



# AWARDS & RECOGNITION

## 2018



**Annual Conference**  
**Madison, WI**



# AWARDS & RECOGNITION 2018

From the APA WI VP of Awards, Kristan Grygiel Sanchez:

*Congratulations*

To all of our talented professionals and the incredible places  
across the state.

Enjoy today's presentation, and we'll see you next year!





AWARDS & RECOGNITION  
2018

*Thank you*  
to our jury from APA Iowa and APA Illinois

Amanda M. Orenchuk, AICP  
Charlie Cowell, AICP

Jill M. Wanderscheid, AICP  
Emily Bothell, AICP  
Carrie Haberstich, AICP





# AWARDS & RECOGNITION 2018

*Special thanks*

To APA WI members that juried award nominations from APA Iowa:

Josh Clements, AICP

Jeff Hintz

Kristin Connelly, AICP

Katherine A. Westaby, AICP

Robert L. Jakel, AICP

Brian Simmert, AICP

Mike Slavney, FAICP

Amy M. Peterson, AICP

Kari Papelbon, AICP

*...and the many more volunteers we had  
this year!*







AWARDS & RECOGNITION  
2018

AWARDED TODAY:  
PLANNING EXCELLENCE  
GREAT PLACES  
RETIREE RECOGNITION





PLANNING EXCELLENCE

# GARVER FEED MILL

City of Madison



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AWARDS



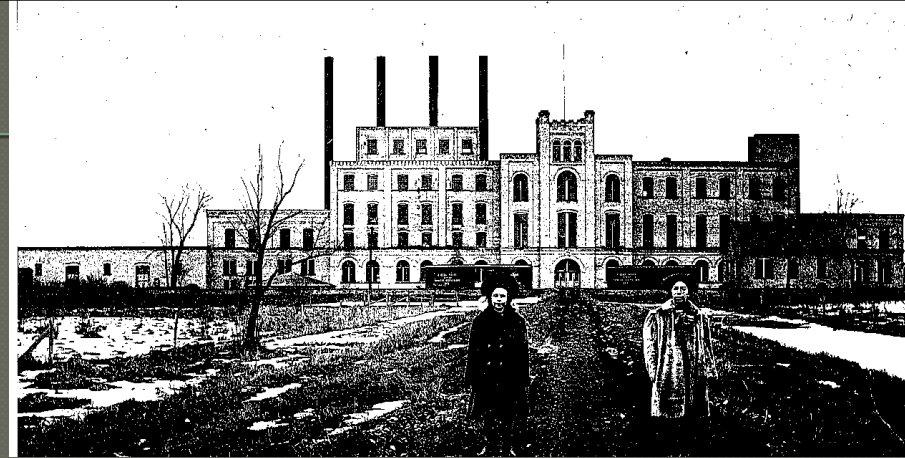
“Unique challenge and had to pass special referendum. Required great citizen support. 100s of notes, phone calls, letters. Value of added jobs, environmental cleanup and enhancement. 20+ years of efforts. Unique uses - artisan food production, etc. Reuse of the old building is awesome.”



# Garver History

- 1905 – Built as the United States Sugar Beet Co
- 1929 – Converted to Feed Mill by James Garver
- 1994 – Designated City of Madison Landmark
- 1996 – Garver purchased by Olbrich Botanical Society and donated to City

Original United State Sugar Beet Factory



- 2006 – 2008 – First surplus process; City accepts proposal from Common Wealth Development (CWD)



Garver prior to redevelopment



# Garver History

- 2009 - 2011— CWD works to redevelop Garver, but withdraws due to global recession
- 2014 – 2015 – City re-issues RFP and selects Baum Revision to redevelop Garver
- 2015 – 2018 – Negotiations between City and Baum





