

2018 APA - Wisconsin Annual Planning Conference



Growing Inclusive Communities

University of Wisconsin Memorial Union | Madison, Wisconsin | October 8 & 9

2018 Sponsors WSP USA

AARP Wisconsin - HNTB - City of Madison - MSA Professional Services

Carlson Black O'Callaghan & Battenberg LLP - General Code - GRAEF

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SEH - Urban Assets LLC - Vandewalle & Associates - Vierbicher

Association of Wisconsin RPCs - Capital Area RPC - SRF Consulting Group - Teska Associates

Tyler Technologies - UW-Madison Department of Planning & Landscape Architecture

Wisconsin Institute of Public Policy & Service

1000 Friends of Wisconsin - Martenson & Eisele, Inc - MD Roffers Consulting - Neighborhood Planners, LLC

Growing Inclusive Communities

Download the APA-WI 2018 app to access all conference information on your phone!

MONDAY, OCTOBER 8

7:45 - 8:45 REGISTRATION AND CONTINENTAL BREAKFAST

8:45 - 10:15 WELCOME & OPENING PLENARY Great Hall

Welcome: Jason Valerius, AICP - President, APA-Wisconsin Chapter

Welcome to Madison: Mayor Paul Soglin

Opening plenary: ***The Art of Inclusive Communities: What Does It Take?***

How can each of us as individuals, and planning as a profession, participate in the advancement of opportunity for everyone?

Annette Miller, CEO - EQT By Design, LLC

10:30 - 11:30 CONCURRENT SESSIONS

STATE ROOM 4th floor Transportation

Building an Equitable Transportation Future

Ending discrimination in transportation decision-making

Ashwat Narayanan, Transportation Policy Director - 1000 Friends of Wisconsin

Denise Jess, Executive Director - Wisconsin Council of the Blind & Visually Handicapped

OLD MADISON 3rd floor Community Engagement

Equitable Comprehensive Plan Engagement

Facilitating conscious consideration of equity

Brian Grady, Principal Planner - City of Madison

Kirstie Laatsch, Planner - City of Madison

Tariq Saqqaf, Neighborhood Resource Coordinator - City of Madison

INN WISCONSIN 2nd floor Hot Topic

Thinking Outside (and Inside) the (Big) Box

Big box store repurposing solutions

Sam Leichtling, AICP, HDLP, Long Range Planning Manager - City of Milwaukee

Senator Janis Ringhand - Wisconsin State Senate

Nathaniel Piotrowski, Community Development Director - Village of Brown Deer

Mary Hoehne, Executive Director - Granville Business Improvement District

BEEFEATERS 3rd floor

Placemaking & Community Investment

Ensuring a Vibrant Downtown Retail Destination

Developing strategies that enhance and improve the downtown retail experience

Rebecca Cnare, PLA, Urban Design Planner - City of Madison

Tiffany Kenney, Executive Director - Madison's Central Business Improvement District

Meghan Blake-Horst, Street Vending Coordinator - City of Madison

11:45 - 1:15 LUNCH & PRESENTATION

Great Hall

Communitywide Equity

Taking a proactive approach to diversity and inclusion

Tim Hanna, Mayor - City of Appleton

Karen Nelson, Diversity & Inclusion Coordinator - City of Appleton

1:30 - 2:30 CONCURRENT SESSIONS

STATE ROOM 4th floor Transportation

Wayfinding for Active Transportation

Making it easier for people to walk & bike for transportation & recreation

Sonia Haeckel, Project Planner - Toole Design Group

Kim Biedermann, Bicycle & Pedestrian Coordinator - ECWRPC

Tyler DeBruin, Safe Routes to Schools - ECWRPC

Renee Callaway, Ride Share Coordinator - Madison Area MPO

OLD MADISON 3rd floor Community Engagement

By the Neighborhood, for the Neighborhood

Resident-driven engagement & site design to create green community gathering spaces

Tim McCollow, ECO, HOME GR/OWN Initiative - City of Milwaukee

Carolyn Esswein, AICP, CNU-A, Professor of Practice - Dept. of Urban Planning at UW-Milwaukee and Director, Community Design Solutions and Owner - CE Planning Studio LLC

BEEFEATERS 3rd floor Housing

Fitchburg Housing Story - A Tale of Two Cities

Efforts to understand gaps in the housing market & identify tools to fill those gaps

Melissa Huggins, AICP, Founding Principal - Urban Assets, LLC

Becky Binz, AICP, Associate Planner - MSA Professional Services

Aaron Richardson, Alder - Fitchburg City Council

Placemaking & Community Investment

Memorial Union & Alumni Park 1:30 - 3:45

WALKING TOUR - pre-registration required.

