

Winter 2003

Volume 2003, Number 1



Menomonee Valley Update

By Jason Valerius

"Relentless impatience."

In this issue . . .

WAPA Electioun Results2
Recycling Electronics in Dodgeville3
Law Update: Shoreland Regs Revision4
APA News Briefs5
New from PAS:
Parking Standards10
Smart Growth Audits10
A Quick Glimpse: Denver Trivia10
Jobs11
D.B. Hartt

Foth & Van Dyke

This, says Lilith Fowler, is what it takes to keep a major redevelopment effort moving toward a successful end. Lilith is the executive director of Menomonee Valley Partners, Inc., a public-private partnership created in 1999 "to promote redevelopment of the Valley for the entire Milwaukee community."

By now, most people in the Wisconsin planning community are likely aware of this prominent site and the efforts to revitalize it. The "Valley" is a former marsh in the heart of Milwaukee that extends west along Interstate 94 from the Historic Third Ward (south of downtown) to Miller Park, the new Brewers' stadium. Early industrialists saw economic potential in this wet and wild area and began filling the marsh. The flat new land was ideal for rail yards, and by the mid 1800's the Valley had made Milwaukee the largest shipper of wheat in the world. The grain elevators gave way to tanneries, meat packers, and other industries over the decades, but the railroads remained the focus of this economic engine. Dense residential neighborhoods flourished to the north and south.

Skip ahead to the 1950's. The development of the freeway system dealt a dual blow to the Valley as connections to the northern neighborhoods were cut off and railroads lost much of their business to trucking. The Milwaukee Road, once the largest employer in the city, went bankrupt. By the 1990's the Valley was in desperate need of attention. The Milwaukee Road Shops still lay abandoned and many other companies had failed or left. Fears of soil contamination and inadequate freeway access continued to discourage investment.

The seeds of positive change were planted in 1988 when the Menomonee Valley Business Association formed to improve appearances

Continued on page 8

WAPANews is published 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: wapa@uwm.edu

Change of Address: WAPA News does not maintain the address lists for any APA publication. All lists are maintained at the national 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.

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 wide x 3.5 inches long) to the newsletter editor at the address below. Digital copy may be sent as an attachment by email to wapa@uwm.edu.

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 in electronic formats: Articles may be submitted on 3.5 inch floppy disks, CD-ROM, or via email. If submitting the article by email, send it to wapa@uwm.edu.

Graphics: Graphics are encouraged for inclusion with the article in paper or electronic format. Please be sure that graphics submitted in paper format are crisp and clear.

Calendar listings: Although the WAPA News is published only 4 times annually, the web page at www.wisconsinplanners.org provides instant access to information about events of interest to planners. If you are aware of an event, please contact the editor as soon as possible, preferably at least 1 week before the event. If submitting calendar events by mail, email, or voicemail, please be sure to include the sponsor of the event, the date, time, and place, and the title of the event, along with a description including any admission fees or limitations in availability.

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

Published and postage paid at the University of Wisconsin--Milwaukee, Milwaukee, WI 53201.

WAPA News is printed on recycled paper.

Election Results

2003 WAPA Board Members

The fall election is now complete. Here is the 2003 WAPA Board and officers.

Chapter President: Gary Peterson

Vice President for Chapter Affairs: Tom Dabareiner

Vice President for Professional Development: Greg Kessler

Secretary: Lawrence Ward Treasurer: Amy Emery

At Large Representative: Carrie Johnson At Large Representative: Tim Kabat

NE District Representative: Linda Stoll

Brown County, Calumet County, Door County, Florence County, Fond du Lac County, Green Lake County, Kewaunee County, Manitowoc County, Marinette County, Marquette County, Menomonee County, Oconto County, Outagamie County, Sheboygan County, Waupaca County, Waushara County, and Winnegago County

NW District Representative: Mel Erickson

Ashland County, Barron County, Bayfield County, Burnett County, Chippewa County, Clark County, Douglas County, Dunn County, Eau Claire County, Forest County, Iron County, Juneau County, Langlade County, Lincoln County, Marathon County, Oneida County, Portage County, Price County, Polk County, Rusk County, St. Croix County, Sawyer County, Taylor County, Vilas County, Washburn County, and Wood County

SW District Representative: Jason Gilman

Adams County, Buffalo County, Columbia County, Crawford County, Dane County, Dodge County, Grant County, Green County, Iowa County, Jackson County, Jefferson County, La Crosse County, Lafayette County, Monroe County, Pepin County, Pierce County, Richland County, Rock County, Sauk County, Trempealeau County, and Vernon County

SE District Representative: Vacant

Kenosha County, Milwaukee County, Ozaukee County, Racine County, Walworth County, Washington County, and Waukesha County

Past President: Roland Tonn

Student Representative: Olivia Parry, UW-Madison Student Representative: Diana Kanter. UWM

Contact information is on page 13 and on the webpage.

Successful Town Recycling Program of Computers and Other Electronics

By Laurie Maloney, Dodgeville WI

When I upgraded to a new computer the question arose where to dispose of the old computer and monitor. I assumed there were materials in those items that could and should be dealt with properly. As I am the Recycling Coordinator for my small community, the Town of Dodgeville,

it was my job to find out. As it turns out, there was no state law prohibiting the disposal of these items and also no program offered in the entire County so we started one here. I hope that sharing my research and details of our program will be useful to other communities considering this type of program.