# Building Condition circa 2011

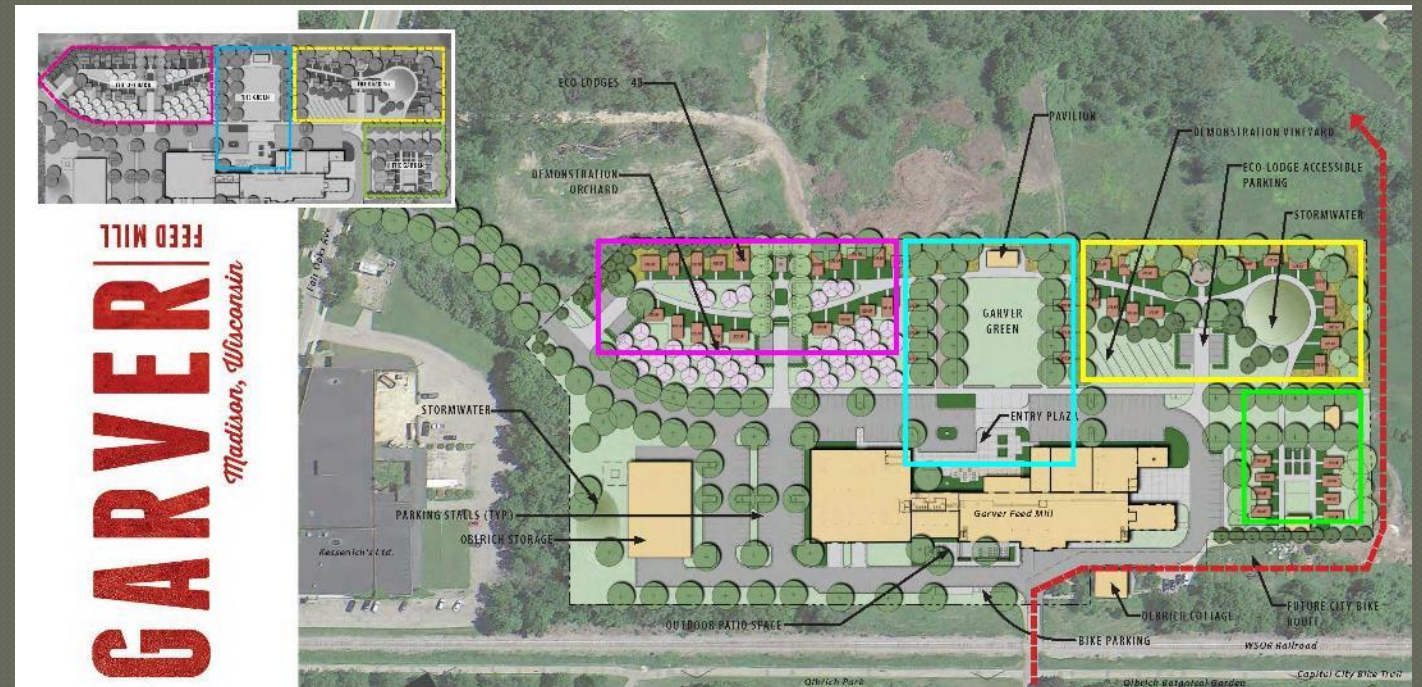


Photo Credit: Craig Wilson



# Garver – Final Project

- Finances
  - \$17 million cost including:
    - NMTCs, HTC, Focus on Energy Grant, Developer equity, Bank loan, \$1 million in WEDC, \$6.6 million City of Madison funding
- 60,000 SF of artisan food production space
- 90-120 jobs retained, 70-100 jobs created
- 40-50 “tiny homes” as a hospitality operation
- Improved stormwater treatment and environmental cleanup of the site





# After Two Decades of Work.... Today Construction is Underway!







# GARVER FEED MILL PROJECT

City of Madison

Baum Revision

SCS Engineers

SmithGroup JJR

Design Coalition

Structural Integrity

Bachmann Construction

Kubala Washatko



GREAT PLACES

# Lewis Nine Springs E-Way

Dane County



*“The Lewis Nine Springs E-Way is unlike no other ‘great place.’ It’s unique in its own regard without taking away from the environmental amenities but including it in the design and placemaking. There are many opportunities for social interactions and education.”*

