

2019 Upper Midwest APA Conference

Hosted by APA-Wisconsin

Innovation: Planning on the Edge

Workshop, Session & Tour Descriptions

Wednesday – October 2

Workshops

2:00 – 4:00 pm

Concurrent workshops

(pre-registration required)

Planning Law Innovation: A Three State Comparison

This “Deep Dive” workshop will commemorate the anniversaries of planning innovations in the Upper Midwest. 2019 marks the 20th anniversary of Wisconsin’s comprehensive planning law (a.k.a. the “Smart Growth law”). Iowa is approaching the 10th anniversary of Iowa “Smart Planning” law (adopted in early 2010). Minnesota is approaching the 25th anniversary of the 1995 Amendments to the Metropolitan Land Planning Act. This “Deep Dive” workshop will commemorate the anniversaries of these planning innovations. We'll explore how these laws impacted comprehensive planning in each state, recent local planning innovations resulting from these laws, the meaning of zoning/planning consistency, and more. The workshop will then dive even deeper and focus on current planning practice influenced by conditional use law in each state. Wisconsin’s new conditional use permit law is based on planning practice in Minnesota. What can planners learn from innovative practices and experiences in the 3 states? Come with your questions and share your knowledge! 1.5 CM

Brian Ohm, AICP – Professor UW-Madison and attorney

Gary Taylor, AICP – Professor Iowa State University and attorney

Barbara Thompson, AICP – Planning Manager for City of Plymouth, MN

James Thompson – Shareholder, Kennedy & Graven law firm, Minneapolis, MN

Climate & Energy Planning Workshop

The trend of billion-dollar natural disaster events in the U.S. is only growing. There were 14 events in 2018 and the Upper Midwest is not immune. These threats are exacerbated by climate change and planners need to be better prepared to help their communities. APA National states climate change will almost certainly prove to be one of the most important planning challenges of the 21st century. A survey of the tri-state communities reveal though that there is a lack of understanding on the need to plan and how to do it.

This workshop will provide education, resources, tools, new skills, and strategies to equip planners with what they need to get started. Experts in the field will help attendees gain knowledge on climate change science and local impacts, along with what data sets are needed to track greenhouse gas emissions, set goals, and understand related energy use characteristics. Unique partnerships with energy utilities will be described and how their power generation goals and renewable energy offerings can often align to help communities.

Specific plans, civic engagement processes, equity considerations, and mitigation strategies will be highlighted from large cities, small cities, counties, and regions. What communities have control over and what they do not will be outlined. Investor-owned utility Xcel Energy will share how they have set their own carbon-free goal by 2050 and created an award winning offering called “Partners in Energy” to help communities develop energy plans in Minnesota, Wisconsin, and Colorado. In world café style, attendees will discuss together the need to plan, opportunities, and barriers for action. These conversations will help attendees assess their readiness to mitigate and adapt to a changing climate. Planners will leave with the ability to better lead and respond to the challenges that face their own community.

Abby Finis – Senior Energy planner, Great Lakes Institute (Minneapolis, MN)

Ned Noel, AICP – Associate Planner, City of Eau Claire, WI

Marisa Bayer – Community Energy Program Manager, Center for Energy & Environment (MN)

Tami Gunderzik – Senior Product Manager, Xcel Energy

Navigating Your Competitive Future: Housing as an Economic Driver

This training session, hosted by the Urban Land Institute Minnesota (ULI MN), will explore what it takes to develop a market rate and affordable housing development from a real estate perspective. What are the key market drivers impacting housing development? What are the expectations of a developer from a City and how do they review project feasibility? What do lenders require from a developer to ensure that a project will live up to its performance standards?

ULI MN will convene a panel of for-profit and non-profit housing developers to provide a summary of the key levers they consider when looking to invest in a project. This will include an introduction on financial feasibility such as the calculation of net operating income, internal rate of return and development and operating costs. In addition, review of how the public sector can contribute to the financial success of a project by participating as a partner either financially or through land use concessions.

Cathy Bennett – Senior Advisory Services, Urban Land Institute Minnesota

Tammy Odahl – Senior Vice President, Northland Securities

Diana Dyste – Project Manager, Common Bond Communities

5:00 – 7:00 *Informal Gathering & Planner’s Round Table*
The Dive Bar at the Lismore

Thursday – October 3

Continental Breakfast

7:30 – 8:30 am

Plenary Session

8:30 – 9:45 am

Supporting Members as Leaders of their Communities

National APA President Kurt Christensen, FAICP, will highlight how APA supports its members as leaders of their communities. By exploring opportunities through networking, knowledge, and advocacy, planners serve as unique leaders in creating stronger, safer and more just communities for all.

