



APA - Wisconsin 2017 Annual Planning Conference

# Getting There Together: Bridging the Divide

Hilton Milwaukee City Center

509 West Wisconsin Ave.

October 26 & 27, 2017

# Getting There Together: Bridging the Gap

THURSDAY, OCTOBER 26

8:00 - 8:45 REGISTRATION AND CONTINENTAL BREAKFAST

8:45 - 10:15 WELCOME & OPENING PLENARY Crystal Ballroom

Welcome: Linda Stoll, AICP President, APA-Wisconsin Chapter

## Opening plenary: *The Role of Planners as Leaders*

This panel of distinguished Wisconsin planning professionals will share their insights into what it means to effectively exercise impactful leadership. The conversation will explore the nature of leadership, address challenges, and discuss techniques to strategically advocate for change without becoming unreasonably vulnerable.

- Joshua Clements, AICP - Planning Director, City of Altoona (facilitator)
- Larry Witzling, PhD, AIA, ASLA - Principal, GRAEF
- Mike Slavney, FAICP - Director of Planning Services, Vandewalle & Associates
- Lynn Nelson - Executive Director, West Central Wisconsin RPC
- Eileen Kelley, AICP - Planning Director, Middleton
- Vanessa Koster - Planning Manager, City of Milwaukee Department of Development

10:30 - 11:30 CONCURRENT SESSIONS

**OAK Parks & Environment**  
**Milwaukee Lakefront Gateway Project**  
*A multi-faceted project on Milwaukee's downtown lakefront.*  
 Gregory Patin, Strategic Development Manager - City of Milwaukee  
 Robert Harris, Senior Planner - City of Milwaukee  
 Pat Kressin, Principal - GRAEF

**KILBOURN Healthy Communities**  
**Transforming Eau Claire: Designing a Healthy Community**  
*A practice-based project over the past 2 years to determine the best methods of institutionalizing public health into community planning.*  
 Ned Noel, AICP, Associate Planner - City of Eau Claire  
 Terry Brandenburg, MPA, MPH, Director Master of Public Health Program - Medical College of Wisconsin

**JUNEAU Community Engagement & Equity**  
**Operationalizing Equity**  
*Exploring how each of us as individuals, and planning as a field, participate in the advancement of opportunity for everyone.*  
 Jordan Bingham, MS, Health Equity Coordinator - Public Health Madison & Dane County and consultant with Government Alliance on Race & Equity

**MITCHELL Planning & Economic Development**  
**Planning Regional Futures and Bridging Jurisdictions: The Future Regions Initiative**  
*Hear how three regions are learning to talk across jurisdictions to make their communities stronger using strategic foresight.*  
 Rebecca Ryan, NEXT Generation Consulting, Inc.  
 Gary Becker, CEcD, Executive Director - Local Government Institute of Wisconsin

11:45 - 1:15 LUNCH & PANEL PRESENTATION Crystal Ballroom

## Planning for Bus Rapid Transit in the Milwaukee Region

This session will provide a summary of Milwaukee County's proposed East-West Corridor Bus Rapid Transit (BRT) project. Panel will provide a brief overview of the East-West Corridor (Wisconsin Avenue and Bluemound Road between Downtown Milwaukee and the Milwaukee Regional Medical Center), potential benefits of BRT in Milwaukee, the history of the project within the context of public transit planning in the Milwaukee Region, agency partnerships necessary for success, and challenges with implementing BRT in the East-West Corridor. Presenters will reflect on recent stages of the project, including public outreach and the application for Federal Transit Administration funding in 2017.

- Robert Schneider, AICP, Associate Professor - UW Milwaukee Dept of Urban Planning
- Brian Dranzik, Director of Transportation - Milwaukee County
- Kevin Muhs, Deputy Director - SEWRPC
- Ashley Booth, Planning & Tech Services Director - HNTB

1:30 - 2:30 CONCURRENT SESSIONS

**OAK Parks & Environment**  
**Transforming Playgrounds Throughout Milwaukee**  
*How MKE Plays has transformed playground funding, resident engagement, and recreational and open space inequities.*  
 Bob Harris, Senior Planner - City of Milwaukee  
 Joe Kaltenburg, Program Coordinator - MKE Plays

**MITCHELL Healthy Communities**  
**PictureThis: Photomapping**  
*A method to meaningfully engage diverse stakeholders in planning and public health policy.*  
 Ed Miller, PhD, Urban Planning Program Director - UW Oshkosh  
 Cassy Berg, Community Health Coordinator - Outagamie County Public Health

**JUNEAU Community Engagement & Equity**  
**A Brighter Near West Side**  
*A lighting initiative - increasing illumination, improving collective efficacy, and overall perception of the neighborhood.*  
 Patrick Kennelly, Director - Marquette University Center for Peacemaking  
 Erin Wessler, Researcher - Marquette University Center for Peacemaking  
 Luke Knapp, Researcher - Marquette University Center for Peacemaking  
 Vanessa Koster, Planning Manager - Milwaukee Department of City Development

1:30 - 3:30 TOUR (Bus & some walking) Meet bus at Main Entrance

## Drexel Town Square: Journey from Brownfield to City Center

Tour from downtown conference location to Oak Creek via bus, with walking around Drexel Town Square.

1. Partnerships – How to take a liability and opportunity and find the right people to take it from a concept to reality. Includes the pieces of a complex land deal.
2. Reinvention – a) Community brand – How to seize your own destiny; how to create a brand in a vacuum, coupled with doing it in an atmosphere of negative publicity; b) Physical land – transforming from dark industrial site to vibrant city center in a suburban community that did not have a “downtown”.

