



2016 APA-WI Annual Planning Conference

Planning for Prosperity

The Link between Planning & Economic Development

Lawrence University
Warch Campus Center

APPLETON, WISCONSIN
September 22-23

Hosted by American Planning Association - Wisconsin Chapter

PLANNING FOR PROSPERITY: The Link Between Planning & Economic Development

The planning profession is indelibly linked with economic development. This link goes beyond obvious ties like facilitating employment growth and ensuring that adequate infrastructure is in place to serve businesses and residents. As planners, our responsibilities extend to making sure our communities maintain a sense of place that attracts employers and residents, balancing regulations and business growth, maintaining quality of life, linking employees with an adequate supply of housing, and providing equal access to the opportunities within our communities, among many other things. Join us in Appleton to explore all the different ways we can promote prosperity in our communities through planning.

THURSDAY, SEPTEMBER 22

Warch Campus Center

8:00 - 8:45 REGISTRATION AND CONTINENTAL BREAKFAST

Main Level

8:45 - 10:15 WELCOME & OPENING PLENARY

Somerset Room

Welcome: Linda Stoll, AICP President APA-Wisconsin Chapter

Welcome to Appleton: Mayor Tim Hanna

Keynote Speaker: Mark Burstein, President - Lawrence University

Institutions as Partners for Growth At a moment when municipalities are attempting to differentiate and create engines for development, some have found that partnership with institutions can lead to initiatives that benefit whole communities. President Burstein will discuss case studies from his own experience and the experience of others that illustrate the power of partnership.

10:15 - 10:30 MORNING BREAK

10:30 - 11:30 CONCURRENT SESSIONS

Level 2

ESCH STUDIO Land Use & Regulation

Small Business: Regulating & Permitting to Facilitate Success

Errin Welty - Downtown Development
Account Manager, WEDC

**HURVIS ROOM Entrepreneurialism &
Workforce Development**

***The Intersection of Workforce Development
& Planning***

Juli Cayo, AICP - Director of Policy & Fund
Development, Employ Milwaukee

Leslie Silletti - VP of Policy & Fund
Development, Employ Milwaukee

MEAD WITTER ROOM Transportation

***Hortonville Vision 2020: Embracing a Bypass
without Being Passed By***

Diane Wessel, AICP - Administrator, Village
of Hortonville

Nick Musson - Transportation Planner,
ECWRPC

Tom Baron - Associate Planner, ECWRPC

CINEMA Livability

***Green Tier Legacy Communities: Business to
Community Connections***

Laurel Sukup - Chief of Sustainability and
Business Support, WisDNR

Titletown District A panel presents the different perspectives on the economic impact of the new 34-acre Green Bay Packers Titletown District in Ashwaubenon. Lambeau Field is unique among professional sports, notably being a bucket list destination nationally and internationally. The site itself is tucked within a neighborhood of single-family homes and a commercial arterial corridor with a historical mix of big-box retail, hospitality and restaurant uses. This spring the Green Bay Packers broke ground on this major redevelopment adjacent to Lambeau Field intended to increase visitors and add amenities to the area. The anchor tenants announced are Lodge Kohler, a Four-Diamond hotel; Bellin Health sports medicine facility; and Hinterland restaurant and brewery. The buildings surround a 10-acre plaza filled with amenities and provides a view corridor to Lambeau Field.

Our panel will set the stage of the context of the development and present the design concepts from several perspectives, highlighting:

- Redevelopment approach and design from the developer's perspective
- Current status of the professional sports economy from a policy perspective
- Growth strategy and opportunities from a business owner's perspective
- Economic impacts of tourism and sports

Moderator: Kristan Grygiel Sanchez, AICP - Community Development Director, Village of Ashwaubenon

Michael Cantor - Sterling Project Development, primary development consultant for the Green Bay Packers for the Titletown project

Bill Tressler - owner of Hinterland, anchor tenant of Titletown

Brad Toll - president/CEO of the Greater Green Bay Convention & Visitors Bureau

ESCH STUDIO Land Use & Regulation

Building Resilient Communities with Green Infrastructure One Code at a Time

Julia Noordyk - Water Quality & Coastal Communities Outreach Specialist, UW Sea Grant Institute

MEET at Main Entrance Trolley Tour (2 hrs)

Entrepreneurialism & Workforce Development

Planning + Vision = Economic Development

Karen Harkness - Director of Community & Economic Development, City of Appleton

Don Harp - Principal Planner, City of Appleton

Jeff Towne - Principal Planner, City of Appleton

David Kress - Principal Planner, City of Appleton

MEAD WITTER ROOM Transportation

Moving Economic Development Forward with Active Transportation

Jen Gilchrist Walker, MCRP, MPH - Active Communities Coordinator, healthTIDE an initiative at UW Madison School of Medicine & Public Health

Jen Van Den Elzen, MPH - Executive Director, Live54218 in Brown County

Kristie Rauter-Egge, MPH - Community Health Planner, Wood County Health Dept.