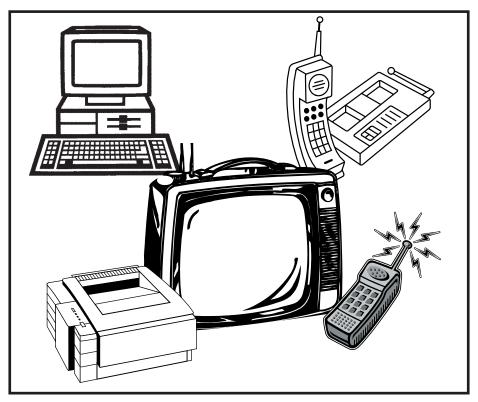
During my research I found that televisions, monitors, computers, and other electronic gadgets contain hazardous components such as lead, mercury, chromium, and fire retardants. I discussed the issue with the town board and we decided to add these items to our next cleanup event as a trial. The program was such a success we now offer the cleanup twice a year. We take not only televisions, monitors and computers, but any electronic device such as telephones, VCRs, cameras, and other electronic equipment.

To find out where to recycle these items, I contacted the WDNR which sent me a list of companies that handle these items. I contacted Resource Solutions out of Madison because of their location. According to Keith from Resource Solutions in Madison, "Everything possible does get recycled. Leaded glass from TVs and monitors goes back to manufacturers to create new tubes for new monitors and TVs. Other electronics are also recycled for the metals and the plastics. The ultimate goal is to eliminate land filling and to re-use as many of the components as possible". There is a \$25 fee for televisions and monitors but all other electronics are free of charge.

The Town of Dodgeville offers two cleanups a year, fall and spring, and we have a variety of stations set up. One being our electronics station which basically consists of a 6 foot x 8 foot x 3 foot deep trailer and we stack the items into it neatly and tightly and so they will not shift around. Then

we tarp it and hit the road. You can use boxes and packaging materials to further prevent breakage. We collect a \$10 fee for every television and monitor but any other electronic item is free. Because we transport only small amounts of these materials, we may haul the materials legally to the recovery facility, but for larger quantities a city would need to hire a contractor a hazardous waste hauler.

We have taken in 15 to 25 televisions and monitors and a variety of other electronics on each cleanup day. (We are a community of 1450 residents.) Because we subsidize the program, each TV and monitor recycled costs the town \$15 plus the hauling expense. It costs an average of \$300 each cleanup day. Obviously a municipality could charge more and subsidize less to save money, but so far we feel its worth



the fee to get these hazardous substances out of the waste stream and out of our ditches. In addition, by providing this service, we have collected hundreds of pounds of other electronics and kept them out of our waste stream as well. Had those items not been recycled, we would have had to pay to dispose of them at the solid waste facility.

I think sometimes governments get caught up in other issues, such as land use planning, zoning, taxation, and forget that our original intent is to provide basic services to citizens. Solid waste is one of those areas we as government servants can assist in finding solutions and providing services at a reasonable cost. I have found the great majority of citizens want to keep hazardous materials out of the waste stream and ultimately the ground water for the environment and future generations, they just need a convenient place to take these materials.

Law Update

CHANGING WISCONSIN'S SHORELAND DEVELOPMENT STANDARDS

By Rollie Tonn, Planner City of Oconomowoc

The Wisconsin Shoreland Management Law was enacted in 1966. The administrative code governing implementation of the law as set forth in NR 115 is 34 years old. The Wisconsin Department of Natural Resources has convened a 25-member advisory committee to look at NR 115. The advisory panel, chaired by Al Shea, Director of DNR's Bureau of Watershed Management, represents a wide cross-section of government, environmental interest groups, property rights groups, builders organizations and educational organizations. The group met for the first time on November 21, 2002 at the Wisconsin Lions Camp Conference Center in Rosholt, Wisconsin.

The issues identified for consideration by the DNR are as follows:

1. Shoreland Buffers and Setbacks

Current State Standards are designed to protect a 35-foot deep buffer of vegetation along the shoreline. Property owners are allowed to clear a 30-foot wide corridor along every 100 feet of frontage. Most structures must be setback 75 feet from the ordinary high-water mark, unless there is an existing pattern of development with shorter setbacks.

Concerns. Vegetation removal standards are ambiguous and difficult to enforce. They do not recognize unique uses such as forestry and agriculture. Most studies recommend a buffer of 50 feet or more to help protect water quality and wildlife habitat.

2. Development Density

<u>Current State Standards</u> require an average minimum lot width of 65 feet on sewered lots or 100 feet on unsewered lots. Existing standards do not address the impact of impervious (hard) surfaces, such as roofs, driveways, and roads.

<u>Concerns</u>. As shorelands become more developed, studies have found fewer green frogs and native songbirds along lakes and rivers. At 52 homes per mile (110 foot wide lots), green frogs can disappear altogether. Research has found that when a watershed exceeds 15% impervious surface, water quality is degraded and fish communities are severely impacted.

3. Nonconforming Structures

<u>Current State Standards</u> require counties to regulate nonconforming structures. In the past, many counties have limited the alteration, expansion, and repair of a nonconforming structure over its life to 50% if the structure's equalized assessed value. This is often referred to as the "50% rule."