Concurrent Sessions

10:30 – 11:30 am

EQUITABLE & HEALTHY COMMUNITIES –

“Wintermission” Eau Claire: Improving Health & Social Isolation in Winter

In November 2018, a multi-disciplinary team from Eau Claire was one of 62 U.S. cities to apply for technical assistance through a new North American program called Wintermission, looking “to combat social isolation and increase levels of physical activity in winter for all residents, no matter their age, ability, socio-economic, or ethno-cultural backgrounds” (wintermission.org) Three cities of varying sizes were chosen: Buffalo, NY (large); Leadville, CO (small); and Eau Claire, WI (medium).

As described by the Eau Claire Wintermission Team: “Winter time can make social outlets disappear, disproportionately impacting community members that already face pre-existing barriers to civic engagement and active lifestyles. Eliminating barriers to access, providing community resources and social opportunities in all seasons is a shared priority for the Eau Claire Wintermission Team.” Eau Claire launched the public engagement phase in early March and is constructing its “winter city strategy” this summer, with pilot projects launching around the same time as this conference.

This diverse panel looks to share their unique perspectives and experiences from the Wintermission project and share translatable policies and strategies that other Upper Midwest communities can utilize in their efforts to become more “winter positive” and to view their social determinants of health with a winter-specific lens.

Scott Allen, AICP – Community Development Director, City of Eau Claire, WI

Emily Berge – Councilor, City of Eau Claire, WI

Jacob Wrasse – Government & Community Relations Specialist, UW-Eau Claire

SMALL TOWN & RURAL ISSUES –

Linking Community and Economic Development Through Homesteading

How do people choose a community and why do they stay? Many studies, including the Soul of the Community study by the Knight Foundation have shown that people who are bonded to their communities are much more inclined to stay. Communities and planning organizations nationwide work to enhance quality of life features to improve community attractiveness. Since the attraction and retention of workers is a top economic development challenge, employers must also be proactive in rooting employees in their local communities. Research has demonstrated that owner-occupied housing is has a stabilizing effect on neighborhoods and homeowners who are bonded to their neighborhood are more likely to stay in their community reducing recruitment costs for employers.

There are many examples nationally and regionally where communities and employers acknowledge the importance of working together to retain employees, develop plans specifically for quality of life factors to attract talent, and provide incentives for homeownership as a local tool to attract and retain talent. These efforts take various forms (grants for recent graduates, loan forgiveness incentives, land banks that sell land cheaply, etc). The City of Wausau, WI partnered with local employers to create Live It Up Wausau, a down payment assistance program for local employees to buy and renovate homes in the City. To date the program has provided over 65 loans totaling nearly \$700,000 in down payment assistance loans to employees and was the model for another similar homesteading program in Menomonee.

Christian Schock, AICP – Director of Planning, Community and Economic Development, City of Wausau, WI

Georgina Tegart – Executive Director, Dunn County Community Foundation

HOUSING FOR ALL –

Planning to House Adults Aging in Place

As calls to make our communities more age-friendly ramp up, many local governments continue to be challenged with issues surrounding the needs of a rapidly aging local population. Planners, architects and designers understand that it is not enough to plan for a built environment that includes decent sidewalks, trails, parks and gathering spaces along with enhanced transportation and housing options. These plans, and their accompanying goals, aspirations and recommendations, must also be translated into actual implementation mechanisms.

We focus specifically on local housing as it relates to aging in place and evaluate the preparedness of a sample of Midwestern communities to meet the housing needs of an aging population. We evaluate 30 local municipal plans and zoning ordinances to determine how well plans and their implementation tools support a variety of senior housing needs and desires. We chose the sample of 30 communities from states in the Upper Midwest, as these states are expected to experience continued growth in their aging populations, especially as

young adults choose to locate elsewhere. We chose the specific communities based on a population threshold (above 10,000) and percent of older adults (above 20 percent).

Our study communities represent a socio-demographically diverse geography that is often overlooked in favor of larger, denser metropolitan areas. In addition, we also highlight the extent to which local zoning ordinances reflect plan goals and aspirations surrounding housing for an aging population. The results of this analysis will enable greater understanding of local housing policies that are linked to successful aging in place in mid-size Midwestern communities. Research findings will also inform recommendations for participating communities which will help them modify their policy and regulatory environments and increase their support for those who want to age in place.

Anna Haines – Professor at College of Natural Resources, UW-Steven’s Point

Mary Edwards – Professor, UW-Steven’s Point

Lynne Dearborn – Professor, UW-Steven’s Point

TRANSPORTATION –

Let’s Try It Out! MnDOT’s Guide to Active Transportation Demonstration Projects

Over the past year, Alta Planning + Design has been working closely with MnDOT to create a guide for implementing low-cost, temporary demonstration projects in communities across Minnesota. The Guide gives local communities and agencies best practices in national and state roadway safety planning and design to promote and advance Safe Routes to School and active transportation initiatives.