CINEMA Livability

Creative Economic Opportunities for Rural Communities

Ken Jaworski - VP of Planning, Martenson & Eisele, Inc.

ESCH STUDIO Land Use & Regulation***Zoning Turns 100: It's Time We Fixed the Technology Gap***

Carolyn Esswein, AICP, CNU-A - Dept of Urban Planning, UW-Milwaukee & Owner, Ce Planning

Adam Tegen, EDFP - Director of Planning & Economic Development, City of Wisconsin Rapids

TOUR CONT Entrepreneurialism & Workforce Development***Planning + Vision = Economic Development***

Karen Harkness - Director of Community & Economic Development, City of Appleton

Don Harp - Principal Planner, City of Appleton

Jeff Towne - Principal Planner, City of Appleton

David Kress - Principal Planner, City of Appleton

MEAD WITTER ROOM Transportation***Using Value Analysis to Assist Transit System Planning, Design and Implementation***

Terry Beuthling, PE, CVS - Senior Project Manager, HNTB

CINEMA Livability***Wild at Heart***

Jacob Blue, PLA - Ecosystems Services Manager, Ayres Associates

Bruce Morrow, PLA, LEED AP - Ayres Associates

Mark Rosenbaum, PhD - Corporation Professor of Retail Marketing, Northern Illinois University

SILENT AUCTION

Take a minute to check out the auction items and place a bid.

- Raffle and silent auction proceeds support APA-WI Graduate Planning School Scholarships -

ESCH STUDIO Land Use & Regulation***Speedy & Smart***

Thomas Hovel - City Planner, City of Fitchburg

Susan Badtke - Community Planner, City of Fitchburg

HURVIS ROOM Entrepreneurialism & Workforce Development***21st Century Economic Development Positioning***

Michael Gay, CECd - Sr. VP of Economic Development, MadREP

MEAD WITTER ROOM Transportation***Emerging Transportation Trends & Technology: The Evolution of a Wisconsin City***

Darren Fortney, AICP - Sr Principal, SEH, Inc.

Nate Day, AICP - Transportation Planner, SEH, Inc.

CINEMA Ethics Case of the Year (4-5:30)***Planning Ethics 2016***

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

James Peters, FAICP - Lecturer, School of the Art Institute of Chicago and Ethics Officer for the American Institute of Certified Planners

(1.5 CM credits)

5:30 - 7:00 RECEPTION - PECHA KUCHA

VIKING ROOM

Meet in the Viking Room - lower level in Memorial Hall. This is your chance to enjoy some snacks, beverages and socializing with your peers.

PechaKucha 15x20 is a simple presentation format where you show 15 images, each for 20 seconds. The images advance automatically and you talk along to the images. This is a fun and exciting way to hear about new ideas!

Follow up with a pub crawl in downtown Appleton or dinner out. We'll provide pub crawl leaders and a map of downtown restaurants and pubs.

FRIDAY, SEPTEMBER 23

8:00 - 8:30 CONTINENTAL BREAKFAST

Gallery

8:30 - 9:30 OPENING PLENARY PANEL

Somerset Room

Cool Kids, Hot Jobs and Great Places - A panel discussion about closing the gaps between worker wants and employer needs and attracting both to your community.

You have probably heard that millennials are prioritizing "livability" in their decisions about where to live and work, and employers are increasingly finding that they need to locate where the workforce is, instead of expecting the workforce to come to them. But is this really what's happening, here in Wisconsin? What do the data tell us about the movement of people and jobs in our state, and what are the workforce development professionals seeing in their work? What should communities be doing to attract, retain and train talent, to help employers find the skills they need to compete in the global marketplace?

This panel discussion will combine data and anecdote to explore trends in workforce development and the roles for planners in building a competitive workforce.

Moderator: Jason Valerius, AICP - Planning Team Leader, MSA Professional Services, Inc.

