



Bringing Planning Engagements into the Classroom

Brian Wiedenfeld, *MSA Professional Services*

Ben Zellers, AICP, CNU-A, *City of Madison Planning Division* ■

Here's what to expect

01

Project Overview



02

Outcomes and
Challenges



03

Try it out yourself!

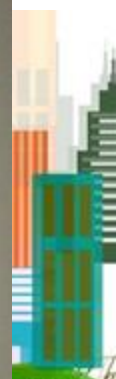


Education

AP Review
Google: Gibkwoa



A UW–Madison hosted program that opens up **college opportunity for low income and potential first generation college students**. High school students in the Madison school district and Milwaukee Public Schools are eligible. PEOPLE is about **building community, knowledge, and confidence for students** as they embark on their college journeys.

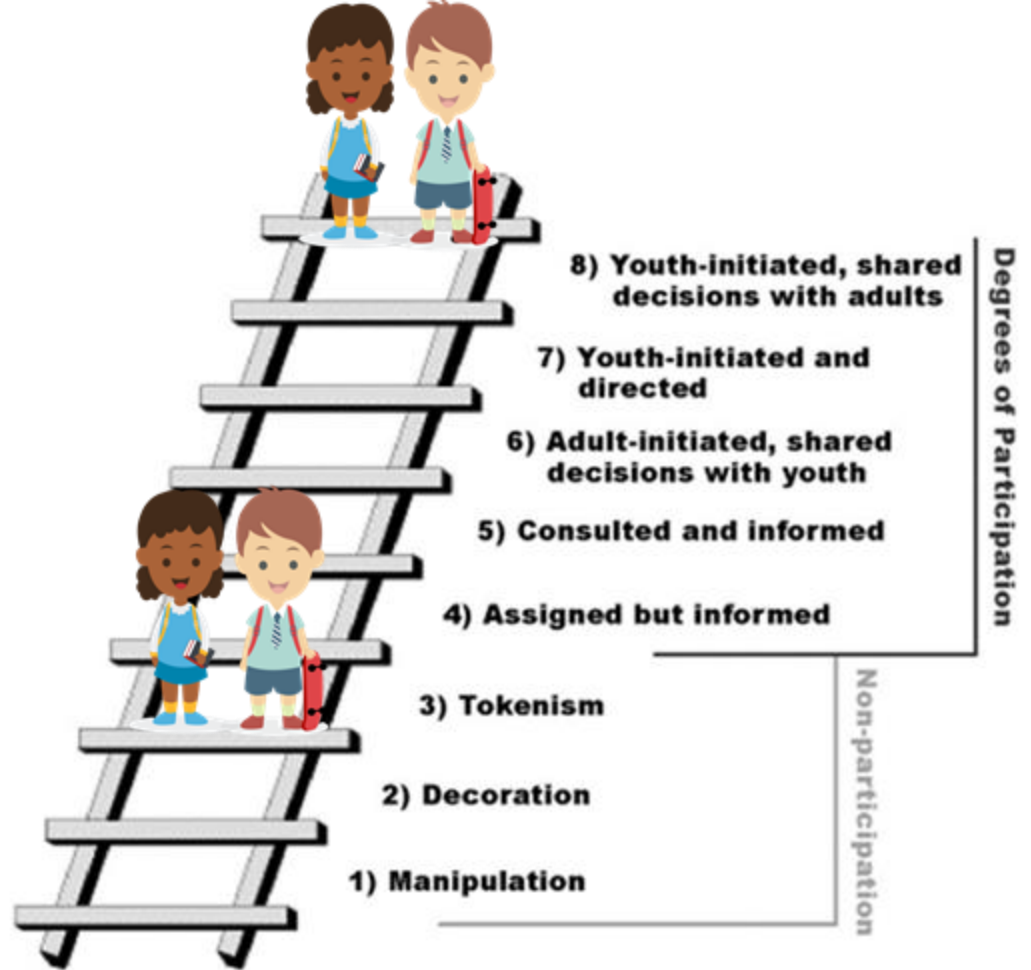


sign

How do we engage the planning field?