<u>Concerns</u>. The 50% rule if difficult for county staff to administer, track and enforce, and NR 115 doesn't specifically provide for other alternatives.

4. Flexibility and Mitigation

<u>Current State Standards</u> do not provide for alternate development options for specific circumstances, such as substandard lots that do not currently meet minimum standards.

<u>Concerns</u>. If minimum standards could be more responsive to specific circumstances, and property owners are willing to mitigate the impacts of their waterfront development, a balance could be struck between private property rights and natural resource protection.

Chairman Al Shea has set a work program for the advisory committee (as written) that would require eight meetings from November 2002 to about November 2003 with public listening meetings on the rule in the Spring of 2004 and adoption of new rules in the Fall of 2004. A second, third, and fourth advisory committee meeting were scheduled for December 12 (in Rosholt), January 30 (in Rosholt) and March 25 (in southern Wisconsin). Mr. Shea was quick to note that this effort was not called for by Governor Doyle and he could not predict if this project would move forward as planned.

As most of you know, the Shoreland Protection Act of 1966 applies only to unincorporated areas (counties). It is my understanding that the Wisconsin League of Municipalities argued that lands in cities and villages was already developed and couldn't possibly meet the regulatory standards established for the undeveloped rural lands. The league prevailed and cities and villages were not subject to the shoreland regulations. This gave a distinct advantage to shoreland properties located near cities to annex to those cities and not be subject to shoreland regulation. Accordingly the law was subsequently amended to require that lands annexed after May 7, 1982 continue to comply with county shoreland regulations unless the city/village had adopted

regulations that were as restrictive as the regulation set forth in NR 115 and the applicable county regulations.

We have a chance to catch the DNR ear on these matters. I would appreciate any comments from my colleagues in WAPA as to the direction this advisory committee should be taking.

Advisory Committee Membership

Local Government

Wisconsin County Code Administrators

Pam Labine - Forest County Karl Kastrosky - Bayfield County Phillip Gaudet, Washington County

Elected Co. Planning & Zoning member (north and

Neal A. Nielsen III, Vilas County Nancy Russell – Walworth County

Wisconsin Towns Association: Richard Stadelman *

Wisconsin Counties Association: Mark O'Connell

Public Resource Interests

Wisconsin Association of Lakes: Elmer Goetsch River Alliance of Wisconsin: Todd Ambs Conservation Congress: Ken Anderson Trout Unlimited: William Pielsticker ECCOLA: Jim Wise

Riparian Property Owners (north and south)

Earl Cook, Springbrook Jill Geisthardt, Wauwatosa

Academic Resources

University Representative (water quality): Paul McGinley University Representative (habitat): Scott Craven University Representative (zoning): Mike Dresen WI Chapter, American Planning Association: Roland Tonn

Private Business

Wisconsin Builders Association: Jerry Deschane Wisconsin Realtors Association: Tom Larsen Landscape Consultant: Paul Kent Restoration Contractor: John Larson, AES Agricultural Representative: Paul Zimmerman Forestry Representative: Miles Benson NRB Appointee: Glenn Schiffmann

* = Representative not confirmed yet

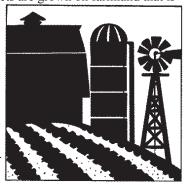
APA New Briefs

December 2002

Study Highlights Development Pressures on Nation's Best Farmland

The American Farmland Trust released a study that shows that 86 percent of America's fruits and vegetables and 63 percent of dairy products are grown on farmland that is

increasingly at risk from sprawling development. Farming on the Edge: Sprawling Development Threatens America's Best Farmland finds that between 1992 and 1997, the U.S. paved over more than 6 million acres of farmland, an area approximately equal to the size of Maryland.



The study also finds that Americans' wasteful use of land rather than economic growth is causing the problem. From 1982-1997, the U.S. population grew by 17 percent, while urbanized land grew by 47 percent. Over the past 20 years, the acreage per person for new housing almost doubled and since 1994, 10-plus acre housing lots have accounted for 55 percent of the land developed. The study includes national and state maps of farmland in the path of development as well as a ranking of the top 20 states by acreage of prime farmland lost to development. Texas is losing the most high quality land, followed by Ohio, North Carolina, Georgia and Illinois.

The Farming on the Edge study, along with maps identifying threatened farmland in all states, is available at www.farmland.org/farmingontheedge/index.htm

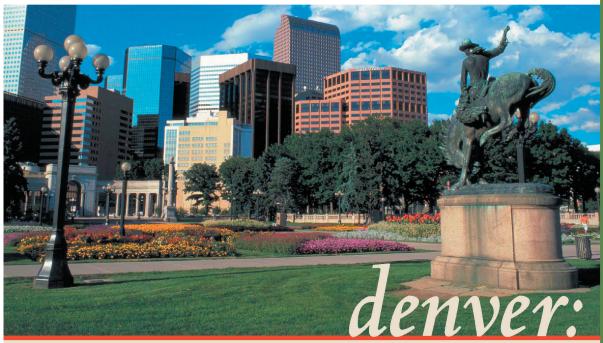
Clearinghouse on Regulatory Barriers to **Affordable Housing**

The Regulatory Barriers Clearinghouse (RBC) supports state and local governments and other organizations seeking information about laws, regulations, and policies affecting the development, maintenance, improvement, availability, and cost of affordable housing. Hosted by the U.S. Department of Housing & Urban Development's Office of Policy Development and Research, RBC supports the collection and dissemination of resources that can help identify and address regulatory barriers in your home state and com-

Services offered by the Regulatory Barriers Clearinghouse include:

Continued on page 7

AMERICAN PLANNING ASSOCIATION'S 2003 NATIONAL PLANNING CONFERENCE



special places, unique environments

MARCH 29-APRIL 2, 2003

What is the future for our communities, our profession? What is the future of democratic decision making? Don't miss the opening keynote and closing session that explore these intriguing questions.