Demonstration projects use low cost and accessible materials like paint, traffic tape and flexible bollards or traffic cones to test more permanent and costly improvements like curb extensions, protected bike lanes, and median refuge islands. The Guide will be a resource for local communities to build a strong local team with technical and political support, select a demonstration project site, and design, install, and evaluate the project.

This presentation will highlight the process that went into developing the Guide – including working with state and local engineers, planners, and public health professionals. The presentation will also describe the process of a successful demonstration project by highlighting two “pilot” demonstration installations in Kasson, MN and New Hope, MN.

With MnDOTs support of this guide, state transportation agencies have started to formally recognize demonstration projects as a real and innovative option in the planning and engineering process to produce consensus and build community support for active transportation improvements. This presentation will highlight a process and a resource that are the first of their kind. It will be a perfect addition to the theme of Innovation and Experimenting – these are essential qualities of the demonstration project process.

Colin Harris, PE, LEED AP – Senior Engineering Associate, Alta Planning + Design

Dave Cowan – Safe Routes to School Coordinator, Minnesota Department of Transportation

Thursday – October 3
Lunch & Plenary
11:45 am – 1:00 pm

Understanding Messy Cities: How we can Plan and Develop Valuable, Authentic and Equitable Places

Kevin Klinkenberg, Urbanist and Messy City Blog, will challenge us to prepare differently for the next generation, and to embrace a messy, less predictable approach to cities, towns and economic development. He will also share key lessons on what the rest of the country can learn from Savannah, Georgia.

Thursday – October 3
Concurrent Sessions
1:15 – 2:15 pm

EQUITABLE & HEALTHY COMMUNITIES - How Much is Enough? Limiting and Protecting Local Resources in Publicly Financed Development Projects

Public financial participation in a private development project can be a challenging endeavor. Determining the appropriate level of public assistance, negotiating with developers, and articulating the costs and benefits to the City Council and other community members are just a few of the issues local practitioners must navigate. This session will explore some of the best practices involved with fielding requests for public assistance that can help set your community on a path toward successful and fiscally responsible development outcomes.

Jason Aarsvold – Senior Municipal Advisor, Ehlers
Brian Reilly – Senior Municipal Advisor, Ehlers

SMALL TOWN & RURAL ISSUES - Downtown Oconomowoc – Implementing Changes & Getting Results!

From a failing Main Street to a booming Downtown, how did this happen. Years ago, the City created a Vision for the Downtown and after being very diligent, that Plan has been fully implemented. The City would like to tell our story and showcase some specific highlights that lead to this success. Through the efforts of the adopted site and architectural Downtown Design requirements, the City has been able to provide a blueprint to prospective developers for expectations for their redevelopment projects.

Presenters will show why this Zoning Ordinance amendment was needed, walk through the approval process and show the results. With the resulting resurgence of investment and rooftops within the Downtown, there has been a variety of public / private partnerships taking

place to improve the area. This includes a community reinvestment loan program, placemaking by creating gathering areas and bringing lively events to the Downtown. The City has now become a destination for many people to either reside or visit. The City is now truly the Heart of Lake Country. So where do we go from here? With growth comes the growing pains such as a perceived lack of parking, increase in traffic, and lack of volunteers to assist with the special events. City Staff wants to share how the renaissance of the Downtown went from a Vision to reality.

Jason Gallo, AICP – City Planner / Zoning Administrator, City of Oconomowoc, WI

Robert Duffy – Director of Economic Development and Tourism, City of Oconomowoc, WI

HOUSING FOR ALL – *House Hacking: What it is, and why it’s the next big thing in real estate*

Kevin Klinkenberg will describe the pros and cons of house hacking, his three personal experiences with it, and why it’s likely to be a big deal in real estate for years to come.

Kevin Klinkenberg – Principal, K2 Urban Design

TOUR (1:15-3:30 pm) - *Walking tour of Downtown Eau Claire* (pre-registration required)

Specific project background will be provided on each destination along the route. The route will take about 1.5-2.0 hours and be about 1.0 miles. It will feature already built projects like remodeled City Hall, Library expansion, RR Lot redevelopment, Volume One Store, Oxbow Hotel, Lakely Restaurant, Block 7 redevelopment and “container park”, JAMF office building, Phoenix Park and Farmers Market Pavilion, the new Pablo Center Performing Arts/Visit Eau Claire, Haymarket Landing and Plaza before returning to the Lismore Hotel.