“historical disenfranchisement of youth”

Over 20% of students felt they are rarely or never heard by adult leaders in their communities



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Odana Area Plan

- Odana Area
 - 1,044 acres – 73% larger than downtown Madison
 - Constructed in 1960s–1990s



Odana Area Plan Boundary shown in red.



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West Towne Mall Redevelopment

Themes

Safety
Mental Health
Affordable Housing
Sustainability
Diversity
Transportation Accessibility



Development Types

Walkable Streets



Parks and Open Space



Mixed Use Residential



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Objectives

#1

Student Guided

Student voices lead the engagement from start to finish.

#2

Diverse Data Collection

Multiple methods to meet the needs of diverse learning types.

#3

Final Deliverable to Share Findings

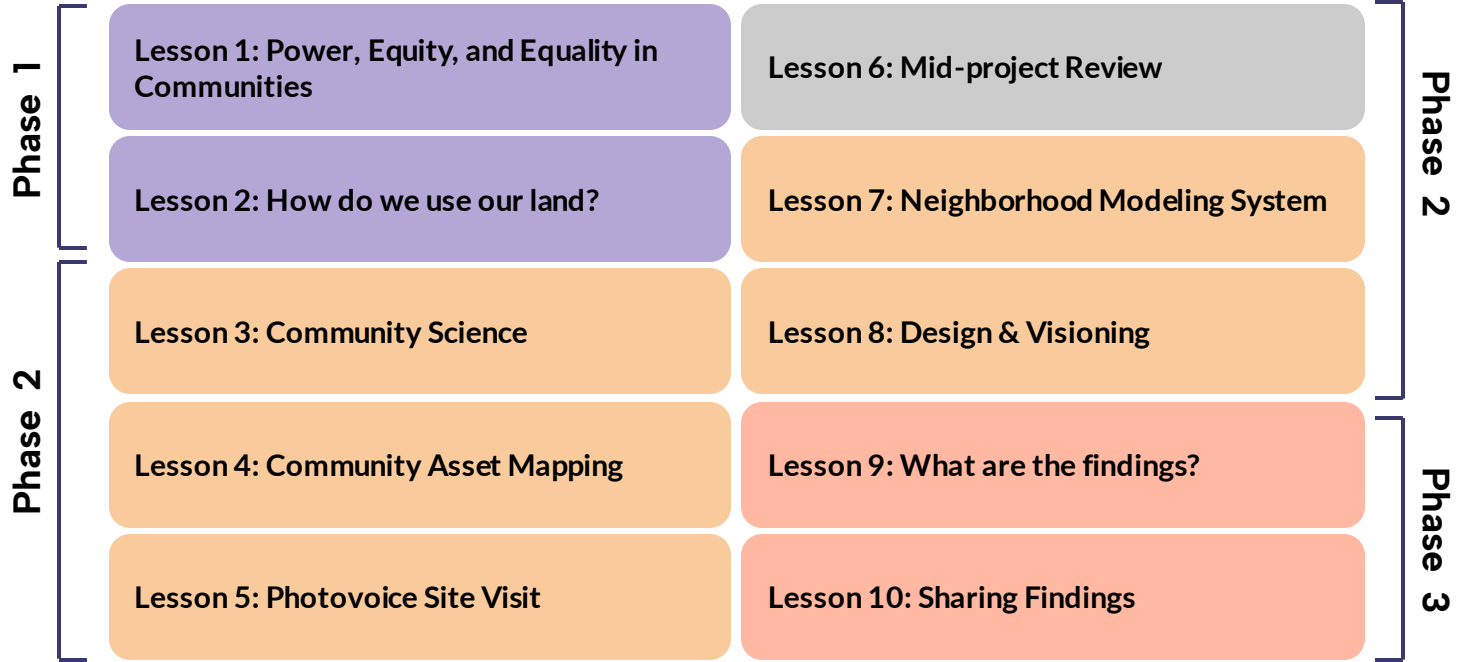
A tangible deliverable that represents the findings of the process.