Matt Kures - Community Development Specialist, University of Wisconsin-Extension Center for Community and Economic Development

Jeremy Fojut - Co-founder & Chief Idea Officer, NEWaukee

Terry Whipple - Executive Director, Juneau County Economic Development Corporation

9:30 - 9:45 MORNING BREAK

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ESCH STUDIO Land Use & Regulation***Initiative 41: A Regional Approach to Industry Diversification & Economic Resiliency***

Eric Fowle, AICP - Executive Director, ECWRPC

Sarah Van Buren - Assoc. Economic Development Planner, ECWRPC

Manny Vasquez - VP Economic Development, Fox Cities Regional Partnership

MEAD WITTER ROOM Transportation***Making Lemonade Out of Caterpillars: Leveraging Highway Reconstruction to Spur Business Expansion & Neighborhood Success***

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

Susan Badtke - Community Planner, City of Fitchburg

Cynthia Jaggi - Principal, Economic Development Partners

HURVIS ROOM Arts, Culture, Recreation & Tourism***Planning + Economic Development = Vibrant Public Spaces***

Kristi Weber - Planner/Community Development Specialist, City of Oconomowoc

Bob Duffy - Economic Development Director, City of Oconomowoc

Paige Brunclik - Community Outreach & Services Assistant, City of Oconomowoc

CINEMA Livability***Integrating Public, Private & Tribal Interests to Plan a Destination Entertainment District***

Melissa Huggins, AICP - Principal, Urban Assets, LLC

Daniel Brown - Executive Manager, Ho-Chunk Gaming, Madison

Missy Tracy - Municipal Relations Coordinator, Ho-Chunk Gaming, Madison

Diane Morganthaler, CDME - Executive VP, Greater Madison Area Convention & Visitors Bureau

Denise DeMarb - Alder, Madison 16th District

APA-Wisconsin Annual Meeting

Linda Stoll, APA-Wis Chapter President

APA-Wisconsin Awards Presentation

Kristan Grygiel Sanchez, APA-Wis Awards Chair

Board Recognition and Retiree Recognition

Planning Awards:

- - Transform Milwaukee Strategic Plan, Milwaukee, WI
- - University Hill Farms Neighborhood Plan, Madison, WI
- - Menomonee Valley 2.0 Area Comprehensive Plan, Milwaukee, WI
- - Village of Grafton Bicycle and Pedestrian Plan, Grafton, WI
- - Mullet River Corridor Study, Plymouth, WI
- - Walker Square Strategic Action Plan, Milwaukee, WI
- - Tribune Building Project, Wisconsin Rapids, WI
- - Willie Wade - Former Alderperson, City of Milwaukee
- - Great Places Wisconsin - Summerfest 2016

12:45 - 1:00 AFTERNOON BREAK

1:00 - 2:00 CONCURRENT SESSIONS

Level 2

ESCH STUDIO Land Use & Regulation

A Band, a Beer & a Brownfield: Engaging Redevelopment

Ben Peotter, PE - Brownfields Services Supervisor, Ayres Associates

MEET at Main Entrance - Walking tour (2 hrs)

Arts, Culture, Recreation & Tourism

Placemaking: Strategies, Partnerships & Lessons Learned

Jennifer Stephany - Executive Director, Appleton Downtown

Andrew Dane, AICP, ENV SP - Community Development Specialist, Short Elliott Hendrickson

NOTE: If it is raining - please meet in Hurvis Room for presentation.

MEAD WITTER ROOM Transportation

Working with WisDOT on Access Management Issues in your Community

Chuck Wade, AICP, CTP - Director of Planning Services, TranSmart Technologies

Michael Roach, PE - Statewide Access Engineer, WisDOT

Brad Strader, AICP, PTP - Sr Transportation Associate, MKSK Studios, Columbus, OH

CINEMA Livability

Non-Profit Housing Providers in Small Cities: Challenges & Solutions in Housing the Workforce

Ed Miller, PhD - UW-Oshkosh

2:00- 2:15 AFTERNOON BREAK

2:15 - 3:15 (3:45) CONCURRENT SESSIONS

Level 2

TOUR CONTINUED

Arts, Culture, Recreation & Tourism

Placemaking: Strategies, Partnerships & Lessons Learned

Jennifer Stephany - Executive Director, Appleton Downtown

Andrew Dane, AICP, ENV SP - Community Development Specialist, Short Elliott Hendrickson

MEAD WITTER ROOM Livability

Building a Healthy, Accessible, Sustainable and Culturally-Appropriate Food System

Tom Baron - Associate Planner, ECWRPC

Dan Robinson - Co-coordinator for F.R.E.S.H.

Kari Hopfensperger - Shawano County Planner

CINEMA Law & Legislative Updates

Reed & Gilbert: New Sign Codes

Mike Slavney, FAICP - Principal, Vandewalle & Associates

Jackie Mich, AICP - Assistant Planner, Vandewalle & Associates

Matthew Dregne - Partner, Stafford Rosenbaum LLP

Legislative Update

Drew Pennington, AICP - APA-Wisconsin Legislative Chair

(1.5 CM credits)

Thanks for your participation in the conference.

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City of Appleton

GRAEF

HNTB

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Vierbicher Associates

Association of Wisconsin Regional Planning Commissions

East Central Wisconsin Regional Planning Commission

MKSK

Short Elliott Hendrickson, Inc. (Arts Tour Sponsor)

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