Meet at the Union main entrance.

Gary Brown, PLA, FASLA, Director of Campus Planning & Landscape Architecture - UW-Madison

Mary Carbine, Managing Director - One Alumni Park and One Alumni Place

Paul Broadhead - Memorial Union Facilities Director

Nathan Novak, PLA, ASLA, LEED-AP, BD+C Landscape Architect & Associate - SmithGroup JJR

2:30- 2:45 Afternoon Break

Refreshments - 4th floor

2:45 - 3:45 CONCURRENT SESSIONS

STATE ROOM 4th floor Transportation

Aspects of Transportation Engagement

Inclusive engagement for transportation projects from early development to final construction

Caron Kloser, AICP, Associate Vice President & Project Manager - HNTB Corporation

Andrew Levy, AICP, Urban & Regional Planning Supervisor Southeast Region - WisDOT

Liz Callin, AICP, Urban and Regional Planner - WisDOT

BEEFEATERS 3rd floor Housing

The Perseverance to Move Forward & the Wherewithal to Complete

Brownfield Redevelopment in the Village of Sussex

Brian Depies, Project Manager - SEH

Jeremy Smith, Administrator - Village of Sussex

OLD MADISON 3rd floor Community Engagement
Community Engagement for a Place Where No One Lives

The Harbor District (Milwaukee) Water & Land Use Plan

Dan Adams, Planning Director - Harbor District, Inc

Kevin Engstrom, Director of Environmental Health - Sixteenth Street Community Health Center in Milwaukee

STATE ROOM 4th floor Transportation

Moving Milwaukee Forward Through Transit Oriented Development*Bringing Equitable Transit Oriented Development to Milwaukee Neighborhoods*

Monica Wauck Smith, AICP, Senior Planner - City of Milwaukee

Deshea Agee, EDFP, Executive Director - Historic King Drive BID

Dan Adams, Planning Director - Harbor District, Inc

BEEFEATERS 3rd floor Ethics Case of the Year

(4-5:30)**Planning Ethics 2018**

This year's **case of the year** is a series of ethical scenarios based on real-life planning issues from the past year. It features seven different "cases" that address such current topics as: soliciting donations, spousal job conflicts, political involvement, and accepting gifts. It will also touch on sexual harassment in the workplace.

Lee Brown, FAICP - President, Teska Associates, Inc., Evanston, Ill

James Peters, FAICP - Ethics Officer for the American Institute of Certified Planners

(1.5 CM credits)

OLD MADISON 3rd floor Community Engagement

Engaging the Community in Developing P-5 Partnerships*Urban Infill & Downtown Redevelopment*

Jason Gilman, AICP, Director of Planning & Development - City of La Crosse

Jennifer Stephany, Executive Director - Appleton Downtown, Inc.

Andrea Schnick, Economic Development Planner - City of La Crosse

Housing**Capitol East District 4:00 - 6:15***Visit new affordable housing, retail, office & business incubator space***BUS & WALKING TOUR** - pre-registration required**Meet the bus at the Park Street Circle on the west side of the Union.**

Rebecca Chare, PLA, Urban Design Planner - City of Madison

Ben Zellers, AICP, CNU-A, Planner - City of Madison

Richard Arneson, Co-founder & Vice President - Stone House Development, Inc.

LeeAnn Glover, Real Estate & Workplace Solutions Director - American Family Insurance

Josh Peterson, Construction Unit Team Manager - American Family Insurance

Jane Grabowski-Miller, AICP, CNU-A, Development Specialist - The American Center

EVENING EVENTS & NETWORKING

RECEPTION & PECHA KUCHA Upstairs at The Cooper's Tavern 6:30 - 8:30 PM

20 West Mifflin Street on the Capitol Square

Casual gathering to enjoy food and beverages and exciting projects with fellow planners - fast paced presentations and lots of fun!