Keynote Address Looking Ahead: Major Planning Challenges Moving into the 21st Century

Jerome L. Kaufman, FAICP, Professor Emeritus at the University of Wisconsin Madison discusses the planning profession's direction in the 21st century. What should planning priorities be? Kaufman

draws from more than 40 years experience as a planning practitioner, author, and educator. He examines the unfinished work and new challenges confronting planning.

AICP Professional Development Workshops and Charrette

NEW! Be sure to attend the Saturday training day at the 2003 conference. AICP conducts its annual Community Planning Team Pro Bono Charrette designed to help Denver's Uptown neighborhood examine redevelopment possibilities. Workshop topics include management, improving the development review system, airport planning, code writing, and public relations. A full day you won't want to miss.



Closing Session

Is Democratic Governance Possible in an Era of Terror and Globalization?

Benjamin R. Barber, distinguished political theorist and author of *Jibad Versus McWorld* and *Strong Democracy*, proclaims "Capitalism is not too strong; democracy is too weak." He relates democratic

governance to the challenges presented by terrorism and globalization. He reminds us that "Consumers are not citizens, and markets cannot exercise democratic sovereignty."

Registration Information in Your Conference Preliminary Program and Online

Look for your conference preliminary program in the mail this month. You also may view the program and register online at www.planning.org. To request a printed copy, call Margot Morrison at 312-786-6397 or e-mail conference@planning.org.

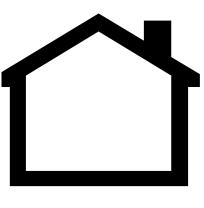


- An electronic newsletter that highlights successful barrier removal strategies and policies, including a brief list of sources for further information;
- · A searchable database of publications, local laws, regulations, policies, and plans that identifies problem areas and offers possible solutions based on real-world experiences;
- A toll-free number staffed by housing professionals familiar with regulatory barrier issues and the clearinghouse collection;
- A listsery to keep interested constituents informed; and
- A discussion board that enables practitioners to share their experiences in overcoming the regulatory barriers to affordable housing.

Visit the Regulatory Barriers Clearinghouse at www.regbarriers.org

Study Finds Large Increase in Working **Families with Critical Housing Needs**

A new National Housing Conference study finds that there has been more than a 60 percent rise in only four years in the number of working families with critical housing needs, defined as those families that pay more than half their income for housing or live in physi-



cally substandard housing. The study, entitled America's Working Families and the Housing Landscape, analyses Federal data from 1997 to 2001. Housing needs continue to be highest in the Northeast and the West, but they are growing most rapidly in the Midwest.

The study is available in PDF format at www.nhc.org/ nhcimages/HAWF4.pdf

Ten Steps to Urban Land Reform

Vacant and abandoned land and housing present significant problems--and

opportunities--in many of the nation's cities. This brief from the Brookings Center on Urban and Metropolitan Policy highlights ten action steps that urban leaders can take to turn empty and derelict properties into tax-generating assets. Compiling an inventory of

vacant parcels, planning for the assembly and reuse of land, and working to eliminate the many legal and administrative barriers to acquisition and development are some of the actions the authors recommend for creating a more transparent, efficient, and effective system for private-market land development. The brief also highlights examples of successful practices implemented in states and localities throughout the U.S.

The full report is available in PDF format at www.brookings.edu/dybdocroot/es/urban/publications/ brophyveyvacantsteps.pdf

Report Examines Relationship Between Transportation Policy and Open Space

A new Trust for Public Land report, Taking the High Road: Protecting Open Space Along America's Highways, suggests that road builders and conservationists can work together toward an improved national highway policy, one that minimizes the impacts of highway development and brings about smarter land use practices. Funded by the David and Lucile Packard Foundation, the report examines problems such as the environmental impacts of road construction and the spiraling of land prices along new roads. It promotes best practices for linking land use and road construction and includes state and local success stories.

The full report is available in PDF format at www.tpl.org/download transportation rpt.cfm

EPA Announces Awards for Smart Growth Achievement

The U.S. Environmental Protection Agency announced four winners of the 2002 National Awards for Smart Growth Achievement. Through this awards program, EPA seeks to recognize and support public entities (from cities to state governments and the many types of public entities in between) that promote and achieve smart growth.

