
and Zoning
Services**

W6355 Meadow Valley Road
New Glarus, Wisconsin 53574
PHONE 608-527-5828
FAX 608-527-5941
E-MAIL TwoSilos@tds.net



Appleton, WI
800.571.6677
www.omni.com

Comprehensive Planning
Economic Development
Community Design
Ordinance Development
Environmental Planning
Mapping/GIS

consin's Comprehensive Planning Law. He brought technical support, facilitated several discussions with local Plan Commissions, and built consensus toward developing a multi-jurisdictional planning effort and assisted in organizing, authoring and editing a \$398,000 Polk County successful grant application on behalf of sixteen Polk County towns, eight villages and two cities. Tim Anderson nominated Bob.

Dan Pearson, Distinguished Leadership: Citizen, is the first person to have traded his development rights in the Town of Troy (Troy) Wisconsin's Transfer of Development Rights Program (TDR Program). He is an Organic farmer in Western Wisconsin's Mann Valley. The Mann Valley is famous for its rich prairie soils, beautiful rolling bluffs, and its location. The Mann Valley is between the growing cities of Hudson and River Falls, Wisconsin, and minutes from St. Paul, Minnesota. The local government blessed with and responsible for the Mann Valley is the Town of Troy. He volunteers to share his experience designing and participating in Troy's TDR program to audiences across the state and is a sought-after speaker for farmers curious about the TDR program, and interested in hearing another farmer's experience. Alicia Acken Cosgrove, AICP, nominated Dan.

Nathaniel Shuda, Outstanding Media Coverage, is a reporter with the Wisconsin Rapids Daily Tribune. He was nominated for his series of articles related to efforts to regionalize the revolving loan fund programs in Wood, Adams, Marathon and Portage Counties. Regionalization of the \$11 million fund balance and outstanding loan portfolios in the four counties and 10 municipalities was recommended by the Wisconsin Department of Commerce under its Regional Non-Profits Initiative to make more funding available to businesses in our region. His articles played a key role in educating Wisconsin Rapids residents about both sides of the issue and in generating genuine interest in the community that was relayed to Council members who had opposed the action and, ultimately reversed their votes for the greater good of the region. Gary Popelka nominated Nathaniel.

Jaclyn Throne, Distinguished



Martenson & Eisele, Inc.

**Planning ■ Surveying ■ Engineering
Environmental ■ Architecture**

Professionals dedicated to serving people committed to improving their communities

1377 Midway Road, Menasha, WI 54952-0449
(920) 731-0381 ■ (920) 733-8578 FAX

www.martenson-eisele.com

Did you know . . .

. . . the WAPA webpage posts RFPs and RFQs related to planning work.

Email to:

wapa@wisconsinplanners.org

. . . you may post planning jobs for free on the WAPA webpage.

Email to:

jobs@wisconsinplanner.org

. . . WAPA is always looking for members (or their friends, relatives, and neighbors) willing to volunteer to make WAPA stronger and provide better service to our members.

Email Gary Peterson:

petersong@crispell-snyder.com

. . . WAPA is still searching for a volunteers willing to devote long hours for low pay to be our next conference coordinator.

Email Gary Peterson:

petersong@crispell-snyder.com

. . . it's time to vote.

Watch your mail for the annual WAPA election ballot.

Leadership: Student, is a Planning Intern with the City of River Falls and a student at the University of Wisconsin-River Falls. She has worked with the Historic Preservation Commission documenting more than a half dozen historic structures.



In addition, she is working on an existing conditions report for all of the City parks, open spaces and trails. The report will provide a map, photographs, and inventories of equipment, background information and future improvements for each of the parks. This report will be utilized by City departments, Park Board, Planning Commission, the general public, visitors to the City, and will be placed on the City website. She has demonstrated her leadership skills by assisting in the meetings for the Historic Preservation Commission, interacting professionally with the general public and providing information for staff. Buddy Lucero nominated Jaclyn.

The next workshop will be held

next October in the Wausau area. If you have any questions or comments, please feel free to contact me at (715) 849-5510, Extension 304 or at dlawrence@ncwrpc.org.

Law Update

Brian W. Ohm, JD,
Vice-President of Chapter Affairs
c/o Dept of Urban & Reg Planning
UW-Madison, 925 Bascom Mall
Madison, WI 53706
bwohm@wisc.edu

Case Law Update November 26, 2008

Wisconsin Supreme Court

No planning related cases to report

Wisconsin Court of Appeals published opinions

Must Exhaust Administrative Remedies in Seeking Compensation for Removal of Sign

In Lamar Central Outdoor v. D.O.T., the Wisconsin Court of Appeals held

that WIS. STAT. § 84.30(18) provides the exclusive procedure for seeking compensation for the removal of a sign by the Wisconsin Department of Transportation (DOT). If a sign owner does not follow the procedures outlined in § 84.30 of the Statutes and TRANS 201 of

VIERBICHER ASSOCIATES

- Community Planning
- Real Estate Development
- Economic Development
- Redevelopment
- Market Analysis
- TIF and Grants
- Downtown Revitalization

800-261-3898
999 Founier Drive, Suite 201
Madison, WI 53717
www.vierbicher.com

Engineering • Planning • Surveying

SRF
CONSULTING GROUP, INC.