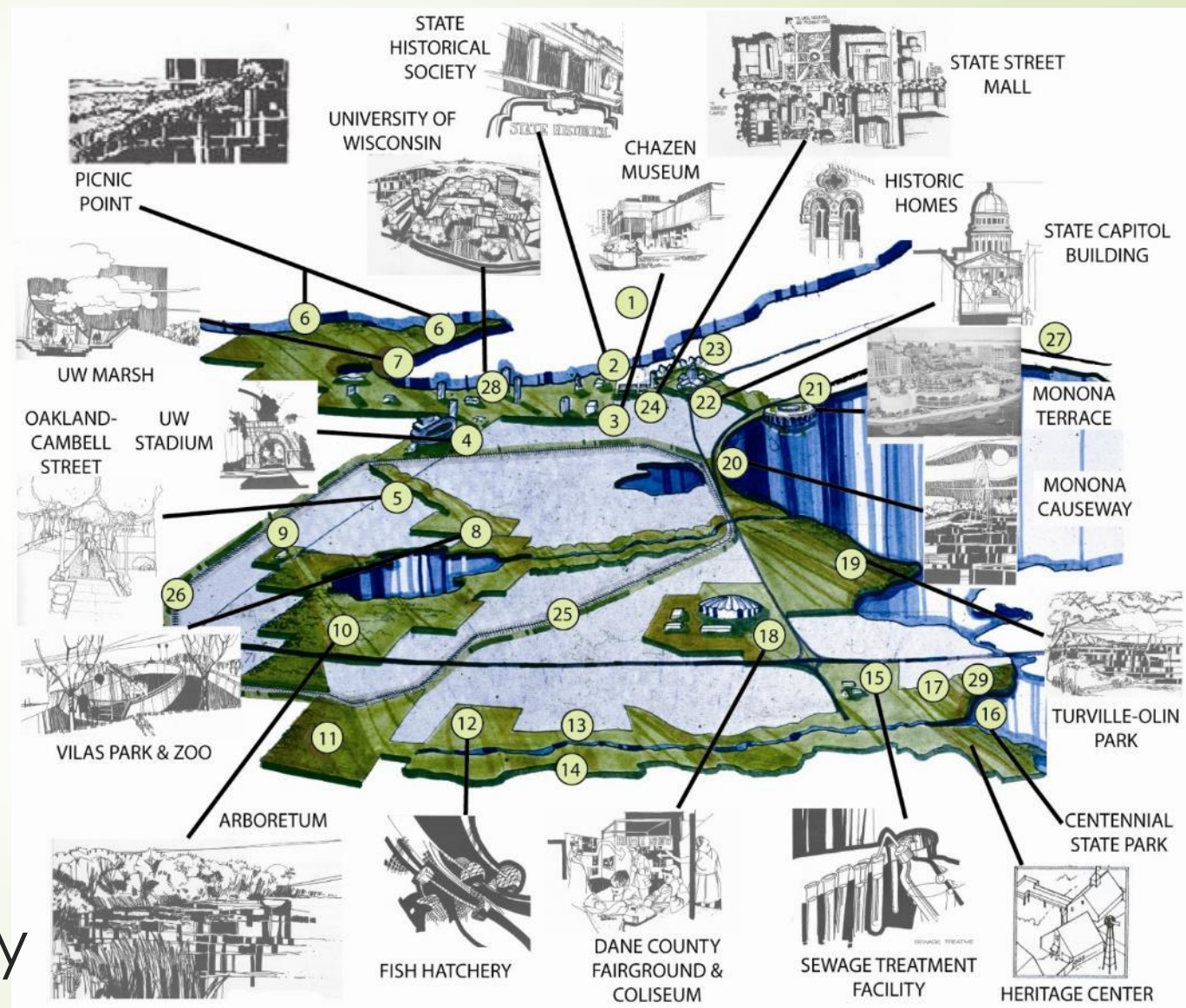






Philip Howard Lewis (1925 – 2017)

Phil Lewis's original  
E-Way design for  
central Dane County







Prairie, Oak Savanna & Oak-Hickory Woodlands





Nine Springs Creek Bridge



Nine Springs  
Marsh  
Boardwalk





Capitol  
Springs  
Disc Golf &  
Bike Trail

Capital City State Bike Trail







Lussier Family Heritage Center



Seminole Bike Network Hub



Jenni & Kyle Preserve



2018  
Great places  
RECOGNITION

# Lewis Nine Springs E-Way



# Lewis Nine Springs E-Way

Dane County





RETIREE REGOGNITION

SUSAN JONES<sub>AICP</sub>

*Thank you for your contributions to the planning profession*



# SUSAN JONES AICP

Dane County Watershed Management Coordinator  
Madison, WI 1998-2018

Shoreland Zoning Program Manager  
Wisconsin Department of Natural Resources, Madison,  
WI 1992-1998

U.S. Environmental Protection Agency,  
Chicago, IL and Madison, WI 1984-1992

Carolina Planning Magazine Co-Editor and Writer  
Chapel Hill, NC 1982-1984

Wetlands Mapping Project Coordinator and Natural  
Resources Inventory Staff, 1980-1982







Work collaboratively, share credit, trust yourself, and maintain your focus on your goals (for me it was natural resources protection) regardless of everyday distractions.

*- Susan Jones, 2018*



RETIREE RECOGNITION

SUSAN JONES<sub>AICP</sub>

*Thank you for your contributions to the planning profession*





PLANNING EXCELLENCE

# HARBOR DISTRICT WATER AND LAND USE PLAN

City of Milwaukee



2018  
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AWARDS



*“The public participation approach was innovative and effective. It was good that a leading agency other than the city was involved. The consideration for other elements are things planners need to start including. These can be transferred to other plans.”*



# HARBOR DISTRICT WATER AND LAND USE PLAN

## Planning Team



Public/Private Partnership



## Funding Partners



## Consultant Team



# PLANNING PROCESS & PUBLIC PARTICIPATION

Fall 2015  
Information  
Gathering

Interviews  
Focus Groups  
Online Survey  
Tours

Fall 2016  
Market Study  
& Economic  
Analysis

Public Input Meetings  
Online Survey  
Tours

Spring 2017  
Plan  
Development

Public Input Meetings  
Online Survey  
Tours

Fall 2017  
Plan  
Approval

Public Open House  
Plan Commission  
Common Council

6 Focus Groups  
30 One-on-one Interviews  
6 Plan Advisory Group Meetings  
286 Public Meeting Attendees  
496 Public Tour Attendees  
1,354 Online Survey Respondents  
2,178 Public Interactions





# PLAN RECOMMENDATIONS

## CREATING A PLACE FOR PEOPLE

Public Waterfront  
Transportation  
Equity & Affordability

## SUPPORTING THE ECONOMY OF SE WISCONSIN

Light Industrial  
Commercial  
Transportation & Utilities

## BALANCING ECONOMY AND ECOLOGY

Environmental Cleanup  
Stormwater Management  
Habitat





# CATALYTIC PROJECTS

## IMPROVED WATERFRONT EXPERIENCE



Riverwalk  
Waterfront Parks  
Canoe/Kayak Launches  
Trash Wheel

## WATER-CENTRIC PLACEMAKING



60 Acres of Brownfield Redeveloped  
Focus on Jobs & Public Space

## GRAND TRUNK WETLAND



Restored Wetland Habitat  
Light Industrial  
Marine Businesses

## ACCESS AND CONNECTIVITY



New Complete Streets  
Improved Bicycle Infrastructure  
Habitat Network



# IMPLEMENTATION & NEXT STEPS

## PROJECTED IMPACT

- \$864 million increase in property values
- 5,663 new jobs
- 4.5 miles of Riverwalk
- 5 canoe/kayak launches
- New parks, trails, and water access

## NEXT STEPS

- First Waterfront Park
- Riverwalk Overlay
- Grand Trunk Wetland
- Former Solvay Coke Site Cleanup





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# HARBOR DISTRICT WATER AND LAND USE PLAN

Harbor District, Inc.  
City of Milwaukee





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# RETIREE RECOGNITION



# Patrick Tierney AICP

Principal Planner, 1989-2017, Lake County, Illinois

Senior Planner, 1978-1989, Kenosha County

A dynamic photograph of a glass of beer being poured, creating a large, frothy splash of foam that dominates the left side of the frame.

The most important thing is patience and listening to the client. Through understanding different viewpoints and considering where a client is coming from you are better able to guide them through the process.

