

2018 APA-Wisconsin Annual Conference

Growing Inclusive Communities

Session Descriptions

Monday, October 8th - Opening plenary 8:45 AM

The Art of Inclusive Communities: What Does It Take?

Today's public discourse is filled with topics related to race, equity, diversity, and inclusion. How can each of us as individuals, and planning as a field, participate in the advancement of opportunity for everyone? We all have a role to play, and today's context provides no shortage of possibilities as well as challenges. Who belongs? Who participates? Who benefits? What are the unintended consequences? There are all questions we should be considering in our work to support diverse, healthy, and vibrant communities where everyone can thrive.

To truly advance racial equity, our organizations and communities must integrate equity as a value that is put into action. Leadership and staff must normalize racial equity as a key value and have clear understanding and shared definitions, operationalize equity via policies and tools, and by transforming the underlying culture of our organizations, and finally, organize, both internally and in partnership with other institutions and the community.

Annette Miller, CEO & founder – EQT BY DESIGN

Monday 10:30 – 11:30 AM CONCURRENT SESSIONS

TRANSPORTATION - Building an Equitable Transportation Future

Our transportation system is not working equally for everyone. Discriminatory transportation decision-making policies often led to communities of color being razed to make way for new inner-city highways. People of color and those of low income disproportionately depend on public transportation—expanding highways while systematically cutting transit has cut off access to jobs and opportunity and made it harder to access destinations walking or biking. Poorer areas --more likely to be populated by people of color often lack safe pedestrian infrastructure, with fewer sidewalks, crosswalks and traffic controls. People with disabilities are unable to realize their potential due to a lack of transportation. This presentation will explore ways to mitigate discrimination in transportation decision-making and detail strategies to ensure that future transportation systems are inclusive and work for everyone in the community.

Ashwat Narayanan, Director of Transportation Policy - 1000 Friends of Wisconsin.

Denise Jess, Executive Director - Wisconsin Council for the Blind & Visually Impaired.

COMMUNITY ENGAGEMENT - Equitable Comprehensive Plan Engagement

The City of Madison has an initiative to establish racial equity and social justice as a core principle in all decisions, policies, and functions. To implement that goal, the City has created a "Racial Equity and Social Justice Initiative (RESJI) Tool" to facilitate conscious consideration of equity and examine how communities of color and low income populations will be affected by a proposed City action or decision. The first part of this session will discuss what the tool is, how it has facilitated a different look at the impacts of City projects and plans, and how it has led to outcomes that may not have been achieved without acknowledgement of persistent racial and social inequities.

The second part of the session will look at how the RESJI Tool was used to plan for public engagement for the City's Comprehensive Plan update. Use of the tool by the Planning Department led to an expanded approach to public engagement for the Comprehensive Plan that went beyond the usual public meetings and hearings to directly work with community organizations to facilitate conversations with their stakeholders and members as part of a Comprehensive Plan "Resident Panel" outreach initiative. The presentation will cover how engagement with Resident Panels and other public discussions influenced the Comprehensive Plan document.

Brian Grady, Principal Planner - City of Madison.

Kirstie Laatsch, Planner in the Comprehensive Planning and Regional Cooperation - City of Madison

Tariq Saqqaf, Neighborhood Resource Coordinator - City of Madison.

HOT TOPIC - Thinking Outside (and Inside) the (Big) Box

The changing face and shape of retailing across the country has created a number of impacts on local municipalities, chief among them the growing proliferation of vacant, former "big box" retail stores that serve as highly visible signals of vacancy and potential blight that must be re-tenanted or repurposed for other uses. This presentation will highlight solutions that have been utilized in municipalities of differing sizes and market types to repurpose former big boxes. Presenters will discuss how the traditional tools of zoning, financing, market analysis, urban design, and community engagement can be combined to facilitate successful big box reuse projects. Additionally, the presentation will include an update on proposed state legislation that would seek to give local municipalities additional flexibility and support tax fairness in the tax assessment of larger retailers.

Audience members won't be let off the hook to just sit back and listen during this presentation, which will conclude with a structured discussion between panelists and the audience to attempt to identify additional tools that should be added to the planner's toolbox to address this issue that could be deployed at the local or state level.

Sam Leichtling, AICP, HDFP, Long Range Planning Manager - City of Milwaukee

Senator Janis Ringhand - Wisconsin State Senate

Nathaniel Piotrowski, Community Development Director – Village of Brown Deer

Mary Hoehne, Executive Director - Granville Business Improvement District

PLACEMAKING & COMMUNITY DEVELOPMENT - Ensuring a Vibrant Downtown Retail Destination

It is a challenging economic time for local downtown retail. Signs point to consumers wanting in-person retail "experiences" to go along with their online buying habits. In 2016-2017, the City of Madison Planning Department partnered with the Madison Central Business Improvement District (BID) to assess the Downtown Madison retail landscape and develop strategies that could improve and enhance that retail experience. In the year since the resulting strategic plan, "**Ensuring a Vibrant Downtown Retail Destination**," was adopted, the City and the BID have been jointly implementing many of the recommendations.

This presentation and discussion will focus on the most significant findings and recommendations in the retail assessment report, and will provide examples of subsequent implementation efforts and the strategies that the City of Madison, BID, and other partners are using to enhance the downtown retail environment and support local entrepreneurs. Examples will include how the City and BID supported a new homeless outreach program, started a new pop-up night market from scratch, hosted local forums for retailers to learn and help each other, and enhanced downtown activities programming to make downtown areas welcoming and exciting for all. Presenters will also discuss how they forged new partnerships, and share lessons learned from many of these new efforts.