PLANNING TRIVIA NIGHT Rigby Pub 8:30 PM

119 E. Main Street just off the Capitol Square

Fundraiser (All proceeds will help the Wisconsin Student Planning Association fund conference and professional development opportunities for current graduate students)

Join the University of Wisconsin - Madison Urban & Regional Planning students, faculty, staff, alumni, family, and friends for a night of Planning Trivia! This is a great opportunity to support future planners, meet fellow professionals and display your planning knowledge!

TUESDAY, OCTOBER 9

7:15 - 8:30 REGISTRATION & CONTINENTAL BREAKFAST GREAT HALL

7:15 - 8:15 PLANNING DIRECTOR'S GATHERING GREAT HALL

This interactive roundtable discussion is an opportunity for planning directors to share stories and strategies. Participants will be asked to weigh in on a wide range of topics, from staffing to local political dynamics to trends in housing. All conference attendees are welcome to stop by and listen in.

Jason Valerius, AICP, Senior Planner - MSA Professional Services, Inc.

Jeff Schuler, AICP, Planning and Zoning Director - Portage County, WI

Drew Pennington, AICP, Planning & Building Services Director - City of Beloit

Josh Clements, AICP, Planning Director - City of Altoona

8:15 - 8:45 ANNUAL MEETING GREAT HALL

Jason Valerius, AICP - President, APA- Wisconsin Chapter

Learn more about APA-WI activities, including membership and leadership, equity and diversity, employer outreach, mentoring and more!

8:45- 9:45 PLENARY GREAT HALL

Housing Inequality and the Future of Neighborhoods

Examining several aspects of the current housing crisis and discussing some of the implications on cities and neighborhoods

Revel Sims, PhD, Assistant Professor - UW-Madison Department Planning & Landscape Architecture - Chicano & Latino Studies Program

10:00- 11:00 CONCURRENT SESSIONS

STATE ROOM 4th floor Hot Topic

Reindustrialization and Redefining Mixed Use

Revisiting links between centers of production and complete residential neighborhoods

Larry Witzling, PhD, AIA, ASLA, Principal - GRAEF

Wyman Winston, Executive Director - WHEDA

Joe Schuller, Principal - GRAEF

OLD MADISON 3rd floor Community Engagement

Environmental Equity Rooted in the Urban Forest

Planting trees to achieve equity in public health & access to green space

Dan Buckler, Urban Forest Assessment Specialist - Wisconsin DNR

Laura Lorentz, Partnership & Policy Specialist - Wisconsin DNR Urban & Community Forestry

BEEFEATERS 3rd floor Housing

Growing Madison's Affordable Housing Supply

A summary of Madison's Affordable Housing Initiative

Kevin Firchow, AICP, Principal Planner - City of Madison Planning Division

Julie Spears, Community Development Specialist - City of Madison

Rich Arneson, Principal - Stone House Development, Inc.

Placemaking & Community Investment

Downtown & State Street 10:00 AM - 12:15 PM

Experience the changes and improvements made to the city's premier pedestrian street

WALKING TOUR - pre-registration required.

Meet at the Union main entrance.

Rebecca Cnare, PLA, Urban Design Planner - City of Madison

Tiffany Kenney, Executive Director - Madison Central Business Improvement District

Meghan Blake-Horst, Street Vending Coordinator - City of Madison

11:00 - 11:15 Morning Break

Refreshments - 4th floor

11:15 - 12:15 CONCURRENT SESSIONS

OLD MADISON 3rd floor Community Engagement

Incorporating a Health Lens in Planning

Using Comprehensive Planning to set long-term health & equity goals

Katya Szabados, Senior Associate - COWS

Tom Baron, AICP, Principal Planner - ECWRPC

Lisa Charron, Project Assistant - Obesity Prevention Institute

Scott Allen, Community Development Director - City of Eau Claire

Madeline Petz, Community Development Specialist - City of Wisconsin Rapids

Karen Harkness, Community Development Director - City of Appleton

STATE ROOM 4th floor Hot Topic

Galvanizing Support from Citizens & Corporations

Using 3D modeling & visualization to spur community reinvestment

Devin Lavigne, AICP, LEED AP, Principal & Co-founder - Houseal Lavigne Associates

Nik Davis, Principal - Houseal Lavigne Associates

Allen Davis, AICP, Community Development Director - City of Oshkosh

Kelly Nieforth, Economic Development Services Manager - City of Oshkosh

BEEFEATERS 3rd floor Placemaking & Community Investment

The Madison Public Market

Public Market planning and fostering entrepreneurship through the MarketReady Program