*- Patrick Tierney, 2018*





RETIREE RECOGNITION

PATRICK TIERNEY AICP

*Thank you for your contributions to the planning profession*



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# Randy Tetzlaff


Director of Planning & Development  
City of Port Washington 2001-2018

Community Development Educator  
UW Extension 1991-2001

City Planner  
City of Neenah, 1979-1991



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Never too old to learn  
new tricks...on the  
job training is  
invaluable.

*- Randy Tetzlaff, 2018*





GREAT PLACES

# Great River Landing

City of Onalaska



*“The landing has a lot of aspects that make it a great place. The community involvement, accessibility, four-seasons amenities, and connection to existing trails. This is definitely a destination.”*



## GREAT RIVER LANDING - 2018



**The Great River Landing:  
Grand Opening held on  
August 26, 2017.**





# GREAT RIVER LANDING – SITE AMENITIES



Musical Play Station,  
Deck/Overlook,  
Shower/bathroom  
facilities, bicycle  
repair station, fire  
pit and more!





# GREAT RIVER LANDING – HIKING & BIKING TRAILS



The Great River Landing provides a direct connection to the WDNR State Bicycle Trail, ADA-compliant trails throughout the site, and the ability for snowmobiles to use the trail system as well!





# GREAT RIVER LANDING – PARK VISITORS



Photo Credit: Laura Miller



Photo Credit: Laura Miller



***Come and Join Us  
at Onalaska's  
Great River Landing!***





# Great River Landing

City of Onalaska







PLANNING EXCELLENCE

# Kinni Corridor Plan

City of River Falls



2018  
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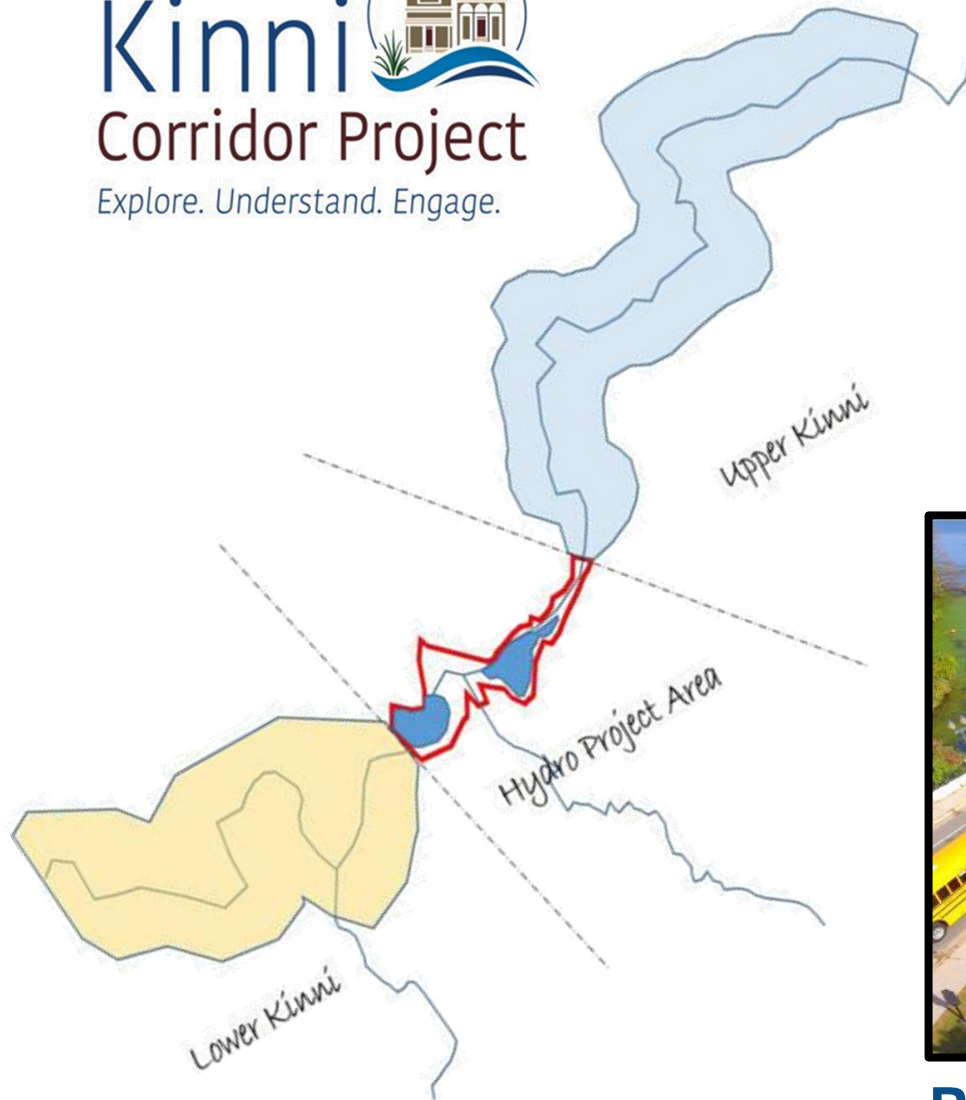
*“The use of public engagement and the variety is tremendous. The number of interactions with people shows the effectiveness. Surveys, Tech talks, Q&A, picture gallery, charrette, YouTube, Gas Station TV, project t-shirts, etc. I could see other planners using these methods to engage with community members. Obviously the planners and staff had to be super-engaged to get the results and participate in so many ways in these events.”*