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

Tiffany Kenney, Executive Director – Madison Downtown Business Improvement District
Meghan Blake-Horst, Street Vending Coordinator – City of Madison

LUINCH & PLENARY 11:45 AM – 1:15 PM

Communitywide Equity: a proactive approach to diversity and inclusion

The City of Appleton is committed to diversity and inclusion efforts within the city as an organization and throughout the community. The Mayor’s office has a full-time diversity & inclusion coordinator. This position was established in 1997.

Tim Hanna, Mayor - City of Appleton

Karen Nelson, Diversity & Inclusion Coordinator - City of Appleton

Monday 1:30 – 2:30 PM Concurrent Sessions

TRANSPORTATION - Wayfinding for Active Transportation

Many communities in Wisconsin want to make it easier for residents to walk and bike for transportation and recreation. Wayfinding projects for active transportation are relatively inexpensive, but provide many benefits to community members. This presentation will introduce planners to the basics of planning for wayfinding projects. We will then move through many examples of wayfinding projects for active transportation, soliciting input from attendees and providing our own perspective to help attendees learn how to think about their own potential wayfinding projects. We will briefly touch on how wayfinding signage can address issues of inclusion and equity as well. The presentation will conclude with examples of how to pay for and implement wayfinding projects.

Sonia Haekel, Project Planner - Toole Design Group

Kim Biederman, Regional Bicycle and Pedestrian Coordinator – East Central Wisconsin RPC

Tyler DeBruin, Safe Routes to School Program - ECWRPC

Renee Callaway, Ride Share Coordinator - Madison-area MPO

COMMUNITY ENGAGEMENT - By the Neighborhood, for the Neighborhood

Since 2013, the City of Milwaukee HOME GR/OWN initiative has partnered with the University of Wisconsin-Milwaukee School of Architecture and Urban Planning’s Community Design Solutions (“CDS”) to create thirteen award-winning pocket parks on Milwaukee’s North Side, using a resident-driven engagement and site design process to create new, green community gathering spaces “by the neighborhood, for the neighborhood” from existing vacant lots. This session will focus on the HOME GR/OWN initiative’s tactical urbanism approach that has created 31 new green spaces in less than five years in Milwaukee’s most challenged neighborhoods; the success of the partnership between CDS and the City of Milwaukee and CDS’ successful methodologies for engaging residents and community agencies in site design and function.

The methodologies that have been developed over time by HOME GR/OWN and CDS result in the creation of new public spaces in neighborhoods and commercial corridors that provide multiple economic development and quality of life benefits:

Increased property values; Crime reduction; Green job creation; New public art; Green Infrastructure Installation; Increased neighborhood social cohesion; Biodiversity; Increased urban agriculture & access to healthy foods.

This session will concentrate on the thirteen parks developed jointly by HOME GR/OWN and CDS, looking at lessons learned in the funding, design, construction, maintenance and neighborhood impact of the sites: which sites and designs were a success, why particular sites didn't succeed and the pros and cons of tactical urbanism principles in improving neighborhood quality of life through vacant lot conversions.

Tim McCollow, ECO Home GRO/OWN Initiative - City of Milwaukee's Environmental Collaboration Office
Carolyn Esswein, AICP, CNU-A, Prof of Practice - Department of Urban Planning UW-Milwaukee,
Owner - Ce Planning Studio, LLC and Director - Community Design Solutions UW-Milwaukee

HOUSING - The Fitchburg Housing Story – A Tale of Two Cities

The City of Fitchburg has a unique history. Bordering the south side of the City of Madison, this former town approved a number of multifamily developments in the 1960's and 1970's before incorporation as a city in 1983, and then most development was focused on single-family neighborhoods. Today the City is economically and racially diverse, but that diversity is sharply segregated by housing type.

This session will tell the story of the City's current effort to understand the gaps in its housing market and to identify the appropriate principles, policies, and tools to fill those gaps. The gaps include affordable units (ownership and rental), quality rental units, senior housing and more. We will review the tools available to help make projects happen, including the varieties of Low Income Housing Tax Credits (LIHTC), and strategies to help applicants attract that funding. And we will talk about the process the City has been going through to have a proactive strategy to guide the housing market, including the political and public opinion struggles along the way.

Melissa Huggins, AICP, Founding principal - Urban Assets LLC
Becky Binz, AICP, Associate Planner – MSA Professional Services
Aaron Richardson, Alder - Fitchburg City Council.

PLACEMAKING & COMMUNITY DEVELOPMENT – Memorial Union and Alumni Park

Walking tour 1:30 - 3:30

The Memorial Union, one of the most beloved destinations on campus since its construction in 1928, completed a years-long historic restoration project in the fall of 2017 that maintained the historic integrity of the building while also updating spaces for activities and events, improving accessibility, upgrading infrastructure, and improving sustainability. Similarly, the Union Terrace underwent an upgrade to improve accessibility, increase capacity, expand the Lakeshore Path, expand the Brat Stand, and add new food options. Alumni Park, originally included in the 1908 Campus Master Plan, was also completed in the fall of 2017. Immediately adjacent to the Union, Alumni Park replaced the UW's parking lot 1 along the Lake Mendota shoreline.

Tour will include:

- Project backgrounds and the history of the spaces;
- How the Union was restored and modernized while respecting the building's origins;
- The interaction between the interior space of the Union and the outdoor spaces of Alumni Park and the Union Terrace;
- The challenges of designing an urban park and plaza along the Lake Mendota shoreline and building over an underground loading dock for the Union;
- Integrating UW-Madison history into the Alumni Park design.