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Curriculum and Phases



2 Surveys

5 Activities

27+ Hours of Curriculum Development

7 Active Partners



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Engagement Activities

Activity	Learning Type	Goal
Citizen Science	Read/Write	Capture the issues that students are thinking about
GIS Asset Map	Visual, Kinaesthetic	Identify places that students visit and their experience with them
Photovoice Site Visit	Visual/Auditory, Read/Write, Kinaesthetic	Explore the site with a community development lense and evaluate existing features in the space
Neighborhood Modeling System	Kinaesthetic	Re-envision the space in a 3-dimensional setting while rethinking land use
Vision Board	Visual, Kinaesthetic	Put an aesthetic to the new space



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Madison needs to solve the affordable housing crisis

Median Listing Home Price vs. Median Home Sold Price



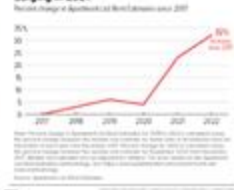
'At this point, we'll take anything:' College students camp out for housing

Solutions:

- Make affordable housing and rent more available
- Getting rid of restrictive zoning laws (regulations for areas of land in an area designated by municipal govt.)
- Making home ownership easier
- Increase production of manufactured housing (mass produced factory homes)
- Tenant based rental assistance/Housing choice voucher program



Rents Still Rising Swiftly in 2022 After Surging in 2021



Sources: [Wisconsin State Journal](#), [Realtor.com](#), [CNN Business](#), [CBPP](#), [Spectrum News](#)

Madison needs to help support people's mental health

Anxiety and depression have decreased in Wisconsin since 2021; remain high for women and people of color



Solutions:

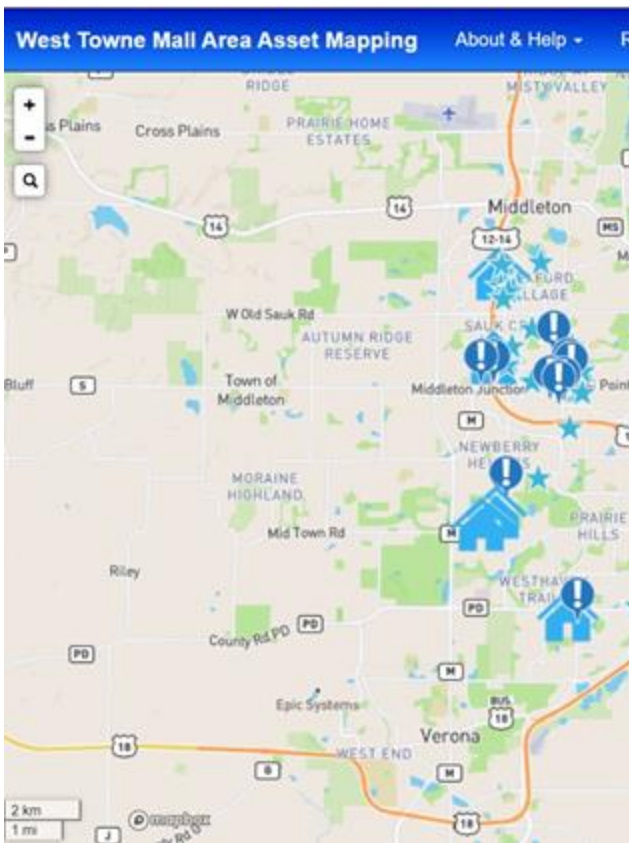
- Easier access to mental health resources-therapists, support groups, community workshops
- Greening vacant urban land
- Implementing areas that encourage physical activities-outdoor exercise stations, parks, gardens, multimodal streets-especially in areas lacking in these
- Using urban design to build strong social networks-walkable neighborhoods, housing or other areas that promote social interactions