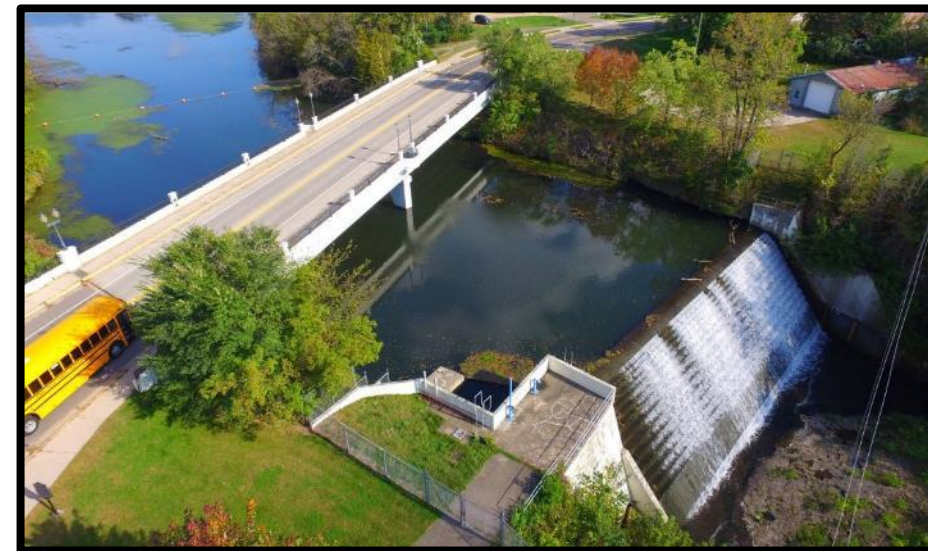
# Kinni

## Corridor Project

Explore. Understand. Engage.