Gary Brown, PLA, FASLA, Director of Campus Planning & Landscape Architecture - UW-Madison
Mary Carbine, Managing Director - One Alumni Park and One Alumni Place
Paul Broadhead, Facilities Director, Memorial Union
Nathan Novak, PLA, ASLA, LEED-AP, BD+C - Landscape Architect and Associate - SmithGroup JJR

Monday 2:45 – 3:45

Concurrent Sessions

TRANSPORTATION – Aspects of Transportation Engagement

The session presents different aspects of inclusive engagement for transportation ranging from early planning, to project development and final construction.

WisDOT is facilitating the Eastern Racine County Transportation Task Force that was established to develop transportation recommendations to incorporate likely changes in travel behavior and patterns spurred by Foxconn and subsequent development. The goal of the Eastern Racine County Transportation Task Force is to collaboratively develop pragmatic recommendations, working within existing parameters, to improve east-west travel times and help move workers to jobs.

East-West Bus Rapid Transit (BRT) is Milwaukee County's planned 9-mile, regional, modern transit service connecting major employment, education and recreation destinations through downtown Milwaukee, Milwaukee's Near West Side, Marquette University, Wauwatosa and the Milwaukee Regional Medical Center. BRT would provide improved transit access to the region's most vital, most traveled and most congested corridor. The project's public engagement program is reaching out to stakeholders and neighborhoods to ensure broad participation.

WisDOT is redefining its business engagement efforts during construction projects to improve communication between its project teams and a local business community to reduce the negative impacts businesses see during construction. WisDOT is working with business earlier in construction process to develop flexible and creative approaches to keep their customers coming in the doors.

Caron Kloser, AICP, Associate Vice President & Project Manager – HNTB Corporation

Andrew Levy, AICP, Urban & Regional Planning Supervisor Southeast Region – WisDOT

Liz Callin, AICP, Urban and Regional Planner - WisDOT

COMMUNITY ENGAGEMENT - The Harbor District Water and Land Use Plan: Community Engagement for a Place Where No One Lives

Harbor District, Inc.(HDI), the City of Milwaukee, and Sixteenth Street Community Health Centers (SSCHC) created a unique partnership to conduct a public planning process over two and a half years that resulted in the creation of the Harbor District Water and Land Use Plan (WaLUP). The WaLUP focuses on Milwaukee's historically industrial waterfront – a place where almost no one lives, with acres of vacant and contaminated properties, and immense potential for future development.

Only a few blocks away from the Harbor District are some of the densest neighborhoods in the state and the largest concentration of native Spanish speakers in Wisconsin. Future development of the Harbor District is likely to impact these neighborhoods in a variety of ways, bringing up issues of gentrification and displacement. This session will talk about the partnership between city government, a new community development nonprofit, and a federally qualified health center aimed at engaging neighborhoods in a planning process for an area outside their neighborhood borders.

The session will focus on tools of public engagement including the importance of bilingual materials and meetings, free public tours, online surveys, and more. Discussion will include the importance of leveraging community-based partnerships, the need for community perspective in planning processes, and incorporating discussions of gentrification and displacement into the planning process.

Dan Adams, Planning Director- Harbor District, Inc.

Kevin Engstrom, Director of Environmental Health - Sixteenth Street Community Health Centers

HOUSING - The Perseverance to Move Forward & The Wherewithal to Complete: Brownfield

Redevelopment in Village of Sussex

All projects come with challenges. The Mammoth Springs development in the Village of Sussex had more than its share: a brownfield redevelopment site; county ownership of a 60' strip in the center of the property; a state agency seeking part of the land, and to limit access to accommodate a highway project; one third of the developable part of the site in a floodplain; bedrock at the surface; a stream that disappeared into a culvert the WDNR wanted removed; a multi-acre, water-filled quarry with the potential to be deemed a navigable waterway; differing visions between the developer and the community for development plans....just to name a few.

Join us for a lively discussion with the project development manager (now a consultant) and the current Sussex Village Administrator as they describe the challenges, processes and solutions that resulted in the construction of this highly successful \$20 million dollar mixed use development. The project features residential options with scenic water vistas appealing to young professionals, retirees and others as well as a two-story office structure, and commercial space fronting the streets. A reclaimed stream and the opening of the final segment of a 33-year-old County Trail System were added highlights that enhance the beauty and functionality of the project. But it did not move forward without challenges, including the downturn of the economy that stifled the momentum that was being built.

While building inclusivity into the project was not a driving force, the presenters will elaborate on the effects that the completion of a ¼ mile County Trail segment can have connecting citizens of various demographic backgrounds within the community and beyond. Presenters will also dive into their own experiences, from both the public and private side, and will wrap up with lessons learned going through the redevelopment effort. If your downtown has a dilapidated property that needs a boost or collaborative ideas to get a project off the ground, this is the session for you.

Brian Depies, Project Development Manager - SEH

Jeremy Smith, Village Administrator – Village of Sussex

Monday 4:00 – 5:00 PM Concurrent Sessions

TRANSPORTATION – Moving Milwaukee Forward Through Transit Oriented Development

The City of Milwaukee, with its partners at the Historic King Drive Business Improvement District and Harbor District Inc, recently wrapped up *Moving Milwaukee Forward through Transit Oriented Development* to guide inclusive growth along proposed streetcar extension lines. The City is actively looking to extend the streetcar beyond downtown and into nearby neighborhoods: north along Dr. Martin Luther King Jr. Drive and south into Walker's Point. These two neighborhoods are adjacent to downtown and have seen some of the most rapid change in recent years compared to other areas in the City, resulting in both excitement about additional development momentum from improved transit options, but also real concerns about displacement and gentrification. With a grant from the Federal Transit Administration, the City embarked on a year-long process of creating a framework for housing, zoning, street design, and urban design decisions to ensure neighborhood involvement in these decisions before the streetcar expansion and to ensure that the development spurred by public infrastructure investment reflects the desires of current residents and businesses. The resulting implementation strategies encourage density in a way that is sensitive to the unique character and scale of each neighborhood, and include policy recommendations that balance preserving affordability and attracting new investment. An in-depth market and affordability analysis grounded the recommendations in economic realities.