Sources: [City Data](#), [Madison365](#), [Greater Good](#), [Penn Medicine](#)

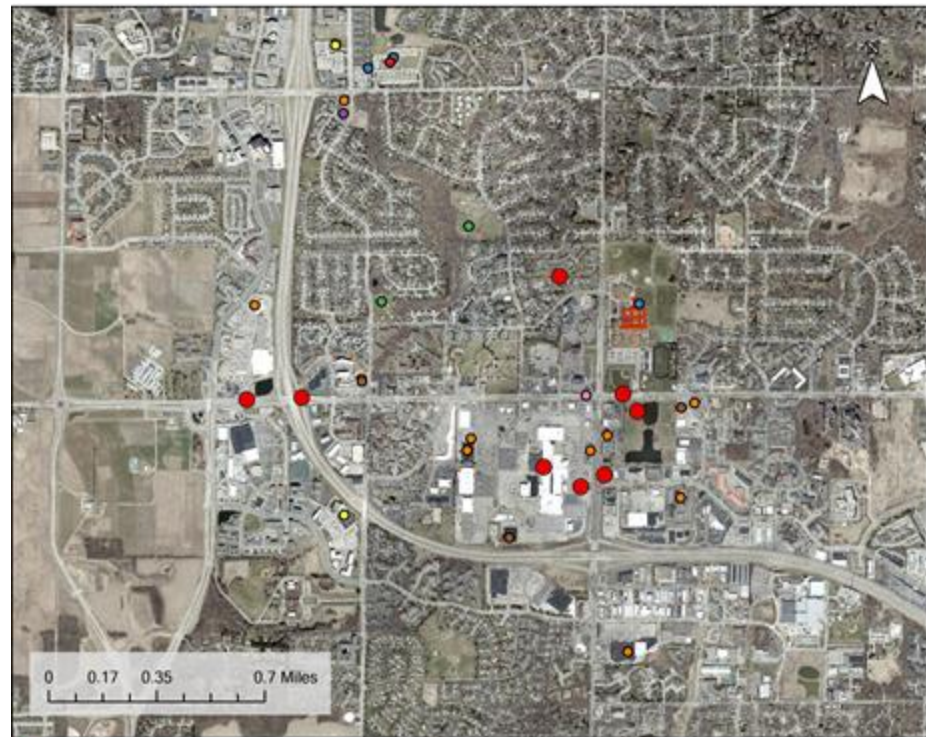


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Community Asset Mapping Results



Memorial HS



Problem Area

Type of Asset

● Cultural

● Educational

● Environmental/Parks

● Financial

● Food

● Healthcare

● Non-food Business

● Transportation



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WikiMapping

Get public input on a map



No pedestrian light? This is a big intersection though. Seems kind of dangerous to me. Also, why was there a "press to signal" post if there is nothing to signal?



Trees are good in parking lots because they can provide green space in an area that is mostly pavement and shade for cars during hot summer days.



Sigh~ another closed store.



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Outputs and Outcomes

Safety

- Lighting
- Density
- Pedestrian friendly

Mental Health

- Lots of green space
- Colors/flowers/art
- Community center
- Activities and programming for public space

Affordable Housing

- Design policies to make housing affordable
- Ownership isn't the only option
- Increased density/condos/smaller homes make housing more affordable
- Larger apartments for families
- Remove barriers to ownership

Sustainability

- Think about water
- More green and natural areas
- Managing waste
- Clean energy

Diversity

- Welcome to everyone
- Homes for various incomes, family size, and ages
- Housing that is affordable
- Diversity in neighborhood design
 - Mix of jobs, housing, services, retail
- Bring in community groups

Transportation Accessibility

- Design area for pedestrians
 - No current clear path for pedestrians
- Upgraded bicycle facilities
- More efficient and accessible bus/transit system