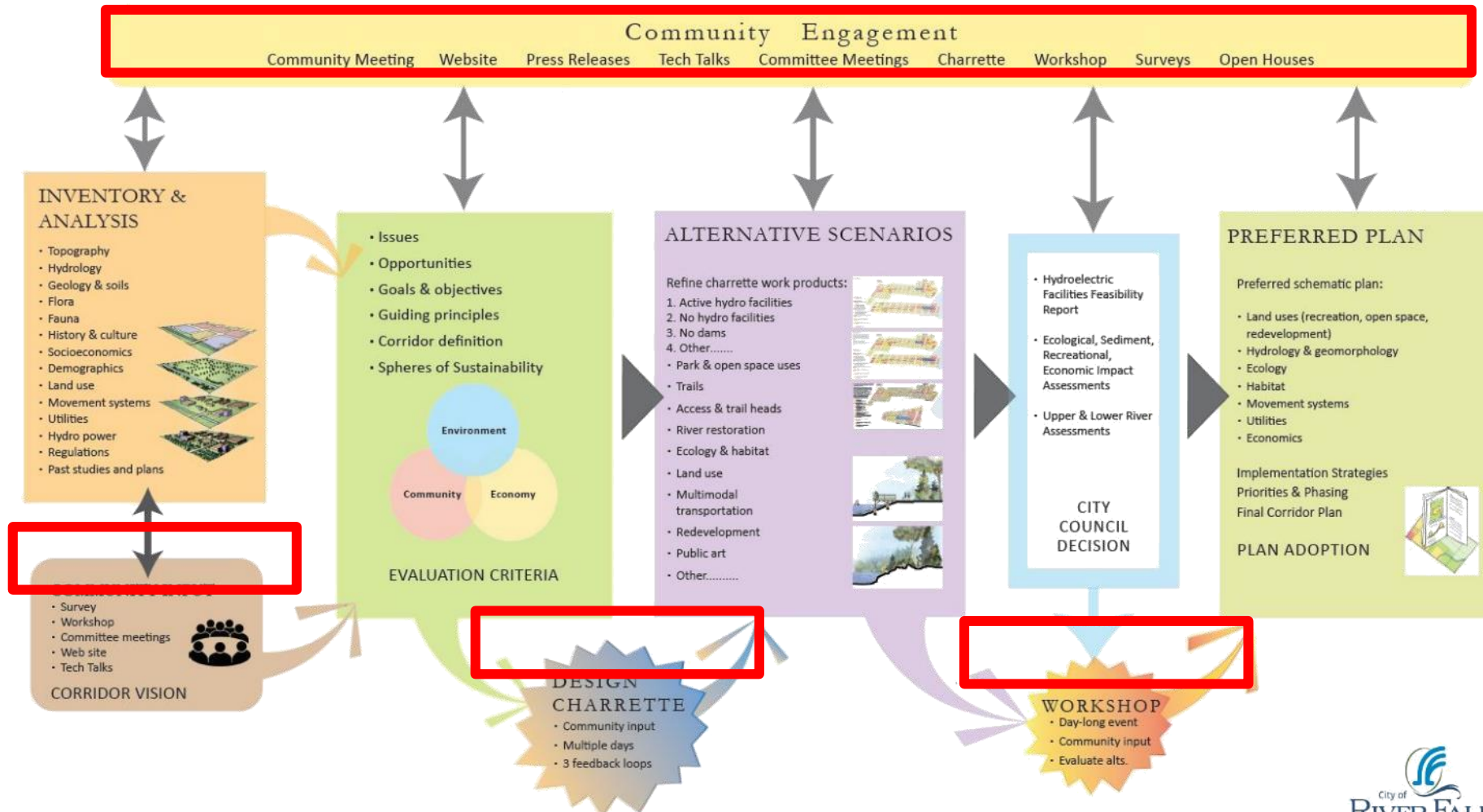


**Junction Falls Dam**



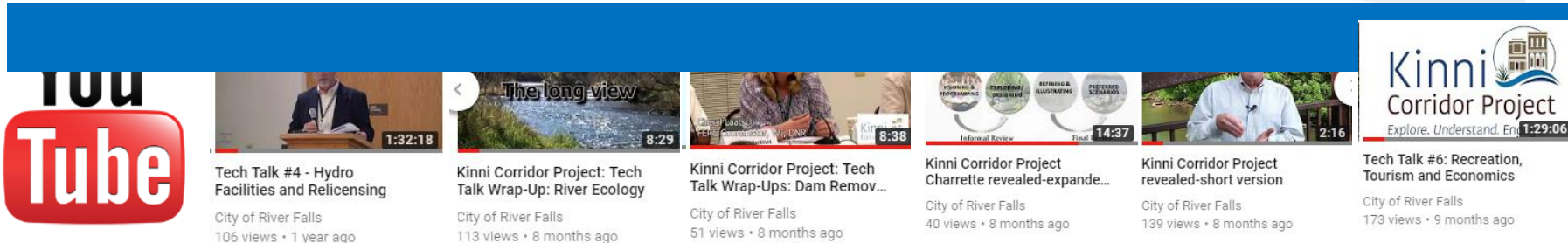
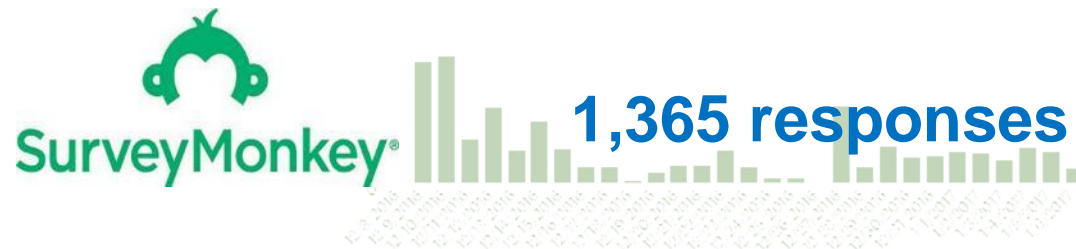
**Powell Falls Dam**

# Project planning: **Engagement** guides the process





# Digital engagement







## TECH TALKS

**Jan. 26, 2017**  
**Corridor Planning 101**

**March 9, 2017**  
**River Ecology**

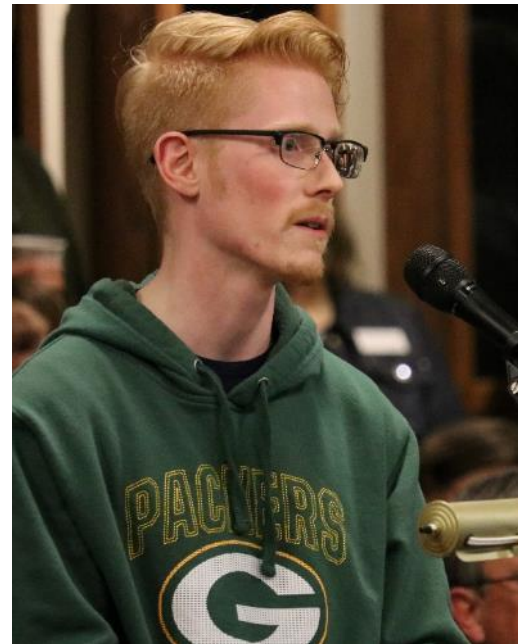
**April 6, 2017**  
**Economic and  
Neighborhood Development**

**May 18, 2017**  
**Hydro Facilities  
and Relicensing**

**July 20, 2017**  
**Dam Removal Alternatives**

**Sept. 7, 2017**  
**Recreation and Tourism**

**Tech Talk average attendance: 100+**





# Kinni Corridor Project: *Explore. Understand. Engage.*







# Kinni Corridor Plan

City of River Falls

Kinni Corridor Project Planning Committee



# Mariano Lucero

Community Development Director  
City of River Falls 1999-2018

Planning Director  
City of Santa Fe NM 1990-1998

Principal Planner  
City of Aspen CO 1987-1989

Project Planner  
City of Albuquerque NM 1980-1982

Planning Director  
City of Espanola NM 1980-1982





*From my mentor Yogi Berra:*

When you come to a fork in the road,  
take it;

You can observe a lot by just  
watching;

We made too many wrong mistakes;  
and

It ain't over 'til it's over!

*- Mariano "Buddy" Lucero, 2018*





RETIREE RECOGNITION

MARIANO J LUCERO

*Thank you for your contributions to the planning profession*





GREAT PLACES

# 400 Block Park

City of Wausau



*“Great place! Like the year-round programming, active and passive activities, and that it’s a popular destination.”*



























# 400 BLOCK PARK





# 400 Block Park

City of Wausau







PLANNING EXCELLENCE



# Ledgeview Neighborhood Center District Plan

Town of Ledgeview



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*“The information was very transferable and the pattern book was innovative. ...I thought it was very interesting.”*





# REDEVELOPMENT AUTHORITY (RDA)



- Created in 2010
  - Appointed residents with background in development, finance, law, etc.
  - Key linkage between the Town and the development community
- Responsibilities outlined by Statute, and include:
  - Economic development activities in targeted investment areas
  - Business retention and attraction
  - Prepare (re)development plans
  - Tax increment financing (TIF)
  - Marketing