The presentation will include a discussion about the engagement strategies used to develop the final plan including community workshops, community dinners, outreach through paid community groups and neighborhood associations, business focus groups, an artist workshop, and an advisory group – all with a focus on re-building trust with neighborhood residents.

Monica Wauck Smith, AICP, Senior Planner - City of Milwaukee

Deshea Agee, EDFP, Executive Director - Historic King Drive Business Improvement District.

Dan Adams, Planning Director - Harbor District, Inc.

COMMUNITY ENGAGEMENT – Engaging the Community in Developing P-5 Partnerships for Urban Infill & Downtown Redevelopment

The flight of affluence and investment outside of cities over the past three decades requires thoughtful partnerships in redeveloping and revitalizing aging centers. This session will offer a variety of stories showing how municipal officials and downtown organizations can engage citizens, businesses and investors to use both public regulatory and financial tools to maximize leverage in creating new urban investment. Learn how to use the RFEI process to engage developers; how to employ a façade restoration grant program to catalyze private investment tenfold or more; how to set up a loan program through redevelopment authority using TIF funding and how to use regulatory tools to set the stage for investment interest in aging neighborhood centers; and more. We will also profile the use of ESRI's story board software to show how economic development planning agencies can better engage investors in cities. This presentation will also provide case studies from Wisconsin's Downtown Action Council events held throughout Wisconsin each year to gather success stories from community engagement programs whether it involves investor negotiations or informal meetings with local citizen or business groups. The goal is to provide attendees takeaway tools they can use to improve Wisconsin's municipalities.

Jason Gilman, AICP, Director of Planning and Development - City of La Crosse

Andrea Schnick, Economic Development Planner - City of La Crosse, Wisconsin

Jennifer Stephany, Executive Director - Appleton Downtown Inc. & Downtown Appleton Business Improvement District

ETHICS CASE OF THE YEAR 4:00 – 5:30 (1.5 CM CREDITS)

Lee Brown, FAICP, President – Teska Associates

James Peters, FAICP, Lecturer - School of the Art Institute of Chicago & Ethics Officer for APA Institute of Certified Planners.

This year's "case of the year" is a series of ethical scenarios based on real-life planning issues from the past year. It was developed by the AICP Ethics Committee with the assistance of AICP Ethics Officer James Peters, FAICP. It features seven different "cases" that address such current topics as: soliciting donations, spousal job conflicts, political involvement, and accepting gifts. They will also address sexual harassment in the workplace.

HOUSING – Capitol East District

Bus & Walking tour 4:00 – 6:00 PM

Planning for Transformation: Madison's Capitol East District

The City of Madison's East Washington Avenue Capitol Gateway Corridor Plan was adopted in 2008, during the depths of the recession and after a significant public engagement process. Since that time, the City purchased 7.76 acres of car dealership properties along the corridor and resold the property to a developer in phases, facilitating the creation of 540,000 square feet of commercial space and 465 new apartments over the past five years. Overall, the Capitol East District has added 1,161 new apartments and 641,200 square feet of retail/ restaurant/ office/ entertainment space since the adoption of the Corridor Plan, with more in the works. This tour will visit three recently completed projects along the corridor to hear directly from the developers about The Breese (a 65-unit Section 42 affordable housing project), the Lyric (an 11-story mixed-use project) and The Spark (an 8-story office building constructed by American Family Insurance).

Stonehouse Development will show off The Breese and The Lyric and discuss: the challenges of mixed-use urban redevelopment on a constrained site, combining two major projects on half of a city block, and integrating affordable housing into a booming corridor.

Representatives from American Family Insurance will lead a tour of their Spark office building, which will become the home of Dream Bank, the StartingBlock Madison business incubator, and about 200 American Family employees. The tour will cover why American Family decided to invest in the corridor, working with StartingBlock to build out their space, coordinating with the immediately adjacent Cosmos office/entertainment development (under construction at the same time), and working with the City on a parking solution that led to construction of the City's first new public parking garage in 36 years.

Rebecca Cnare, PLA, Urban Design Planner - City of Madison Planning Division

Ben Zellers, AICP, CNU-A, Planner - City of Madison

Richard Arnesen, co-founder & Vice President - Stone House Development, Inc.

LeeAnn Glover, Real Estate and Workplace Solutions Director - American Family Insurance.

Josh Peterson, Construction Unit Team Manager - American Family Insurance

Jane Grabowski-Miller, AICP, CNU,-A, Development Specialist for The American Center

Tuesday, October 9th

PLANNING DIRECTOR'S GATHERING 7:15 - 8:15 AM

What issues are keeping planning directors awake at night? What's especially exciting or frustrating in 2018? This interactive roundtable discussion is an opportunity for planning directors to share stories and strategies with each other. Participants will be asked to weigh in on a wide range of topics, from staffing to local political dynamics to trends in housing development. All conference attendees are welcome to stop by and listen in.