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Proud Teacher

Madison Mayor

 Mayor Satya Rhodes-Conway
20 Mei · 🌐

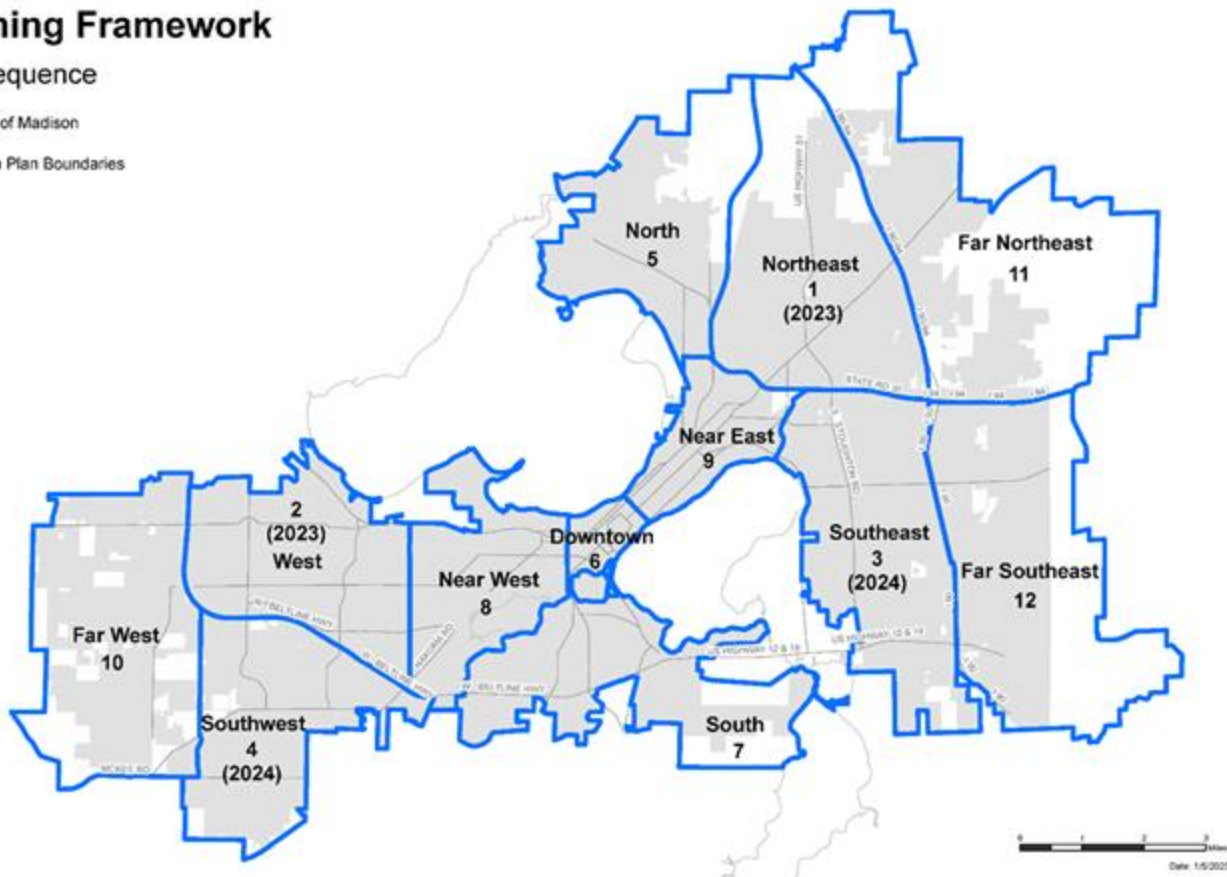
It was a real pleasure to see the final presentation of the PEOPLE Program students at Memorial High. These remarkable scholars studied the West Towne area and came up with a number of recommendations for our Planning Division. I suspect we've got a number of future planners and elected officials in this group!