The award winners:

- The Town of Breckenridge, Colorado, Planning Department for the Wellington Neighborhood, which provides affordable and market-rate housing on a site that was once dredge-mined;
- The Massachusetts Executive Office of Environmental Affairs for the Community Preservation Initiative, a statewide smart growth program that provides tools, technical assistance and outreach to encourage informed and balanced growth decisions;
- Arlington County, Virginia, for the Rosslyn-Ballston Metro Corridor, which places dense, mixed-use, infill development at five subway stations and tapers it down to residential neighborhoods;
- The City/County Association of Governments of San Mateo County (CA) for the TOD Incentive Program, which uses transportation funds to help communities that build more housing near rail stations.

For more information about the awards program and the winners, visit www.epa.gov/smartgrowth/awards.htm

Menomonee Valley, continued from page 1

and ensure that industry stayed in the Valley. At the MVBA's urging, city officials began an intensive planning process in 1997 to assess conditions, identify opportunities, and set a



course for revitalization.

The resulting Marketing Study, Engineering, and Land Use Plan for the Menomonee Valley, adopted in 1998, made eight

"action agenda" recommendations. Number one on the list was formation of a public/private partnership to implement the plan. Planners recognized that the obstacles to redevelopment—infrastructure needs, contamination, noxious uses—could only be overcome by effective leadership from both city officials and private business and property owners. Menomonee Valley Partners was incorporated in 1999 with a diverse board of directors representing property owners, community members, and public sector officials.

In 2000, Lilith Fowler was hired by MVP and became the second person for whom the redevelopment of the Menomonee Valley is a full time job. The first person was Brian Reilly, hired as the Department of City Development's Menomonee Valley Redevelopment manager in 1999. Together, Brian and Lilith have helped realize a growing list of achievements in the Valley.

The most visible success to date is the new Sixth Street Viaduct. Once a convenient way to get across the Valley without seeing it, the new viaduct runs through the Valley instead of over it, coming down to an intersection at Canal Street. This connection to the Valley's major east-west route is an important boost to the redevelopment effort, but it is only half of the story. The new viaduct features two cable-stayed bridges suspended from white concrete pylons that soar 145 feet above the Valley floor. These elegant structures are a bold and beautiful statement about the importance of the Valley and the expectations for its future. They draw attention to site and they set a high standard for the quality of design in the Valley.

This idea—setting high standards and lofty goals—has been central to the redevelopment effort. The City and the MVP hope not simply to draw new investment, but to mold that investment into a form that is beautiful and sustainable. The first step toward this goal was a sustainable development design charette held over two days in October of 1999. Design professionals, community members, students,

politicians, and others convened to envision what could be, and came out with seven keys for sustainability. The MVP is currently finalizing sustainable development guidelines based on these keys. Their hope is that through adherence to these guidelines the Valley will become a source of pride and value for the entire community, and that it will continue to do so for multiple future generations.

A second important step toward sustainability and good design was last year's national landscape design competition which focused on 70 acres at the west end of the Valley. The winning design by Wenk Associates of Denver, Colorado, envisions an industrial park with a community gathering space, a stormwater park, enhancements to the Hank Aaron State trail through the site, and pedestrian connections from the trail to the neighborhoods along the south bluff overlooking the Valley. The carefully designed stormwater facilities completely eliminate the need for storm sewers in the development.

One effort that Brian Reilly is particularly proud of is a series of park planning workshops conducted by the Urban Open Space Foundation. UOSF organized six such events with varying groups of local stakeholders to find out how people use the Valley for recreation and how they would like to use it. The information collected at these sessions will help guide the investments in green spaces throughout the Valley, one of the keys for sustainability.

Despite all of the thought and energy that have flowed into the Valley, there are frustrations. Both Lilith and Brian lament the slow pace of the process. Public funding is dispersed in annual cycles, so projects with multiple steps



inevitably take years to complete. Uncooperative landowners have complicated the process of land assembly. The impending changes will inevitably raise property values, and while most are willing to sell, each wants to be the last to sell, not the first. The poster child of problem landowners is CMC Heartland Partners, a Chicago firm that owns the 140-acre former Milwaukee Road Shops site. The City has been trying to obtain this property by eminent domain for years, and hopes to finally take title by June of this year. The

The Best of Contemporary Community Planning

Great communities develop from successful planning. Learn how. Experts share their experience on achieving great planning. Perfect training package for appointed and elected officials.



Webcast

Go online at www.planning.org to connect to the webcast. Choose from one of nine modules.

Price: \$32 per session



CD-ROM Training Package

CD-ROM and binder with instructions and reading materials. Order from Planners Book Service at www.planning.org or call (312) 786-6344.

Price: \$215 APA members. \$245 non-members



From biodiversity conservation to the cutting edge of zoning, learn the latest approaches to good planning.



Lincoln Institute for Land Policy



American Planning Association

extension of Canal Street to Miller Park—another important new connection to the Valley—cannot proceed until the city owns that land.

Though slow and halting at times, there is undeniable forward progress in the Valley. The upside of the slow pace the land and plan to do so by 2005. The west end waits first for the title transfer from CMC Heartland Partners and then for extensive site work to cap contaminated areas and bring the building sites above the flood plain. The earliest that it could be ready for private development is late 2004. The



PARTNERS IN Redevelopment

is the time it allows for thorough and progressive planning. The extensive stakeholder input and sustainability guidelines may not have been possible had this process been quick and easy. Instead, the City and the MVP can proceed with the confidence that the new Valley will be embraced by business owners, visitors, and residents.