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

Jeff Schuler, AICP, Planning and Zoning Director - Portage County, WI

Drew Pennington, AICP, Planning & Building Services - City of Beloit

Josh Clements, AICP, Planning Director - City of Altoona

APA-WI ANNUAL MEETING 8:15 – 8:45 AM

Learn more about APA-WI activities, including membership ad leadership, equity and diversity, employer outreach, mentoring and more!

Opening plenary 8:45 – 9:45 AM

Housing Inequality and the Future of Neighborhoods

Dr. Simms will outline three aspects of the current housing crisis: (1) deep exclusionary tendencies, (2) the rise of an (urban) renter nation, and (3) the inadequacy of supply-based strategies. Main features of these arguments will be used to frame a discussion about the future of cities and neighborhoods.

Revel Simms, PhD, Assistant Professor – UW-Madison Department of Planning & Landscape Architecture and Chican@ and Latin@ Studies Program

Tuesday 10:00 – 11:00 AM Concurrent Sessions

HOT TOPIC - Reindustrialization and Redefining Mixed Use

This session will demonstrate the value of revisiting links between centers of production and complete residential neighborhoods. The speakers will show how healthy, vibrant mixed-use neighborhoods can be a “place” for housing, amenities, and family- supporting industrial jobs. Presenters will demonstrate how the nuisances generated by these industrial uses are far less than the advantages that their close proximity brings.

This session will continue by exploring the resurgence of local, artisanal production in cities, referred to as “makerspaces,” and how this dovetails with the concept of post-industrial cities. From urban food production and craft breweries to local manufacturing and artisanal workshops, these production centers are reindustrializing cities and rekindling their natural advantages, from regional branding to self-sufficient economies. Cities should encourage the collocation of small-scale industry with housing and amenities to reinvent the healthy mixed-use districts from prior generations. The presentation will also include a “behind the scenes” look at how major industrial buildings are designed from the inside out and how this process must be understood by planners who wish to add industry to their neighborhoods.

This presentation will offer alternative perspectives that industrial patterns of the past, namely the reintegration of industrial jobs in healthy mixed-use districts, may be better suited going forward. There are different approaches, each with their own merits, and this session is meant to inspire a bit of a debate-like discussion. This session will inspire participants to reengage with the natural advantages of cities, and encourage new strategies for thinking about reindustrializing cities.

Larry Witzling, AIA, ASLA, PHD, Urban Planner – GRAEF

Wyman Winston, Executive Director – WHEDA

Joe Schuller, Principal – GRAEF

COMMUNITY ENGAGEMENT - Environmental Equity Rooted in the Urban Forest

Trees are important pieces of infrastructure in our communities, providing improvements to physical and mental health, among many other benefits. But because trees are not always equitably distributed across a community, the environmental benefits of the urban forest are not distributed either. Rather than being an afterthought, planting trees into your planning can be one method of achieving equity in public health and access to green spaces.

User-friendly tools and datasets are now available to assess where trees are located and the benefits that those trees offer to nearby residents. These tools can help identify areas of concern and prioritize locations of future tree plantings. This presentation will survey the growing body of public health research into trees, arguing that the urban forest should be incorporated into discussions of public health and environmental equity. It will also empower attendees to use urban forest data to identify opportune areas for tree planting and to be able to communicate the benefits of trees to their communities. Trees can be one relatively low-cost method to deal with big time problems.

Dan Buckler, Urban Forestry Assessment Specialist - Wisconsin DNR

Laura Lorentz, Partnership & Policy Specialist – Wisconsin DNR

HOUSING - Growing Madison’s Affordable Housing Supply - A Summary of Madison’s Affordable Housing Initiative

In 2014, the City of Madison launched its Affordable Housing Initiative, which had the stated purpose of creating 1,000 affordable housing units by committing over \$20 million dollars over a five-year period. To date, the City is on track to meet this goal with 320 affordable units completed and over 800 under

construction or in the permitting process. In this presentation, staff from Madison’s Planning and Community Development Divisions will discuss the details of the program, how it was created, how it was implemented, and how it has been refined since its inception. The City presenters will discuss the importance of interagency coordination and describe the roles different departments have had in this program. City staff will be joined by a developer that has participated in the Affordable Housing Initiative to provide their perspectives on the program. The session is also intended to provide lessons learned by the City of Madison to help provide information that can be transferable to other communities.

Kevin Firchow, AICP, Principal Planner, City of Madison Planning Division

Julie Spears, Community Development Specialist – City of Madison

Rich Arneson, Principal – Stone House Development

PLACEMAKING & COMMUNITY DEVELOPMENT – STATE STREET & DOWNTOWN

Walking tour 10:00 AM - NOON

Ensuring a Vibrant Downtown Retail Destination

This walking tour of Madison’s Downtown and State Street area will focus on the partnerships between the Madison’s Central Business Improvement District (BID) and several City of Madison agencies, including the Planning Division, Parks Division, and Economic Development Division among others.

It is a challenging economic time for local retail as signs point to consumers wanting in-person retail “experiences” to go along with their online buying habits. In 2016-2017, the City of Madison Planning Division partnered with the Madison Central Business Improvement District (BID) to assess the Downtown Madison retail landscape, and create and implement strategies that could improve and enhance that retail experience. In the year since the strategic plan “**Ensuring a Vibrant Downtown Retail Destination**” was adopted, the City and the BID have been jointly implementing many of the recommendations, with great success.

The tour will focus on both the physical changes and improvements made to the downtown’s public spaces. The tour will make several stops along the way to highlight and discuss recent development projects, share new downtown public art, walk through the new Downtown Visitor Information Booth, new programming, and share some examples of implementation efforts and retail strategies that the City, BID, and other partners are using to enhance the downtown retail environment, public spaces and support our local entrepreneurs.