PRIORITY SITES FOR DEVELOPMENT – PHASE 1 – PRESENT TO FIVE YEARS



PRIORITY SITES FOR DEVELOPMENT – PHASE 2 – SIX TO TEN YEARS



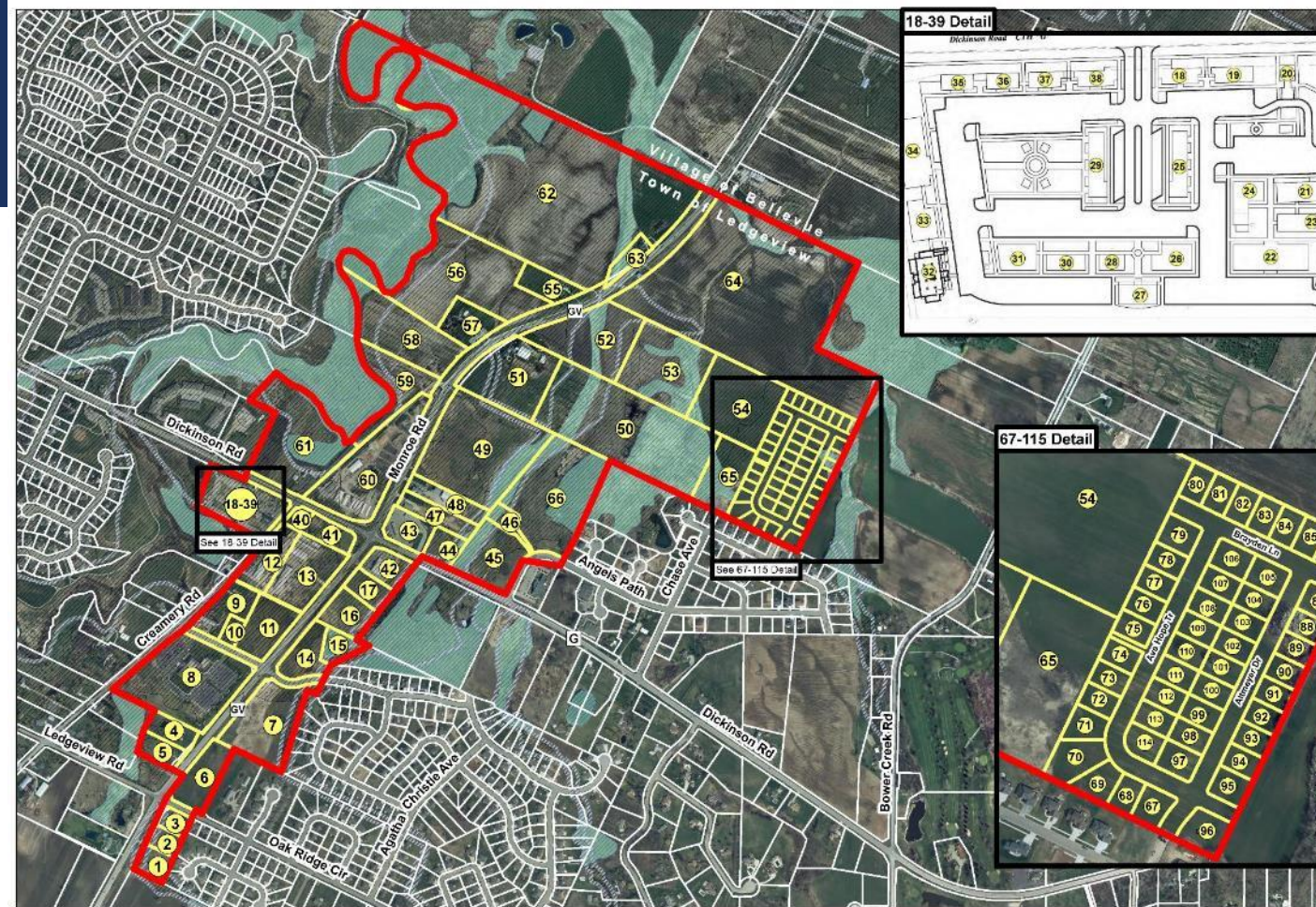
# ECONOMIC DEVELOPMENT STUDY

- Highlights economic market demands
  - Retail & Service, Dining, Office
- Specifies development priorities and patterns
  - Priority development sites
- Economic development & marketing strategies
  - Outreach to property owners
  - Create marketing materials
  - Improve digital presence



# TAX INCREMENT FINANCING DISTRICT

- Developer-financed grant (Pay-as-you-go)
  - Developer finances the TIF costs
    - Reimbursement for agreed-upon costs when TID revenues are received.
- Does not count toward the debt limit
- Developer assumes the risk that TID revenues would not be sufficient
  - Developer agreement protects the municipality



MAP 1: BOUNDARY





## TOWN OF LEDGEVIEW

### Monroe Road Neighborhood Center District PATTERN BOOK



Redevelopment Authority Approval: January 17, 2018  
Zoning & Planning Commission Resolution: February 14, 2018  
Town Board Adoption: February 20, 2018

