



2022 APA-WI Conference Coming Soon!

This year's APA-WI Conference theme is "What's Next: Strategies for Planning in a World of Change." We explore how planners are working through the pandemic, finding new ways to generate impactful social, environmental, cultural and economic outcomes through our work. We have breakout tracks that will cover topics from housing to climate action to P-5 partnerships.

Interested in presenting or sponsoring the conference? We are now accepting applications for presenters and sponsorships. Visit our [website](#) for additional information and forms.

Hotel reservations are available at the Hyatt Regency - Green Bay. Click [here](#) to book.





Why Supply Side Economics has Failed

Insights from APA-WI President, Jason Gilman

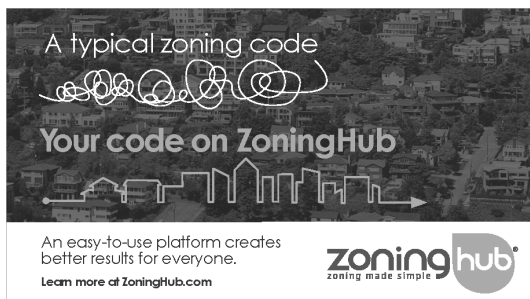
I recently attended an EDAM (Economic Development Association of Minnesota) Conference offering a session on affordable housing solutions, an important topic across the world. The solutions highlighted were predominantly subsidy programs derived from taxes, aimed to drive down unit costs to provide affordability for Low to Moderate Income (LMI) individuals. We are witnessing supply side economics failing in the environment of stagnant wages, construction inflation, the costs of sprawl, regulatory inflexibility and many other factors.



Jason Gilman
APA-WI Board President

Housing affordability is not just about rent and mortgage costs. It's also about the cost associated with the unit's access, energy use, maintenance and operations and, to a certain extent, the return on investment to the user. An urban infill project that is designed with zero-energy, close to transit lines with ultra-resilient materials and equity for the owner or tenant can drive the entire housing user-cost downward. (See Urban Land Institute's work on neighborhood REITs and co-op housing.)

How can we, as planners, change this situation? By influencing the future of housing access through flexible land planning, converting historic auto-centric grayfields into mixed-use, transit-oriented developments and through great public private partnerships. Be the voice for zoning reform, for flexibility in unit configurations, densities and development in energy innovation and multi-modal friendly neighborhoods.



The Survey Says...

APA-WI conducted a membership survey late last year to find out what our members are thinking about on topics ranging from current trends to successful projects to opportunities for learning. Here are a few of our findings:

- What do you think are the benefits of successful community planning?
 - By far (77%) balancing economic and social goals was the top answer.
- What are the hottest topics in planning right now?
 - Housing access (66%), climate action (48%) and environmental issues (47%)
- What planning topics would you like to learn more about?
 - Housing access (51%), aging population (35%) and climate action (35%) were the top answers.

Want to read the executive summary that provides a comprehensive overview of the questions and answers? Just go to our [website](#) to learn more.



Success Story:

**Supporting Downtown Business and
Property Owners in Waupaca**



The **City of Waupaca**, located in Northeast Wisconsin, created a program to support downtown businesses and property owners in Q1 2020. The TIF funded program provides financial incentives and technical assistance to upgrade buildings. After getting creative with how to make funds available, the program offers a \$40K cap per building to cover a combination of façade repairs and interior alterations.

Since March of 2021, 43 projects have been approved through the Downtown Incentive Program, resulting in an \$1.95M investment. While many of the projects include roof replacement, HVAC upgrades and other minor building repairs, the program has also helped catalyze larger projects. Through Wisconsin Economic Development Corporation (WEDC), they have leveraged a \$120K Community Development Investment Grant to assist a developer with a complete rehab of a mixed-use historic building, resulting in a \$280K investment.

To learn more about Waupaca's Downtown Incentive Program, please visit its [website](#).



Planning Positions Available

Looking for an exciting new career? Find Wisconsin planning jobs, from introductory level to executive on the APA-WI website. Want to venture outside of Wisconsin? Find out of state jobs as well.

Just visit, wisconsin.planning.org/career-center for a full list of planning positions currently available.

If you have a planning position available, APA-WI will gladly post open positions to our website for free. Email your position to apawi@lfpublishrelations.com.

Mead&Hunt
EXPERIENCE EXCEPTIONAL



meadhunt.com | planning@meadhunt.com | 888-364-7272

Community Planning
Economic Development
Historic Preservation
Park & Urban Design
Public Engagement
NEPA Compliance
Tax Increment Financing
Wayfinding
Zoning & Land Use

teska
BUILDING COMMUNITY, CREATING PLACE
PLANNING . LANDSCAPE ARCHITECTURE . SITE DESIGN
ECONOMIC DEVELOPMENT . CREATIVE ENGAGEMENT
WWW.TESKAASSOCIATES.COM

Become an APA-WI Sponsor!

Showcase all that your business has to offer to hundreds of Wisconsin planners. By becoming a sponsor, your business will have an ad in our monthly newsletters plus the APA-WI website. To learn more about becoming a sponsor please email apawi@lfppublicrelations.com.



HNTB
PLANNING THE STATE'S
INFRASTRUCTURE.
KEEPING YOU MOVING.

MILWAUKEE
414.359.2300

MADISON
608.259.0045

www.hntb.com



Architecture
Engineering
Environmental
Planning

ISGInc.com


Follow APA-WI on all your favorite social channels!



Join the APA-WI Conversation in our LinkedIn Group!

[Join here](#)

Copyright © 2022 APA Wisconsin, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