Rebecca Cnare, PLA, Urban Design Planner - City of Madison

Tiffany Kenney, Executive Director - Madison's Central Business Improvement District

Meghan Blake-Horst, Street Vending Coordinator - City of Madison

Tuesday 11:15 – 12:15 Concurrent Sessions

COMMUNITY ENGAGEMENT - Incorporating a Health Lens in Planning

Increasingly, local governments in Wisconsin are recognizing how their decisions are directly and indirectly impacting the long-term health and equity of their communities and residents through things like increasing (or decreasing) access to transportation, healthy local food, opportunities to be active, family and friends, and services. There are a variety of tools that municipalities can use to impact long-term health equity. The Comprehensive Planning process is one way that municipalities can prioritize health equity, and requires city and county planning departments to coordinate with a broad spectrum of stakeholders. There are a variety of complimentary approaches that Wisconsin communities are taking, from enacting ordinances to other planning and engagement processes that bring a health lens to

traditional planning. Our panelists will present their experiences with some of these tools and processes in Wisconsin communities, and we expect this session to evolve into a conversation between the panelists and the audience of practitioners, with a goal of emerging with more and better ideas about what works for integrating health in planning.

Katya Szabados, Senior Associate – COWS

Tom Baron, AICP, Principal Planner – East Central Wisconsin RPC

Lisa Charron, Project Assistant - Obesity Prevention Institute

Scott Allen, Community Development Director - City of Eau Claire

Madeline Petz, Community Development Specialist - City of Wisconsin Rapids

Karen Harkness, Community Development Director - City of Appleton

PLACEMAKING & COMMUNITY INVESTMENT - The Madison Public Market and the “MarketReady” Program

The vision for the Madison Public Market is to create a vibrant community destination offering the best of Madison’s local food and handmade goods, while supporting new entrepreneurs from diverse communities who will share their rich culture with greater Madison. The Market will be located on East Washington Avenue at the junction of Madison’s flourishing Capitol East District and the up-and-coming north side. An outdated shopping center will be replaced with the 30,000 Square Foot Public Market and a privately constructed mixed-use project. The \$14 million project is funded with City resources, tax credits, and donations.

Planning for the Public Market included applying Madison’s recently created Equity Impact Tool. The goal of this analysis was to identify strategies to ensure that the economic opportunities flowing from the Public Market would benefit Madison’s diverse communities. That analysis led to the concept of the “MarketReady” Program. Funded by the City and administered by community partners, this innovative program is working with 30 entrepreneurs to provide business training, business coaching, peer-to-peer support, and micro-grants. MarketReady helps participants prepare business plans, develop marketing strategies, purchase equipment, apply for financing, and test products. MarketReady is building strong individual businesses and a mutually-supportive network of diverse entrepreneurs.

While the City continues to make progress on building the physical Public Market facility, the MarketReady Program is simultaneously preparing entrepreneurs to be merchants within the space. The goal is that when the Public Market opens in 2020, it will not only be a beautiful building, but it will come alive with an eclectic mix of products from diverse local entrepreneurs who are prepared for the challenges of running their businesses.

This session will discuss the planning for the Madison Public Market with primary focus on the MarketReady Program and its innovative approaches to outreach, business incubation, and community partnerships.

Dan Kennelly, Manager, City of Madison Office of Business Resources

Mike Miller, Business Development Specialist – City of Madison Office of Business Resources

Ian Aley, MarketReady Coordinator – Madison NS Planning Council

Eder Valle, Artisan Fruit - MarketReady participant

HOT TOPIC – Galvanizing Support from Citizens & Corporations

This session will focus on how GIS analysis and 3D modelling can be used to make persuasive arguments to both the general public and to corporate citizens. The two examples discussed will be how Esri’s ArcGIS Pro and CityEngine were used to evaluate prospective sites for a new corporate headquarters and a major redevelopment initiative and to model and render possible development and land use scenarios. The presentation will be made by the Oshkosh reps and consulting team that worked on this project.

In late 2016, Oshkosh was a finalist for the Milwaukee Bucks's G-league affiliate. Oshkosh, working with a private developer, prepared a broad vision as part of the proposal that could transform a blighted, industrial, low income neighborhood. The vision created by Houseal Lavigne Associates had the desired impact with the proposal, and on the surrounding residential neighborhood. The 3-D model for the redevelopment and the new employment available now and in the future, and investment in a distressed area of the City galvanized neighborhood and community-wide support for the project. Multiple neighborhood meetings, Plan Commission and Council public hearings focused on the vision created with the "Sawdust District".

The Milwaukee Bucks selected the Oshkosh proposal and development of the "Menominee Nation Arena" was completed in late 2017. Additional capital and projects are now in the pipeline to continue the momentum of this catalytic project with direct benefits to a lower income neighborhood and the remaining blighted post-industrial neighborhood. Without the modeling tools that created the vision of the "Sawdust District," the neighborhood would have remained blighted and not receive the public and private investment the neighborhood needs.

In 2017, Oshkosh Corporation, the community's largest employer, announced it was searching for a location for a new global headquarters. Oshkosh Corporation had recently been awarded a multi-billion dollar contract to manufacture a replacement for the military's Humvee. This motivated Oshkosh to build a state-of-the-art headquarters to attract the needed workforce. As one of the smallest cities with a Fortune 500 company, City of Oshkosh officials knew it would be difficult to entice the corporation to stay.