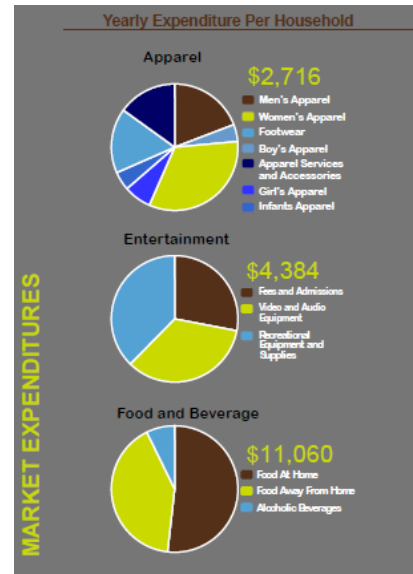
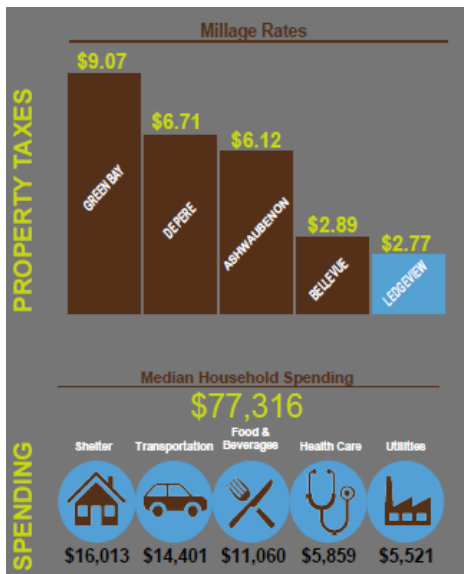


February 2018



# NCD PATTERN BOOK & MARKETING BROCHURE

- Part Development Master Plan
- Continue pedestrian-oriented, mixed-use center for Ledgeview
- Outlines land use pattern and development character details
- Part Marketing Collateral
- Highly graphical
- Clear picture of expectations for development community
- Provides TIF information and market demographics





# PATTERN BOOK ELEMENTS

- Smaller, walkable blocks
- Verticality – up to four stories
- Well-defined street edge along sidewalk
- Clear development of a mixed-use center
  - Small- to medium-footprint commercial
  - Office
  - Higher-density residential – townhouses, condos, senior housing
- Shared parking
- Public and private space intertwined
- Multiple building frontages and façades
- Strong corner elements and visibility from distance.





# Ledgeview Neighborhood Center District Plan

Town of Ledgeview  
Mead & Hunt, Inc.





GREAT PLACES

# City Deck

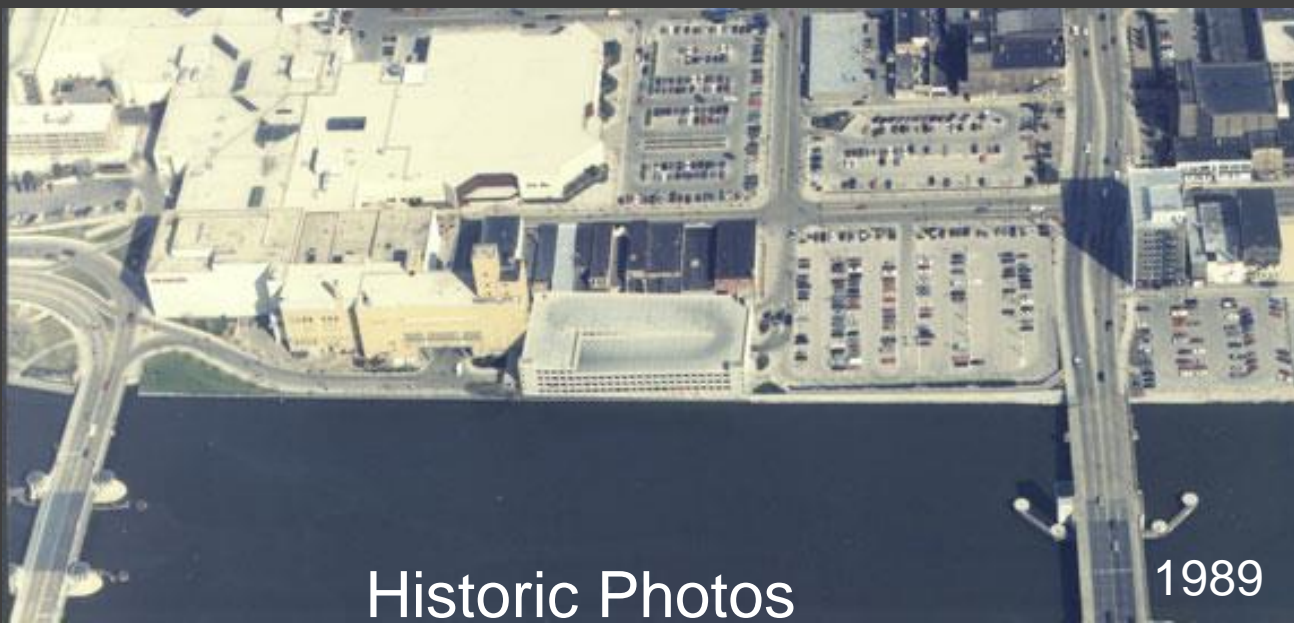
City of Green Bay



*“The City Deck is not only a memorable place but it appears to be changing with the community's values/needs. This is an area that, as described in the narrative, adds both economic value and visual interest to the landscape. This is an exceptional place that is more than a destination.”*







Historic Photos

1989



1950's

# City Deck



Construction Photos







# City Deck





# City Deck





# City Deck







# City Deck





2018  
Great places  
RECOGNITION

# City Deck







# City deck

City of Green Bay





AWARDS & RECOGNITION  
2018

*Congratulations!*