- Community Planning
- Urban Design
- Public Spaces & Trails
- Civil & Structural
- Environmental Planning
- Water Resources
- Transportation & ITS
- Traffic

One Carlson Parkway North, Suite 150, Minneapolis, MN 55447-4443
(763) 475-0010 Fax (763) 475-2429
www.srfconsulting.com

StockhamConsulting
Urban Planning & Development Services

John Stockham
Email: jstockham@charter.net
www.stockhamconsulting.com

424 Virginia Terrace
Madison, WI 53726
Tel: 608.233.1827
Cell: 608.516.8423

the Wisconsin Administrative Code, the owner cannot seek compensation for the removal of the sign in the courts.

WIS. STAT. § 84.30 governs the regulation of outdoor advertising by the DOT. In general, § 84.30 prohibits signs along state highways. However, there are several exceptions to that prohibition. One exception is for signs that were lawfully in existence on March 18, 1972. The law allows these signs to continue as legal nonconforming signs. The law allows reasonable repair and maintenance of these sign as long as those costs do not exceed 50% of the replacement costs of the sign. In this case, even though the sign was in existence on March 18, 1972, the DOT determined the sign at issue had been rebuilt illegally and was no longer a legal nonconforming sign. The DOT therefore ordered the removal of the sign. Lamar disagreed with the DOT's interpretation of the status of the sign and, following the process outlined under § 84.30, requested that the Division of Hearing and Appeals (DHA) review DOT's removal order. Prior to the hearing, the DOT removed the sign in connection with a highway improvement project. Lamar then asked that the DHA dismiss its case contending that with removal of the sign the hearing was moot. Lamar then brought the present case in the circuit court seeking compensation for the removal of the sign.

Under § 84.30 and TRANS 201, an illegal sign is subject to removal without compensation. If the sign were legal, compensation would need to be paid for the removal of the sign. The Court of Appeals therefore concluded that a determination under § 84.30(18) that Lamar's sign is legal is a necessary predicate to just compensation for the sign under the statutory scheme. Had Lamar not withdrawn its request for a hearing, the DHA examiner would have determined either that the sign had lost its legal nonconforming status, as DOT had decided, or that the sign had not lost that status. If DOT prevailed, Lamar would not have been entitled to any compensation for the sign. On the other hand, if Lamar had prevailed, the procedure for just compensation in § 84.30(7) and (8) would have applied. Since Lamar failed to follow the procedure in § 84.30, the Court dismissed the claim for compensation for the removal of the sign. The case is recommended for publication.

WAPA Legislative Update

By Steve Hiniker
1000 Friends of Wisconsin

November 12, 2008

Please note that the legislature has adjourned for the 2007-2008 floor period. There are no further legislative floor periods scheduled for 2008.

New Legislative Proposals

There are no new legislative proposals since the legislature has concluded its regular session.

Updates To Previously Reported Senate Bills

There are no updates since the legislature has concluded its regular session.

Graef, Anhalt, Schloemer Acquires PDI

MILWAUKEE, WI --- Graef, Anhalt, Schloemer & Associates, Inc (GAS) is pleased to announce the acquisition of Planning & Design Institute, Inc. (PDI)

Planning | Architecture | Engineering | Environmental | Transportation

consulting services

Let our resources be yours.

SEH...Your Trusted Resource.

Contact David Carlson at SEH Planning Group
800.472.5881 | www.sehinc.com



of Milwaukee, Wisconsin. Effective December 2008, PDI will officially join GAS and operate under the name PDI/GRAEF. At that time, Larry Witzling, PDI founder and president, will become a Principal of GAS, and Carolyn Esswein, Brian Peterson, and Mark Smith of PDI will become Associates of GAS.

Founded in 1988 by Witzling, PDI is a recognized leader in the areas of comprehensive planning, urban design, master planning, main street and corridor redevelopment, property development, plan reviews, and strategies for sustainability and economic development. The new partnership will combine the skills of both firms to provide additional, fully-integrated resources for all of our clients.

PDI/GRAEF will operate as part of the GAS Milwaukee office, while remaining in their current Third Ward office space located at 241 North Broadway.



engineering. In addition, GAS provides GIS, landscape architecture, industrial

facility design, operations consulting, field services and other allied services for the Facility, Infrastructure, and Transportation markets. Founded in 1961, GAS is a national firm with offices



Dane County Executive Kathleen Falk joins WAPA President Gary Peterson in honoring Professor Emeritus, Phil Lewis



WAPA recognizes the many ears of service from Conference Coordinator Tom Favour and his assistants Jill Replinger and Rachel Favour

in Milwaukee, Madison, and Green Bay, Wisconsin as well as Illinois, Florida, and Arizona.

www.gasai.com



WAPA Student Project Award Winners, UW-Milwaukee, from left to right, Associate Professor Nancy Frank, Brad Lenz, Matt Aho, Meagan Limberg, Adjunct Assistant Professor Carolyn Esswein, and WAPA President Gary Peterson

WAPA recognizes planning retirees