Determined to retain the Oshkosh Corporation and its high-paying jobs, the City used ArcMap to evaluate 18 possible sites and located one that could meet all of Oshkosh Corporation's criteria, the Lakeshore Golf Course. The City hired Houseal Lavigne Associates to develop a program and visualize what the campus could look like. Using CityEngine, the consultants visualized the new corporate headquarters, along with future public parkland, a riverwalk, piers, boat slips, and other commercial development. The renderings and web scene produced through CityEngine were critical in helping the public visualize the potential for the concept and ultimately win support to sell part of the golf course for the new headquarters. Oshkosh Corporation accepted the City's proposal and broke ground in 2018.

Devin Lavigne, AICP, LEED AP, Principal & Co-founder – Houseal Lavigne Associates

Nik Davis, Principal – Houseal Lavigne

Allen Davis, AICP, Community Development Director – City of Oshkosh

Kelly Nieforth, Economic Development Services Manager– City of Oshkosh

Tuesday 1:45 – 2:45 PM Concurrent Sessions

COMMUNITY ENGAGEMENT - Kinnickinnic River Corridor Project – *Reaching a Dam Decision*

In October 2016, the community of River Falls embarked on a planning process to decide the future of the Kinnickinnic River Corridor, including three miles that runs through the urban core.

Complicating the planning process was a looming decision about what to do with the City's two hydro-electric dams when the federal license to operate them expires in 2023. Early on, we realized that community engagement and education were key to the project's success, both for reaching a consensus on the dam decision and for creating a plan for the corridor's future.

Our engagement strategy encouraged community-wide participation, welcomed a diversity of perspectives and values, provided technical details, maintained transparency, and offered multiple, targeted engagement opportunities for citizens and stakeholders. In February 2018, the community reached a consensus to relicense the hydros but remove the dams in a phased plan over the next 17 years.

During the presentation, Buddy Lucero, will discuss the early planning process and leadership development, as well as consultant communications, and citizen engagement and education via six "Tech

Talks” and two design charrettes. Mary Zimmermann will discuss elements of the engagement plan including the branding process, and developing communications tools, including the project website, videos, special events, Facebook campaigns, and print collateral.

Buddy Lucero, CRP, Community Development Director – City of River Falls
Mary Zimmermann, Communications Manager – City of River Falls

HOT TOPIC – Principles for Smart Cities

The intelligence of a community depends on its leadership and values, not its technology. The widespread publicity of Smart Cities seems to suggest, however, that the solutions to many of our municipal problems will soon be invented in the digital laboratory. While better tools for urban management have certainly improved dramatically over the centuries, our ability to use them effectively has not kept pace.

Creating a Smart City requires thinking critically about how we can use new technologies effectively and synergistically. Will these new tools talk to each other in a meaningful way, or will they lead to piles of data in dark clouds? Will these new tools create a robust technological web, or will they operate in disconnected silos? There are many companies already touting their “systems” of technological products as providing Smart City solutions, but few have proven track records. Critically, the interconnectivity required for synergistic Smart City infrastructure cannot be found in a catalog – each municipality will require customized, adaptable, and unique technological solutions to satisfy their needs.

The advent of Smart City technology and the enthusiasm it triggers for next-generation municipal management present an opportunity for cities to reorganize themselves in order to expand inclusivity and equity of opportunity – but only if they actively embrace it. Smart City infrastructure should be developed to not only enhance the energy efficiencies of large buildings and resource management of large companies, but to improve the distribution of opportunity within the city. Through conscious, careful planning, municipal leaders can foster digital networks that provide critical, real-time information to those who need it most. For example, job-seeking-residents could be digitally connected to short-term employment opportunities that would otherwise escape their attention. Expanding opportunity will require a perspectival shift from the centralized control of cities to decentralized, bottom-up innovation.

Ben Block, Planner – GRAEF

David Neumann, Technology Director - GRAEF

Scott Daniel, Senior GIS Programmer/Analyst – GRAEF

PLACEMAKING & COMMUNITY INVESTMENT – From Vision to Reality (1988-2018); The Dramatic Transformation of the Beloit Riverfront

This presentation will highlight the unlikely and dramatic transformation of Beloit’s Riverfront during the past 30 years, with an emphasis on the plans, partnerships, and strategies behind this transformation. Beloit’s Riverfront (between downtown and through Riverside Park) has been transformed from a blighted industrial liability into a vibrant, inspirational network of open spaces and redevelopments that now employ, entertain, and embrace thousands of residents and visitors every year. Beloit’s Center City once again employs thousands of young workers and has become an authentic, hip, and attractive place to live, work, and play.

This story has deep planning roots, starting with the late visionary Phil Lewis’ creation of the Lewis Sketch Plan 30 years ago. This planning effort was led by a unique public-private-civic entity known as Beloit 2000 (now Beloit 2020). Beloit 2000 overcame tremendous financial and political headwinds to champion the implementation of the Lewis Plan and numerous subsequent Riverfront Master Plans led by the late visionary Dave Schrieber. The overriding objective of these efforts was to create a riverfront accessible to and designed for use by all members of the community. In addition to a phenomenal trail system, Riverside Park includes a unique playground, dramatic public art installations, and hosts many free community events every year such as concerts, dances, movies, and races.

This presentation will begin with a brief introduction and geographic orientation by Beloit Planning Director Drew Pennington, followed by a firsthand account from recently retired Beloit College Economics Professor Jeff Adams. Professor Adams is one of the founders of Beloit 2000/2020 and has been a tireless advocate for Beloit's revitalization for more than 30 years. Beloit's Riverside Park will be nominated for a 2018 Great Places in Wisconsin Award, and if granted, this presentation will supplement that award.