Looking forward, there are several more years of intensive work still to come. A request for proposals will likely go out this summer for the east end around the Sixth Street connection, but redevelopment there cannot be completed until the city finds a new location for its asphalt plant. The mayor and the DPW commissioner support plans to vacate

Hank Aaron State Trail is complete from 13th St. to 25th St., but its westward progress waits on Canadian Pacific Rail, which isn't enthusiastic about a new

bridge over their tracks. Canal Street reconstruction and extension is scheduled to begin in early 2004. Fin-

gers are crossed.

Once the east and west ends are redeveloped, and the central corridor spruced up, the public sector role in the Valley will be largely complete. The spaces in between will be left to the market. In anticipation of that day, both Brian and Lilith have their eyes on a future beyond the Menomonee Valley. Each sees the wealth of expertise that has developed for dealing with blighted industrial lands, and they both would like to marshal those forces again in other parts of the city. Here's hoping they do.

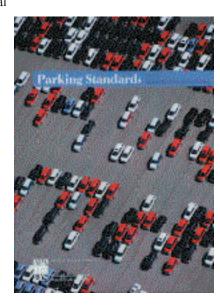
For more information, go to the Menomonee Valley Partners website at: www.resuethevalley.org

New from PAS!

Parking Standards

This new report, an expanded and updated version of a previous best seller, contains not only an exhaustive set of parking standards, but also a section dealing with the complexities of creating practical parking standards in the present-day U.S. For instance, there is general agreement in recent plannig literature that when the supply of parking greatly exceeds typical

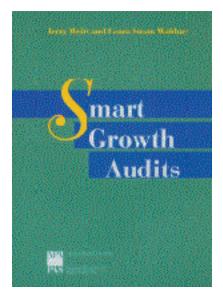
demand, the results are detrimental to a range of stakeholders. However, while benefits may accrue from minimizing the amount of off-street parking, downsizing parking requirements may be a tricky proposition because many communities fear detrimenetal impact on overall community development objectives. The commentary in this report addresses that quandary, as well as



techniques such as shared parking, maximum parking standards, downtown parking standards, and more.

Smart Growth Audits

Jerry Weitz
AICP and Leora
Waldner, a consultant from Alpharetta,
Georgia, look at how
a local government
can examine the
"genetic codes" of its
planning--the regulations and plans that
govern development-to answer whether
those codes are



programmed to facilitate sprawl or smart growth. This report describes the concept of a smart growth audit and provides methods to implement one in your community. Examples from a state (Illinois), regions (Indiana, Puget Sound and metropolitan Atlanta) are included, but the focus is on how to do an audit at the local level, using case studies of the audits in Charlotte-Mecklenburg County and Durham, North Carolina, and Brookings, Oregon. A range of possible audits are described from a very basic audit to a very comprehensive audit, for which a checklist is included.

A Quick Glimpse

Here are some facts about the Mile High City taken from the city's web page at www.denver.org.

Denver is a city of surprises.

- Denver receives 300 days of sunshine a year -- more annual hours of sun than San Diego or Miami Beach.
- Denver is the nation's most highly educated city with the highest percentage of high school and college graduates.
- Denver brews more beer than any other American city.
- Denver has the largest city park system in the nation with 205 parks in city limits and 20,000 acres of parks in the nearby mountains.
- Denver is the "Baby Boomer" capital of America with the highest percentage of boomers of any major U.S. city.
- Denver is 20th in the U.S. in population, but has the 10th largest downtown in terms of office space and retail space.
- Denver has the nation's second largest performing arts center. The Denver Performing Arts Complex has eight theaters seating over 9,000 people.
- Denver citizens contribute more public funding for the arts per capita than any other U.S. city.
- Denver has the thinnest residents of any U.S. city, according to a federal study.
- Denver really is a mile high. There's a spot on the west steps of the State Capitol building that is exactly 5,280 feet above sea level.

Job Openings for Planners



PLANNERS. D.B. Hartt, Inc., a multi-discipline planning and development consulting firm providing services to both public and private clients and located in downtown Cleveland, Ohio seeks land use planners with a Bachelor's or Master's degree in Urban Planning, Architecture or related field. Opportunities exist for entry-level planners as well as for planners with four plus years of relevant experience. Private sector experience is a plus.

Successful candidates must be able to juggle multiple projects in a high-energy environment. Assignments are in the service areas of: comprehensive planning, zoning (code development and zoning consultation), neighborhood and commercial revitalization, and site design and project impact evaluation. Applicants must be willing to attend evening meetings.

Excellent written, oral and interpersonal communication skills are essential, as planners represent the firm at client meetings and respond to inquiries from clients, the general public, developers, and business owners. Strong problem solving, analytical, and design skills are also required, as well as a demonstrated ability to compile and present a variety of issues, concepts and data verbally and in writing.

Preferred experience includes: preparing comprehensive plans; developing land use controls (i.e. zoning, subdivision, design review); formulating economic development, open space and farmland preservation strategies; and working with elected and appointed officials, citizen's groups and the general public.

Essential computer skills include MS Word, Excel, ArcView and Adobe Photoshop.