Led by City of Eau Claire planning staff

Thursday – October 3

Concurrent Sessions

2:30 – 3:30 pm

EQUITABLE & HEALTHY COMMUNITIES - *Mifflandia: A Social Practice Art Experience*

This is an experiment! We started a planning process with a promise that participants would be entering an environment that aimed to use Social Practice Art methods to engage residents, property owners, underrepresented groups and other stakeholders in a dialogue about the future of a near downtown neighborhood. The Mifflin Street Neighborhood is famous for its role in the 1960’s counter-culture and antiwar movement, but more recently its infamous Block Party.

What is Social Practice Art? Social practice artists aim to affect their community and environment in a real (rather than symbolic) way to help guide social change. Social Practice Art is collaborative, often participatory and involves people as the medium or material of the work. Our public meetings were advertised as gallery events, and each had a unique experience to infuse art into planning.

Did it work? Learn more about how our experiment impacted overall participation, explored contradictions and tension of input gained through social practice art vs through traditional methods, lessons learned, and how planning can use this process to more equitably engage residents in the future of their communities.

Rebecca Cnare, PLA – Urban Design Planner, City of Madison, WI

Karin Wolf – Arts Program Administrator, City of Madison, WI

Borealis – Outreach Director, Arts + Literature Laboratory

HOUSING FOR ALL - *Wauwatosa in Transition: A Case Study in Community Process and Change*

Wauwatosa, a first-tier suburb of Milwaukee, presents an intriguing mix of city and suburban issues that relate to diverse priorities, lifestyles, and even generations. This session will explore the recent story, progress, and sometimes conflicts and challenges presented by the various forces at work from the perspective of neighborhood and community leaders and a planner/urban designer from outside the city who has worked on three significant planning projects that have attempted to address and resolve some of these forces.

Wauwatosa, traditionally referred to as the “City of Homes,” has historically protected its single-family suburban character. But the city’s close-in location to central Milwaukee, its parks and environmental amenities, presence of the Milwaukee County Regional Health Center, and the County Grounds with its extensive public land holdings have made it a highly desirable site for new development and attraction of younger and more diverse households. This has led to a vigorous and continuing public debate on the future character of the community.

This presentation will consider this case study from the perspective of three planning and development initiatives; the North Avenue East Tosa Plan, addressing the process of planning and revitalizing a mile-long urban corridor that bridges the transition between inner city and suburb; the MidTown Tosa North Avenue Plan, that addresses the next section of this corridor through a neighborhood rapidly cycling into a neighborhood dominated by young urban families; and the Village of Wauwatosa Master Plan, guiding how new forms of development, including high-density residential and mixed uses, were incorporated into a traditional town center. The session will also examine controversial planning process for the County Grounds area. Wauwatosa’s stance at the edge of demographic, generational, and urban development change will help create a case study uniquely consistent with the theme of “planning at the edge.”

Martin Shukert, FAICP – Principal, RDG Planning & Design

Mayor Kathy Ehley – Mayor, City of Wauwatosa, WI

Jeff Roznowski – Co-founder of MidTown Tosa Business Group & Former Alderman, City of Wauwatosa, WI

TRANSPORTATION - *The Rise of Bus Rapid Transit in Wisconsin*

Bus Rapid Transit (BRT) is rapidly coming to the State of Wisconsin. Over the past several years, the City of Madison, WI and Milwaukee County, WI have each made major steps in implementing their first BRT line in a planned network of a BRT system throughout each of their regions.

Madison will be completing the East-West BRT Planning Study in September 2019 and will be quickly moving into the Small Starts project development program. Madison's planned first BRT line will travel nearly 20 miles from approximately East Towne Mall on the east side of Madison, to West Towne Mall on the west side of Madison, running through the Isthmus and the University of Wisconsin (UW) campus. Additionally, a transit maintenance facility will be built as part of the planned redevelopment of the closed Oscar Mayer site on the east side of Madison. The next phase of the Madison East-West BRT project will be to complete NEPA, Preliminary Engineering, and move the project further into the Federal Transit Administrations (FTA) Small Starts grant program.

Milwaukee County completed the East-West BRT Study in September 2016 and later that month the project was accepted into the FTA's Small Starts program. Milwaukee County's first BRT line will travel almost 10 miles from downtown Milwaukee along Wisconsin Avenue and into the City of Wauwatosa, WI traveling mostly along Bluemound Road and ending at the Milwaukee Regional Medical Center and a regional park-and-ride lot. For the last three years, Milwaukee County has completed NEPA (an EA with FONSI signed in November 2018), progressed the engineering to a 90% level, and will soon be receiving a Small Starts capital grant. Construction will begin in the Spring of 2020 and BRT service will begin in the Fall of 2021.