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

Jeff Adams, Emeritus Professor – Beloit College Department of Economics

COMMUNITY ENGAGEMENT – Monroe Street Corridor

Bike & Walking Tour 1:45 – 4:00 PM

The intersection of Monroe and Regent streets represents a prominent place in the community, and, for tens of thousands of people every year, the gateway to Badgers football. This intersection is also the confluence of three neighborhoods, is home to thriving local businesses, and handles bike traffic from one of the city's busiest bike paths. This tour will visit the area to see how the City's reconstruction of Monroe Street has resulted in creation of a brand new plaza that will serve nearby neighborhoods, businesses, and the community as a whole. The plaza designers will speak to the considerations that were integrated into the design, including bicycle and pedestrian systems, landscaping, amenities, street vending, and public art. Additionally, the President of the Monroe Street Merchants Association will discuss the impacts of Monroe Street reconstruction on local businesses and strategies that were used to try and "survive and thrive" through the 9-month reconstruction of 1.7 miles of street.

The tour will conclude with a visit to the UW Field House and Camp Randall Stadium to hear about the UW Athletic Department's plans to upgrade both facilities over the coming years to respond to the increasing use of the Field House (which is currently regularly selling out for Women's Volleyball matches) and continuing demand for premium seating for football. Renovations are planned to be combined with a new plaza to the south of the Field House to enhance the experience of all event attendees.

Zia Brucaya, AICP, Senior Planner - Urban Assets, LLC

Ben Zellers, AICP, CNU-A, Planner - City of Madison

Ken Saiki, PLA, Principal & Founder - Saiki Design

Julia Schilling, Associate ASLS, Landscape Designer & Project Manager - Saiki Design

Daron Jones, Director of External Engagement - UW Intercollegiate Athletics

Carol Schroeder, Co-owner - Orange Imports & writer

Tuesday 3:00 – 4:00 PM Concurrent Sessions

COMMUNITY ENGAGEMENT – Green Summer – Social Marketing of Green Infrastructure

For five years, a team has been exploring innovative outreach methods to build neighborhood level support for green infrastructure in communities across the Milwaukee region in order to help the Milwaukee Metropolitan Sewerage District (MMSD) achieve its goal of capturing 740 million gallons of stormwater per storm event. The team has conceived and developed an approach called "Green Summer". The Green Summer approach is based on the principles of social marketing, specifically the normalization of the desired behavior and leveraging existing neighborhood social networks.

The proposed presentation will tie into the conferences theme: 'Growing Inclusive Communities', by outlining how the team engaged hundreds of residents, on multiple scales, despite limited resources. The presentation will also describe the lessons learned and innovative techniques the team used in

communities throughout the Milwaukee region. Lessons learned include an array of challenges from establishing neighborhood and community partnerships to the best community events to attend or develop. Some examples of innovative technology include the use of ArcGIS online to help engage the public in addition to tracking Green Infrastructure. An example of innovative community engagement is the use of house parties, based on the Tupperware Party model.

These innovative approaches to social marketing resulted in the installation of green infrastructure that captures thousands of gallons of stormwater annually. More importantly, the approach builds a network of citizens supporting the client's objectives for stormwater management.

Finally, the presentation will give a diverse understanding of the project as both presenters have a different perspective. One presenter is a representative of the consulting team for the Green Summer project, whose role was to engage the community and establish the needed community ties. The second presenter is the current MMSD Project Manager. Presenters will give a unique understanding of the project, its lessons learned and innovative techniques.

Kayla Janowski, Planner – AECOM

Jay Feiker, AICP, GISP, Neighborhood Outreach Coordinator – Milwaukee Metropolitan Sewage District

HOT TOPIC – Wisconsin Active Together

Working to make it easier for people to walk, bike and wheel in communities? Want to make sure your efforts also create a more inclusive community? Wisconsin Active Together is a new initiative lifting up what's working locally to catalyze change statewide, and putting equity at the forefront. It offers recognition for local coalitions' existing efforts and their commitment to advance policy and equity strategies through their work.

A multidisciplinary team of state-level and community-based partners developed Wisconsin Active Together based upon a shared desire to bolster ground-up momentum for walking and biking, by celebrating progress in rural, mid-size AND urban communities, and catalyzing visible action on active settings. In creating Wisconsin Active Together, partners hoped to identify technical assistance needs, leverage expertise and resources from a network of state-level and locally-based partners, cultivate a peer learning exchange, and bolster the stories and champions needed to build further success.

Participants will learn how Wisconsin Active Together was developed and how to apply. They'll hear how our recognized communities are making progress. Our session co-presenters from Appleton will specifically highlight their city's policy approaches and the innovative ways that they are working to center equity in everything they do. We will also spend about 30 minutes in a facilitated small group activity to create an peer learning exchange, by allowing session participants to leverage the wealth of group experience and expertise to help each other navigate some of the opportunities or challenges they encounter locally in working to implement equitable active communities strategies locally.

Jen Walker, MPH, MCRP, Active Communities Coordinator – healthTIDE

Paula Vandehey, PE, Director of Public Works – City of Appleton

Karen Nelson, EMBA, Diversity & Inclusion Coordinator – City of Appleton

LAW & LEGISLATIVE UPDATE 3:00 - 4:30 PM (1.5 CM Credits)

Dan O'Callaghan, Attorney – Carlson, Black, O'Callaghan & Battenberg LLP

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

This session is sponsored by Carlson, Black, O'Callaghan & Battenberg.