Planning Framework

Plan Sequence

- City of Madison
- Area Plan Boundaries

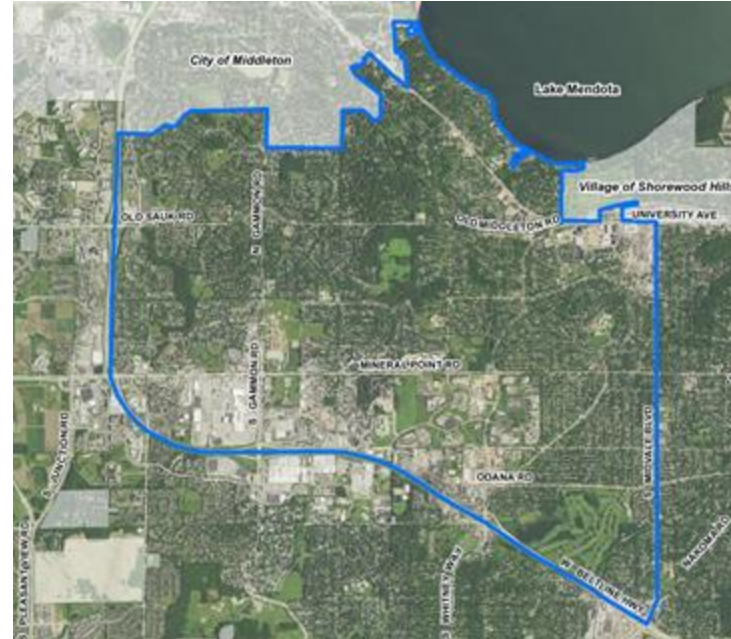


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Planning Framework – Area Plans Will:

- Cover the entire city
- Guide physical changes:
 - Land use and growth/redevelopment
 - Transportation (roads, pedestrians, bicycle network, transit)
 - Parks and Open Space
 - Stormwater Management, Utilities, Public Facilities
- **Include an emphasis on reaching residents and communities typically underrepresented in City processes**

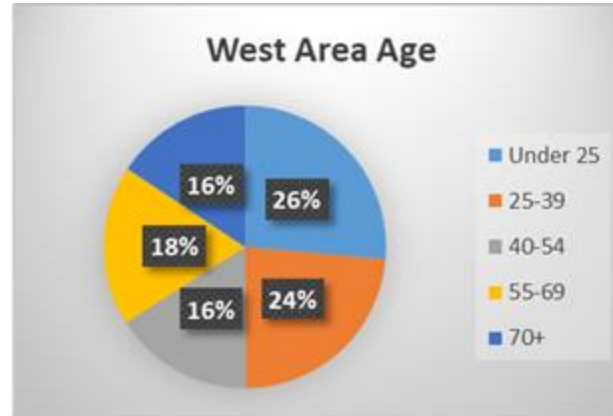
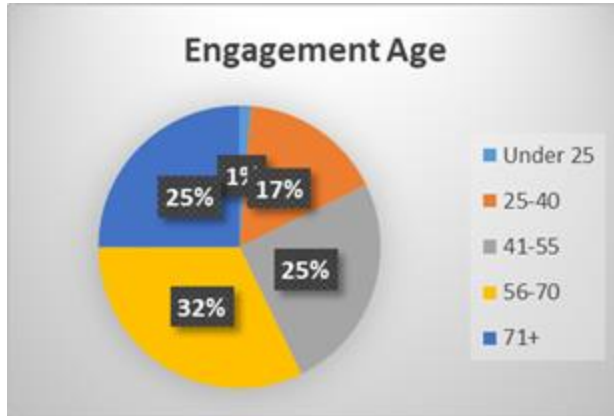


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Community Engagement and Partnerships

- Virtual & In-Person public meetings: February–March 2023 (~200 people)
- Interactive Commenting Map: ~450 comments
- Community Survey: ~550 comments through end of August
- Community Center Open House: 100+ people