Dan Meyers, AICP – Senior Transit Planner, AECOM

Julia Suprock, AICP – Deputy Project Manager, AECOM

Thursday – October 3

Concurrent Sessions

3:45 – 4:45 pm

EQUITABLE & HEALTHY COMMUNITIES - *Funding and Public Engagement Tools for Every Planner*

Communities have access to many creative funding options and highly effective free online public engagement tools. This presentation will focus on innovative ways to fund your project and engage the public.

The funding portion of the presentation will discuss where to find money for projects and how to get it. Communities are always looking for more money to help fund their civic projects. They see neighboring municipalities building a new park or reconstructing a downtown road – and they want the same for their community! Starting with a strong purpose and need will allow the community to target agencies that want to “buy” their solutions. The presenters will walk through an exciting example in Chippewa Falls that successfully leveraged multiple funding sources to achieve their vision and downtown redevelopment. The session will provide a clear blueprint for obtaining funding and attendees will receive a funding calendar handout for the upcoming year.

The public engagement portion of the presentation will demonstrate several free online tools used successfully at workshops and charrettes. Attendees will be encouraged to create and participate in a hands-on Mentimeter demonstration – learning the value of real-time anonymity in a public setting. They will gain the understanding of how to use this powerful free tool.

A case study in Sturgeon Bay will set the stage for a decade-long history of planning for their West Waterfront. Diverse viewpoints and perceptions, lawsuits regarding the Ordinary High Water Mark, and no agreement to move forward left Sturgeon Bay’s West Waterfront with no consensus plan. In early 2019, SEH designed and led a two-day public workshop/charrette that helped move the City in the right direction. With the help of these online tools and an inclusionary planning process, the team was able to provide an effective way to gather different viewpoints and ideas.

Nate Day, AICP – Senior Planner, SEH

Brad Hentschel, AICP – Planner, City of Chippewa Falls, WI

SMALL TOWN & RURAL ISSUES - People, Trees, and Power: Tools and Strategies for Advancing Community Resilience

Weather and climate shape our economy. Temperature impacts everything from the amount of energy consumed to the ability for some occupations to work safely outside. Temperature and precipitation levels not only determine how much water we have to drink, (take out comma here) but also the performance of entire economic sectors, from agriculture to recreation and tourism. Extreme weather events, such as tornadoes, hail storms, droughts, and inland flooding can be particularly damaging. In the last ten years alone, extreme weather events have cost Wisconsin and the Midwest \$96 billion in damage and resulted in 440 deaths. (NOAA National Centers for Environmental Information).

Events such as flooding along the Kickapoo River, record-setting tornado streaks throughout the US, and Midwestern air quality affected by wild fires in the West, mean that resilience related disasters are now literally a weekly occurrence and strengthening community resilience is now an expectation of city planners, elected leaders, and planning consultants. The good news is that proactively engaging in resilience planning brings economic, social, and quality of life benefits to our communities.

This session will provide a broad review of resilience challenges and opportunities including, identifying the impacts these changes will have on Midwest communities, practical things planners can do to advance resilience their communities, and a survey of the following case studies:

- Identifying Vulnerable Populations and Adaptation Strategies: City of Albert Lea, MN
- Tree Canopy Study and strategies for increased pollution absorption, stormwater uptake, energy efficiency, and social equity: City of Burnsville, MN
- Renewable Energy Potentials and Resilient Energy Strategies: Village of LaFarge, WI

Ted Redmond, AICP – Co-Founder, PaleBLUEdot LLC

COMMUNITY ENGAGEMENT - *Planning on the Edge* – *University/Community Collaborations that Work*

In 2007, Eau Claire undertook Clear Vision Eau Claire, a community visioning process focused on preserving quality of life, transforming the local economy and empowering individuals. Concurrently, UW-Eau Claire developed its first comprehensive facilities master plan. It was no coincidence that items identified as priorities in the community aligned with facility needs for the University – specifically a community arts center and a major events facility. Clear Vision Eau Claire germinated into what has been dubbed the “Mother of all Collaborations” – the Haymarket development and Pablo Center (a new arts center shared by the university and community) at the Confluence. These projects at the Confluence of the Eau Claire and Chippewa Rivers spurred more than \$120 million in new development in downtown Eau Claire. More importantly, it fostered a “can do” community attitude and understanding we are at our best when working together. This public-private partnership has extended into a major initiative of UW-Eau Claire, Mayo Clinic Health System and the business community to secure state funding for a new science and health sciences building on campus. This building will help transform science and health education as a representation of the innovative research partnership between UW-Eau Claire and Mayo Clinic.