Salary and project work assigned will be based on experience. Interested applicants should send cover letter, résumé, and samples of graphic skills to: D.B. Hartt, Inc., 1382 W. 9th Street, Suite 420, Cleveland, OH 44113. For additional information, please visit our website at www.DBHartt.com. EOE.



Senior Planner (Land Use)

Foth & Van Dyke, a nationally recognized consulting firm is searching for a senior land use planner to serve its clients in the field of local government. This opportunity is located at our corporate office in Green Bay.

Will lead development of various planning projects for towns, municipalities and counties in Wisconsin. Primary focus will be developing comprehensive plans and implementing land use management programs for clients. The ability to research, document, and communicate findings both orally (public presentations) and in writing is essential for success. Qualified candidates will have a degree in planning, public administration, natural resource management or business with 5+ years land use planning experience. Strong organization, public presentation, facilitation, teamwork, listening and negotiation skills are critical. Familiarity with Wisconsin=s Smart Growth initiative a plus. Experience in transportation and GIS/mapping applications preferred.

We offer an attractive salary/benefit package and formalized career development program! Submit your qualifications to: Foth & Van Dyke, Attn: Holly Reineking, PO BOX 19012, Green Bay, WI 54307-9012. Fax: 920-497-8516. Email: hreineking@foth.com. Visit our website at www.foth.com. An equal opportunity employer.

> All job announcements received by WAPA News are posted on the webpage at: www.wapamembers.org

Professional Services Directory

Planning consultants and other professionals offering services relevant to planning may advertise in WAPA News for \$40 per issue or \$150 for a year subscription.

Please contact Nancy Frank, 414-229-5372 or wapa@uwm.edu, for details.



A American **Planning** Association

NATIONAL & CHAPTER MEMBERSHIP

Includes full chapter membership; Planning magazine monthly; 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. Records are confidential.

Salary Range	Dues
☐ Less than \$20,000	\$ 90
\$20,000 - \$24,999	\$ 98
\$25,000 - \$28,999	\$104
\$29,000 - \$31,999	\$115
\$32,000 - \$34,999	\$118
\$35,000 - \$37,999	\$126
□ \$38,000 - \$41,999	\$130
\$42,000 - \$44,999	\$135
\$45,000 - \$49,999	\$141
\$50,000 - \$54,999	\$147
\$55,000 - \$59,999	\$158
□\$60,000 - \$64,999	\$167
\$65,000 - \$69,000	\$175
□ \$70,000 and over	\$186
☐ You may pay \$187 flat	
dues, 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 \$35).

PAYMENT

Amount due \$ ☐ Purchase order enclosed ☐ Check enclosed payable to APA ☐ MasterCard ☐ Charge my ☐ American Express ☐ Visa Signature Card number Expires

MAIL TO:

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

STUDENT STATUS VERIFICATION

I certify that the student named on this form is currently enrolled as a full-time student.

Signature of department head, professor, or registrar

School/Date

PLANNING BOARD VERIFICATION

I verify that I am a current member of

Name of board or commission

and I don't earn my living in planning.

Signature/Date

Rev. 10/00

Join APA Today!

NAME & MAILING ADDRESS

Mailing address	
City State	ZIP
Home phone number	

EMPLOYER MAILING ADDRESS

Employer Name		
Employer Address		Suite No.
City	State	ZIP
Office Phone Number	June	Fax Number

Please tell us where to send correspondence from APA.

Send invoices to: ☐ Home ☐ Office

Send publications

and other mail to: ☐ Home ☐ Office

^{*}Verification of status required



Gene Bunnell. 2002. 584 pp. plus CD. (APA Planners Press.) \$49.95 (hard cover).

Making Places Special

When communities succeed, good choices based on good planning rarely get the credit. Gene Bunnell takes us behind the scenes in 10 exceptional "best" places where good planning triumphed. Their stories prove that it is possible to make places better by adopting thoughtful public policy based on careful planning.

Nothing good happens fast

Making Places Special should open the eyes of those who believe that planning always fails and curb the impatience of others who expect planners to solve problems "right

now." Although good planning sometimes takes decades to bear fruit, the long-term quality and livability of communities should not be left to chance.

The author photographed each city and interviewed hundreds of planners, architects, elected officials, and citizens. Their firstperson accounts and Bunnell's insightful narrative describe how planning helped weave local geography, history, economy, and society into a distinctive community fabric. The book includes five case studies, illustrated with black-and-white photos, and the author's introduction, conclusions, community profiles, and references. The companion CD includes the entire text of the book and five additional case studies, plus color photographs of all 10 communities.

Order today

To order your copy of Making Places Special, call Planners Book Service at 312-786-6344, visit www.planning.org, or use the order form below.