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Community Engagement and Partnerships

- July & August virtual and in-person meetings
- Community Partner outreach (ongoing)
- Business survey & followup (ongoing)
- Focus groups (upcoming)
- **Lussier Community Center – youth summer interns**



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Lussier Community Center Engagement

- Met with high-school aged youth participating in a summer internship/learning program regarding the West Area Plan.
- Feedback on:
 - Dangerous streets/intersections
 - Walkability/bikeability, bikeshare stations
 - Maintaining greenspace
 - Youth job opportunities (apprenticeships)
 - Community center expansion, more youth activities
 - Street lighting
 - Parks and playgrounds
- Need activities to draw out feedback; expecting one person to speak out doesn't tend to work.
- Make connections through community centers, youth groups, etc., to talk about planning processes and get youth feedback



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Engaging with Youth

Takeaways

Students have valuable community knowledge that must be included in the planning process

Students gained a greater understanding of the planning process and data collection, analysis, and communication skills

Experiential and interactive activities are most receptive with youth

Trust between facilitators and youth is critical

Meet young people where they are (SCHOOLS!)

Limitations

Time and \$\$\$

Building trust doesn't happen overnight



Use partnerships to your advantage (including local Universities!)



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THANK YOU



CAPITAL AREA
rpc



Historic Madison Wi.
Public group - 28.8K members



Now it's your turn

Find a place at your assigned activity table!



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Project Area

I-794 LAKE INTERCHANGE STUDY FREEWAY REMOVAL CONCEPT #2



LEGEND

- Elevated Structure
- Surface Streets
- Potential Surface Street Extension
- Planned City Street Extension
- Movable Bridge

CONCEPT KEY ELEMENTS

- Removes elevated freeway, corridor is no longer an interstate freeway
- Transitions from freeway to arterial street at 6th Street to the west
- Transitions from the Hoan Bridge to Lincoln Memorial Drive to the east
- Marquette interchange south to east system ramp removed
- Moves traffic through corridor along bi-directional Clybourn Street and St. Paul Avenue
- New movable bridge over Milwaukee River on Clybourn Street may be required
- Eliminates north-south street connectors at 3rd Street
- Extends St. Paul Avenue to Lincoln Memorial Drive
- Connects Jefferson Street between Clybourn Street and St. Paul Avenue
- Extends Cass Street into Third Ward and terminates Lincoln Memorial Drive at Buffalo Street
- Traffic has more time to disperse before Milwaukee River and movable bridge operations
- Regional and local traffic diversion anticipated
- Expanded construction limits impact the most recently completed infrastructure

AUGUST 2023



Project Context

History

- Built in 1969
- Originally meant for capacity of 100,000 daily vehicles

Timeline

- Spring 2024: Alternative selected out of 6 concepts
- 2025–2026: Final design developed
- 2026–2029: Construction begins after approvals granted

Examples

- 2002: Milwaukee removes Park East Freeway
- Highway Removal from Reconnecting Communities grant (BIL)



Directions

Split up into teams and try these engagement methods out! Be ready to share at 11:40.11:40.

Neighborhood Modeling System

1. Grab a seat amongst a table with blocks and 1:40 scale maps of the project area.
2. Begin building with the given assigned blocks. Each block has number of storeys and units it represents.
3. Write down your building choices and proposed uses.

Asset Mapping

1. Find the GIS table and scan the QR code or enter the link.
2. Begin mapping assets and problem & opportunity areas with your team.
3. Have a discussion of where there are amenity gaps or opportunities within the project area.

Vision Boards

1. Come to the vision board table and grab a white piece of paper.
2. Utilize the magazines, assorted colors, and other materials to craft your “vision” of the project area.
3. Come ready to share your masterpiece!



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Share your vision for the 794 corridor!

Pick a representative to summarize some of your ideas!



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