Dan Kennelly, Manager - City of Madison Office of Business Resources

Mike Miller, Business Development Specialist - Madison Office of Business Resources

Ian Aley, MarketReady Program Coordinator - Madison Northside Planning Council

Eder Valle, Artisan Fruit - MarketReady participant

12:15 - 1:30 LUNCH & AWARDS

GREAT HALL

APA-Wisconsin Awards Presentation

Kristan Grygiel Sanchez. APA-Wisconsin Award

Planning Excellence

Garver Feed Mill Project - Madison

Harbor District Water & Land Use Plan - Milwaukee

Kinni Corridor Plan - River Falls

Ledgeview Neighborhood Center District Plan - Ledgeview

Great Places Wisconsin

City Deck - Green Bay

Lewis Nine Springs E-Way - Dane County

Great River Landing - Onalaska

400 Block Park - Wausau

Retiree Recognition

Susan Jones, AICP - Dane County

Patrick Tierny - Lake County, IL

Randy Tetzlaff - Port Washington

Mariano "Buddy" Lucero - River Falls

1:45- 2:45 CONCURRENT SESSIONS

BEEFEATERS 3rd floor

Placemaking & Community Investment

From Vision to Reality

The dramatic transformation of Beloit's Riverfront

Drew Pennington, AICP, Director of Planning & Building Services - City of Beloit

Jeff Adams, Emeritus Professor - Beloit College
Department of Economics

OLD MADISON 3rd floor Community Engagement
Reaching a Dam Decision

The Kinnickinnic River Project in River Falls

Buddy Lucero, CRP, Community Development Director - City of River Falls

Mary Zimmermann, Communications Manager - City of River Falls

STATE ROOM 4th floor Hot Topic
Principles for Smart Cities

Using new technologies effectively & synergistically

Ben Block, Planner - GRAEF

David Neumann, Technology Director - GRAEF

Scott Daniel, Senior GIS Programmer/Analyst - GRAEF

Community Engagement

Monroe Street Corridor 1:45 - 4:00

Construction of a new public plaza along one of Madison's most popular retail streets and UW Athletics facilities planning for UW-Madison Field House & Camp Randall Stadium

BIKE & WALKING TOUR - pre-registration required.

Get your bike or pick up B-Cycle and meet at Hagenah Fountain on Library Mall, across Langdon Street from Alumni Park.

Zia Brucaya, AICP - Senior Planner - Urban Assets, LLC

Ben Zellers, AICP, CNU-A, Planner - City of Madison

Ken Saiki, PLA, Principal & Founder - Saiki Design

Julia Schilling, Associate ASLA - Landscape Designer & Project Manager - Saiki Design

Jim Wolfe, PE, Engineer 4 - City of Madison

Carol Schroeder, Co-owner - Orange Tree Imports & writer

Daron Jones, Director of External Engagement - UW Intercollegiate Athletics

2:45 - 3:00 Afternoon Break

Refreshments - 4th floor

3:00 - 4:00 (4:30) CONCURRENT SESSIONS

OLD MADISON 3rd floor Community Engagement
Green Summer

Social Marketing of Green Infrastructure

Kayla Janowski, Planner - AECOM

Jay Feiker, AICP, GISP, Neighborhood Outreach Coordinator - MMSD

BEEFEATERS 3rd floor Law & Legislative Update

(3-4:30) *This session is sponsored by Carlson, Black, O'Callaghan & Battenberg LLP*

Dan O'Callaghan, Attorney - Carlson, Black, O'Callaghan & Battenberg

Drew Pennington, AICP, Director of Planning & Building Services - City of Beloit

STATE ROOM 4th floor Hot Topic
Wisconsin Active Together

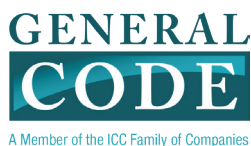
Building ground-up momentum for active communities in Wisconsin

Jen Walker, MPH, MCRP, Active Communities Coordinator - healthTIDE

Paula Vandehey, PE, Director of Public Works - City of Appleton

Karen Nelson, EMBA, Diversity & Inclusion Coordinator - City of Appleton

See you next year in Eau Claire for the APA Upper Midwest Conference - October 2-4, 2019



Exhibitors *