0	RDER HERE		
Making Places Specia	al @ <u>\$49.95</u>	\$	_
Applicable sales tax (Illinois residents only add 8.75%. If tax Illinois Tax ID no. and a copy of your tax-		\$	-
Shipping/handling 1 copy \$10 2 or more copies \$15		\$	-
Add \$6 for Canadian deliv	/ery	\$	_
TOTAL ☐ I am an APA member. 6-digit ii ☐ This agency is a PAS subscrib. ☐ Purchase order enclosed I'll pay by ☐ MasterCard ☐ Visa	oer. 6-digit ID# □ Check enclosed payable to AP	\$	-
Card number		Exp. date	
Cardholder's signature			_
Name			_
Firm			_
Street Address (no P.O. boxes)			_
City/State/ZIP			_
Daytime Phone Planners Rook	Fax	E-mail 3-0	N



American Planning Association 122 S. Michigan Ave., Ste. 1600 Chicago, IL 60603-6107 312-786-6344 • 312-431-9985 (fax) www.planning.org

Making Great Communities Happen

WAPA Executive Committee

President, Gary Peterson, AICP (608) 249-2514 (office) / (608) 249-6615 (fax) maps@maps-inc.com

Past President, Rollie Tonn, AICP (262) 569-2166 (office) / (262) 569-3238 (fax) rtonn@wppisys.org

Vice Pres. of Prof. Dev., Greg Kessler, AICP (262) 797-2445 (office) / (262) 780-4605 (fax) gkessler@newberlin.org

Vice Pres. of Chapter Affairs, Thomas Dabareiner, AICP (414) 359-2300 (office) / (414) 359-2314 (fax) tdabareiner@hntb.com

Secretary, Lawrence Ward, AICP (608) 342-1214 (office) / (608) 342-1220 (fax) wardla@uwplatt.edu

Treasurer, Amy Emery, AICP 800-571-6677 or 920-735-6900 / 920-830-6110 (fax) amy.emery@omnni.com

Director at Large, Carrie Johnson, AICP, (262) 782-9650 (office) / (262) 796-6702 (fax) johnsonc@ci.brookfield.wi.us

Director at Large, Tim Kabat, AICP (608) 251-8140, x128 (office) / (608) 251-8535 (fax) tkabat@ci.madison.wi.us

N.W. District Representative, Mel Erickson, AICP (715) 839-1657 (office) / (715) 839-4854 (fax) mel.erickson@co.eau-claire.wi.us

S.E. District Representative, Vacant SE District website: www.WiscPlanner.com

N.E. District Representative, Linda Stoll (920) 738-7037 (office) / (920) 738-7025 (fax) foxwolf@athenet.net

S.W. District Representative, Jason Gilman, AICP (608) 781-9590 (phone) jgilman@charter.net SW District website: www.wapasw.com

Planning Official Development Officer (Appointed) Anna Haines (715) 346-2386 (office) / (715) 346-4038 (fax) ahaines@uwsp.edu

Student Representatives

UW - Madison

Olivia Parry and Brea Lemke 00parry@wisc.edu or brlemke@wisc.edu

UW - Milwaukee

Diana Kanter dikanter@yahoo.com

National Officers

Laurence C. Gerckens, AICP AICP Director, Region IV (800) 932-7675 (office) (800) 932-7675 (fax) lcgerckens@aol.com

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

Wisconsin Chapter 14 | WAPANews

BRW, Inc.

Planning • Urban Design • Transportation • Engineering

10200 Innovation Drive, Suite 500, Milwaukee, WI 53226 414.831.4100 Fax 414.831.4101

Offices Nationwide

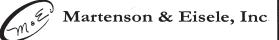


Richard A. Lehmann Land Use and Planning Law



P.O. Box 927 • Madison WI • 53701-0927 Phone (608) 283-1719 • Fax (608) 283-1709 Email rlehmann@boardmanlawfirm.com





Planning Surveying Engineering • Architecture

Professionals dedicated to serving people committed to improving their communities

1919 American Court, Neenah, WI 54956-1274 920-731-0381 **8**00-236-0381 **9**20-733-8578 FAX www.martenson-eisele.com



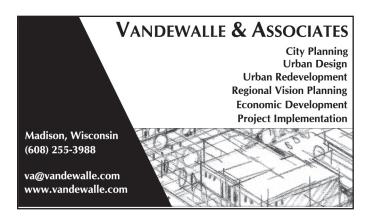
Russell Knetzger

Community Planning Real Estate Analysis

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









Planning Service & Solutions

Independent Consulting Pamela A. Lazaris, AICP

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

SCHREIBER/ANDERSON ASSOCIATES, INC.



1435 E. MAIN STREET • MADISON, WI 53703 608.255.0800 • www.saa-madison.com

Helping to build communities with a comprehensive approach to planning, funding, design, and implementation

PLANNERS LANDSCAPE ARCHITECTS CIVIL ENGINEERS



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

TwoSilos@aol.com E-MAIL



PLANNING · ARCHITECTURE · ENGINEERING 800-261-6468 • www.vierbicher.com

Planning ▼ Economic Devevlopment ▼ Redevelopment Smart Growth ▼ Urban Design ▼ Historic Preservation

Planning and Design Institute, Inc.

241 N. Broadway • Suite 300 • Milwaukee, WI 53202 tel. 414.271.2545 • fax. 414.271.2542 • web. www.pdisite.com

comprehensive planning • smart growth • development • urban design • conservation



Phone (608) 833-0628 (800) 249-0708

FAX (608) 833-0746 mayoco@mayoengrs.com

600 Grand Canyon Drive • Madison, Wisconsin 53719-1044



Department of Urban Planning

PO Box 413

Milwaukee, WI 53201-0413 Attn: N. Frank

Nonprofit Organization U.S. POSTAGE

PAID MILWAUKEE, WI Permit No. 864