These successes have helped focus attention on another key priority of Clear Vision, UW-Eau Claire and Invest Health (a Robert Wood Johnson Foundation national initiative): a major event/recreation and wellness facility in the community developed by UW-Eau Claire, the YMCA and Mayo Clinic Health System. These projects have fostered the use of creative and focused communication strategies, the infusion of public and private funding and bipartisan support among local and state elected officials. While Eau Claire has refined the definition of collaboration, ingredients leading to success exist in every community. This workshop provides a first-hand analysis of WHY these projects work and WHAT leaders can do to replicate public/private projects in their communities.

Kimera Way – President, UW-Eau Claire Foundation & Executive Director of Blugold Real Estate Foundation, UW-Eau Claire

Mike Rindo – Assistant Chancellor for Facilities and University Relations, UW-Eau Claire

ETHICS CASE OF THE YEAR (1.5 CM)
(3:45-5:15 pm)

Ethics Jeopardy!

An interactive ethics session – fun and informative.

Jason Valerius, AICP – President, Wisconsin Chapter - American Planning Association & Team Leader, MSA

Joshua Clements, AICP – Planning Director, City of Altoona

TOUR

(3:45-5:15 pm)

BRING YOUR OWN BIKE

Bicycling Eau Claire's Downtown Riverfront and Trails (pre-registration required)

The Eau Claire Community Development Department is proposing a leisurely bicycle ride along Eau Claire's extensive recreational trail system. The bicycle ride would be in the late afternoon on Thursday, October 3rd and would feature recent trail, park, and greenway improvements in proximity of Downtown Eau Claire. Eau Claire's trail system extends along the Chippewa River, Eau Claire River, and Half Moon Lake and includes eight pedestrian/bicycle bridge crossings of the waterways. The route will be approximately 10 miles in length and will include several stops to discuss current and up-coming projects.

Those interested will need to bring their bicycle and helmet. Secure bicycle storage will be available at the Lismore Hotel.

Patrick Ivory, AICP – Senior Planner, City of Eau Claire, WI

Thursday – October 3

Reception and Planning Awards

5:30 – 7:30 pm

Pablo Center at the Confluence

Friday – October 4

Continental Breakfast

7:30 – 8:30 am

WI Chapter Annual Meeting

7:45 – 8:15 am

Plenary Session: Three State Planner's Table

8:30 – 9:45 am

Forwarding Equity

Planners can play a critical role in establishing more equitable participation, representation, and outcomes. This interactive session will explore the concept of equity in a planning context and discuss how planners can help put equity into practice.

Facilitator: Mike Slavney, FAICP – Principal Planner, Vandewalle & Associates

Friday – October 4

Concurrent Sessions

10:00 – 11:00 am

EQUITABLE & HEALTHY COMMUNITIES

How to be a Wizard of OZ: Making the most of your Opportunity Zone

The tornado known as the federal Tax Cut and Jobs Act of 2017 created the Opportunity Zone program as a yellow brick road to attracting investment in low income areas. Each state governor got to designate 20% of their low-income tracts as Opportunity Zones, and the program provides direct federal tax advantages to investors with capital gains. So, what is the role of the local community Dorothy's in all of this, particularly those that are not in Kansas anymore and outside of major metropolitan areas?

This will be an entertaining and interactive session to answer this question starting with the use of keypad polling to assess the munchkins' (participants') knowledge of the program. It will then include an overview of the OZ program and one regional and two local examples of how communities are combatting the flying monkeys of the program's complexity to attract good witches to their Emerald cities. This will include a discussion of the crystal ball of national models and resources available to assist cities in attracting investment and development. Following the brief presentations will be a moderated panel discussion in full color with the questions submitted by the munchkins on how they can become Wizards of their OZ's.

Scott Harrington, AICP – Principal Planner and Project Manager, Vandewalle & Associates
Gordon Crow, IOM – Executive Director, Centergy, Inc.

COMMUNITY ENGAGEMENT

Community Engagement Process Changes Frustration to Fantastic Results

As with many Comp Plans, the process can be a very painful and disappointing experience for city staff, contracted planning firms, and for community volunteers. The City of New Richmond experienced the same frustrations many cities experience when using passive community engagement methods. After two committee meetings it became clear the process was not engaging the committee members. The City decided to abort the entire engagement process and began searching for a better engagement alternative. This is the story of how a change in direction led to robust community engagement resulting in a great plan.

Todd Streeter – Principal, Community Collaboration

Brad Scheib, AICP – Vice President, Hoisington Kogler Group Inc.

Noah Wiedenfeld – Planning Director, City of New Richmond, WI

TRANSPORTATION

Greening the Edge

This presentation will discuss opportunities, challenges, and specific strategies that several Wisconsin cities are using to integrate green infrastructure into our most common urban and suburban landscapes features. The City of Milwaukee, and a regional collaborative, have developed new zoning standards and practices for creating green parking lots, greening the street edge, and incorporating stormwater treatment into buffer areas in urban environments.

Juli Beth Hinds will present the work of Milwaukee MSD and the Southeastern WI Watersheds Trust on best practices for revising zoning codes to incorporate stormwater treatment into urban street edge landscaping and sustainable parking lot design. Common issues with municipal codes, such as prescriptive standards and plant lists, will be addressed with ways to improve them to enhance sustainable design.

Kyle Gast from the City of Milwaukee will discuss the process the City went through to update the parking lot landscaping requirements in the City of Milwaukee's zoning code. Adopted in March 2019, the new code section features simplified regulations and incentives for green infrastructure. The code also addresses existing non-conforming parking lots by requiring property owners to retrofit their properties over time. As part of this effort, the City created an illustrated guide book to help property owners navigate the new code, and introduced a new grant program to assist with greening parking lots.

Luke Haas from RA Smith, consultant for the City on the landscape code project, will discuss his experience working with local government to update landscape standards to incorporate effective stormwater treatment and ecological design, and present case studies of how to green small commercial sites.

Kyle Gast – Senior Planner, City of Milwaukee, WI
Luke Hass, ALA – Landscape Architect, RA Smith
Juli Beth Hinds, AICP – Principal, Birchline Planning LLC

TOUR (10:00 am-12:00 pm) - *Walking tour of Banbury Place (pre-registration required)*

This session will allow attendees to learn about the history behind Banbury Place, which is a two million square feet, multi-use facility adjacent to downtown Eau Claire. The facility was originally constructed as a tire factory, produced its first tire in 1917, and operated as a tire factory until WWII, when the U.S. government purchased the plant and turned it into an ammunition factory. After WWII, the facility then returned to making tires. At its peak, the facility was the third largest tire producing factory in the U.S. and employed 4,400 workers and produced over 20,000 tires daily.

In 1992, the tire factory was closed. One month later, the City sold the property to Jack Kaiser and Bill Cigan, two local developers. Over the next several years, through zoning and the Planned Development Ordinance, the factory became a mixed-use facility. Now Banbury Place is home to dozens of commercial, office, residential apartments, and industrial businesses. In addition, Banbury Place plays a role in the local art culture, is home to several local food producers, and has played a significant role as a business incubator for businesses to develop and grow.

The session will be two-hours long. The tour will start and end with a 10-minute walk to and from the hotel, partially along the beautiful Eau Claire River. The estimated 20 minutes of travel time is included in the two-hour long session. The on-site portion of the session will start with a brief overview of the facility and commence with a walking tour around Banbury Place. The tour will include the artist building, Harvester apartments, office space, learning about plans for low-income housing, and more.

Jack Kaiser – Owner, Banbury Place

Friday – October 4
Concurrent Sessions
11:15 am – 12:15 pm

EQUITABLE & HEALTHY COMMUNITIES - *Advancing School-Community Planning*

This skill-building presentation is aimed towards municipal, county, regional, and consulting planners desiring to enhance relationships and outcomes with school districts. The priorities and actions of school districts are driven by multiple forces, including evolving educational demands, buildings that must evolve to meet these demands, either growing or declining enrollment and the multiple impacts this has (including fiscal), and growing appreciation and

prioritization towards equity. School districts are often marginally aware of how community planning and development influences these drivers, or if they are aware are often reluctant to engage on community development matters or do not know how. As just one example, districts are often grappling with significantly different socioeconomic profiles in their different schools, resulting in large part from community planning decisions that on their face seem inherently logical to municipal planners (e.g., locating low and moderate income housing close to existing services).

This session will focus on the various techniques that planners can use to improve outcomes for both the municipality/county and school district in a range of scenarios, using various case studies from throughout the state. It will include a Q&A component to enable dialogue and focus on participant needs.

Mark Roffers, AICP – Co-owner, MDRoffers Consulting

TECHNOLOGY - *Tech Savvy Sign Regulations*

This interactive and informative session will provide the best practices on regulating electronic message centers. Attendees will also learn about how smart cities and smart signs are intersecting and how to deal with this new technology. In addition, the City of Waukesha will discuss their process to update the sign code, the adopted EMC regulations and lessons learned.

James Carpentier, AICP – Director State & Local government Affairs, International Sign Association

Deacon Wardlow – In-house Advisor/Consultant, Vantage LED

Charlie Griffith – Associate Planner, City of Waukesha, WI

HOUSING FOR ALL - *Affordable Housing: National Problem, Regional Solutions*

The Chippewa Valley Housing Task Force was assembled in spring 2018 to collect information and insight to better understand the regional housing market and to investigate potential solutions to housing supply and affordability challenges. Since then, the Task Force— comprised of nearly 80 stakeholders—has met five times to increase collective understanding of housing market conditions in the Chippewa Valley, identify factors that are constraining housing affordability and contribute to elevating cost of living, investigate potential solutions, generate recommendations, and to increase alignment around and collaboration in implementation. The group held multiple round-table discussions to: investigate impediments and constraints to generating affordable and workforce housing; effectively collaborate and partner to improve housing supply; and to determine desired outcomes and indicators of progress and success.

The Task Force assembled four “sector groups” to further define the issues and craft solutions: lived experience & support agencies; builders & developers; zoning & policy; and finance. The Task Force then drafted a Summary of Recommendations centered around five key areas: development regulations; city policies; public funding; public private partnerships;

and civic sector. From there, engaged municipalities have drafted and adopted individual two-year work plans to carry forward the recommendations. This session will share lessons learned, difficulties experienced, and what's next.

Scott Allen, AICP – Community Development Director, City of Eau Claire, WI

Joshua Clements, AICP – Planning Director, City of Altoona, WI & President-Elect, Wisconsin Chapter - American Planning Association

Friday – October 4

Lunch & Plenary

12:15 – 1:45 pm

The Red Cedar: Land, Water & People Coming Together!

Information concerning the health and economic impact of the impaired waters in the Red Cedar Watershed. A project of this size depends on the skills of multiple disciplines, agencies, volunteers and the hard work of a dedicated team. The three speakers we will be able to take the audience through the process from initial funding and development, the current process and the impact it has had on 10 Counties, 1.2 million acres and a population of over 95,000.

Dick Lamers – Past President, Tainter Menomim Lake Improvement Association Inc. (TMLIA)

Dr. Rod Olson, MD – Co-Chair, Red Cedar River Conference

Elizabeth Osborne – President, Tainter Menomim Lake Improvement Association Inc. (TMLIA)

Friday – October 4

Concurrent Sessions

2:00 – 3:00 pm

EQUITABLE & HEALTHY COMMUNITIES - *Net Zero Energy: Pipedream to Reality*

A Net Zero Energy (NZE) building, district, or community produces as much energy as it consumes over the course of a year. Getting to net zero usually comes from a combination of energy efficiency, local clean energy production, and purchasing of renewable energy. Net Zero strategies can provide a built environment that is healthy, energy efficient, resilient to energy and climate impacts, and has low ongoing costs. At a community level, a focus on advancing Net Zero can support community revitalization and economic development.

City planners, community leaders, planning consultants, and developers have an unprecedented opportunity to drive economic vitality, social equity, community resilience, and progress toward local energy goals by advancing net zero strategies and development in their community. This session will provide a broad survey of Net Zero design including:

- What is Net Zero?

- A survey of Net Zero policies nationally.
- A review of the current and potential Net Zero market.
- Impacts urban design decisions can have on net zero energy buildings.
- Practical things planners can do to encourage Net Zero to benefit their communities.
- Case Study – City of Eau Claire, WI.

Ted Redmond, AICP – Co-Founder, PaleBLUEdot LLC

Ned Noel, AICP – Associate Planner, City of Eau Claire, WI

TECHNOLOGY – *Rebranding Community Outreach*

In our changing world, the public has started to take a stronger interest in urban planning concepts. Quality of life, sustainability, affordable housing, and areas of Planners’ focus are more important than ever to broader society. As such, the bar for public notification and participation in Planning projects is rising. The days of mass mailings being a sufficient form of public outreach have passed. What new, unique, and cost-effective ways can Planners share information with the public? Once Planners have engaged their audience, how can they obtain useful and authentic feedback from them?

To help find answers to such questions, the City of Green Bay’s, WI Department of Community & Economic Development created an Outreach Team tasked with bringing the City’s public participation efforts to the next level. Since being established in 2018, the Outreach Team has implemented several innovative ideas to better engage with residents and community partners to influence stronger forms of civic interaction. With a human-scaled approach to outreach, Green Bay staff will share what they have learned from different approaches, as well as share information about new programs like Pop-Up City Hall and the Better Block Project.

Stephanie Hummel, AICP – Planner II, City of Green Bay, WI

Matt Buchanan, AICP – Economic Development Specialist, City of Green Bay, WI

LEGISLATIVE & LAW UPDATE 2:00-3:30 pm (1.5 CM)

This interactive session will feature the board members leading legislative advocacy efforts at the state level in Iowa, Minnesota, and Wisconsin. Each chapter’s legislative priorities, strategies, tools, and successes (or failures) will be highlighted and discussed. The presenters will discuss common themes and trends in state-level laws that influence housing, transportation, land use, and the environment. The session may include a moderated discussion featuring questions and dilemmas faced by attendees in an era of hyper-partisanship and polarization.

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

Steven Van Steenhuyse, AICP - Planning & Building Services Director, Mason City, IA

Thomas Jensen -