Tour Leaders: Doug Seymour, Director of Community Development - City of Oak Creek, Steve Scafidi, former mayor - City of Oak Creek, Larry Haskin, former city attorney - City of Oak Creek, Corey Savage - Savage Communications, Blair Williams - WIRED

2:45 - 3:45 CONCURRENT SESSIONS

**OAK Parks & Environment**  
**Working Lands: Moving the Conversation Forward**

*Strategies and recommendations to maintain economically and environmentally resilient working landscapes.*

Anna Haines, PhD, Professor - College of Natural Resources UW Stevens Point  
 Coreen Fallat, Agency Liaison, Bureau of Land and Water Resources - DATCP

**JUNEAU Community Engagement & Equity**  
**Milwaukee United - An Action Agenda for Greater Downtown**

*A 10-year action plan with real outcomes that can be implemented quickly and over the long term.*

Vanessa Koster, Planning Manager - City of Milwaukee Dept of City Development  
 Michael Hostad, Executive Director - Innovation in Milwaukee

**MITCHELL Healthy Communities**  
**Imagine Downtown: A Splash of Water to Unite the Region**

*A guide to attracting public investments and partnerships to attract visitors.*

Brennan Kane, Director of Community & Economic Development - City of Waupaca  
 Cory Scott, AICP, Consultant - RDG Planning & Design

4:00 - 5:00 (5:30) CONCURRENT SESSIONS

**OAK Ethics Case of the Year (4-5:30)**  
**Planning Ethics 2017**

Lee Brown, FAICP - President, Teska Associates, Inc., Evanston, Ill  
 James Peters, FAICP - Lecturer, School of the Art Institute of Chicago and Ethics Officer for the American Institute of Certified Planners  
 (1.5 CM credits)

**MITCHELL Healthy Communities**  
**Trails, Regional Cooperation & Econ. Development**

Two projects to build tourism & economic development around recreation in the Driftless Area.  
 Jason Valerius, AICP, Senior Planner - MSA Professional Services, Inc.  
 Charlie Handy, County Planner - LaCrosse County  
 Fred Lochner, Director of New Services - MSA

**JUNEAU Community Engagement & Equity**  
**VISION 2050: Regional land use & transportation plan for South East Wisconsin**

*Educating the public on the potential outcomes through evaluations of healthy communities, mobility, costs and equitable access.*  
 Kevin Muhs, Deputy Director - SEWRPC

4:00 - 6:00 WALKING TOUR Meet at Main Entrance

**Wisconsin Sports and Entertainment Center**

Get an up close tour of the \$500 million-plus development that will be home to the NBA's Milwaukee Bucks; Marquette University Golden Eagles, and numerous concerts and events. Learn how this new arena is being positioned to catalyze further development on the west side of downtown Milwaukee, urban design issues related to arena planning, and the latest features that go into the next generation of sports arenas.

**The arena is a 15 minute walk from the conference site. Depending on what areas are accessible at the time, the tour of the arena will involve 15 minutes of donning safety gear (hard hats, glasses, and vests); 45 minutes of walking and climbing - including multiple flights of stairs to the 6th floor of the arena; and 15 minutes of returning safety gear.**

Tour Leaders: Representatives from ICON Venture Group (Project managers)

FRIDAY, OCTOBER 27

7:30 - 8:00 CONTINENTAL BREAKFAST

8:00 - 8:30 ANNUAL MEETING CRYSTAL BALLROOM

Linda Stoll, AICP - APA- Wisconsin Chapter President

Every year, APA-WI holds a brief annual meeting for its members in conjunction with the fall conference. Meet the newly elected board officers and learn what the chapter has been doing over the past year.

8:30- 9:30 PLENARY CRYSTAL BALLROOM

**Addressing Structural Racism in America: Fair Housing and Advocacy**

Planning and politics have played significant roles in cementing racial segregation in America. This plenary explores structural racism and segregation using the example of a suburban Milwaukee fair housing complaint.

Kirk Harris, MPA, JD, PhD, Professor - School of Architecture & Urban Planning, UW Milwaukee and CEO & Co-designer of Fathers, Families and Healthy Communities  
 Kori Schneider Peragine, Administrator - Metropolitan Milwaukee Fair Housing Council's Inclusive Communities Program

10:00- 11:00 CONCURRENT SESSIONS

**OAK Planning & Economic Development**  
**Planning in Silos: Mistaking the Pieces for the Puzzle**

*Using a comprehensive approach to develop plans that offer integrated, thorough, and solution oriented strategies.*  
 Larry Witzling, PhD, AIA, ASLA, Principal - GRAEF  
 Stephanie Hacker, AICP, LEED AP, Practice Area Leader - GRAEF  
 Erik Brooks, Mayor - South Milwaukee  
 Tami Mayzik, City Administrator - South Milwaukee

**JUNEAU Community Engagement & Equity**  
**Implementing the Plan: South 5th Street**

*Partnering with neighbors to craft the plan to reconstruct a major street - and the economic development impacts.*  
 Sam Leichtling, AICP, HDFFP, Long Range Planning Manager - City of Milwaukee Dept of City Development  
 Karen Dettmer, PE, Coordination Manager - City of Milwaukee Dept of Public Works  
 Ursula Twombly, AIA, Founding Principal - Continuum Architects + Planners, SC

**MITCHELL Healthy Communities**  
**Building Confidence in Aging Neighborhoods**

*Creating significant change in aging and distressed neighborhoods.*  
 Jason Gllman, AICP, Director of Planning & Development - City of La Crosse  
 Brian Fukuda, Community Development Specialist - La Crosse County  
 Caroline Gregerson, Community Development Administrator- City of La Crosse

### Green Infrastructure in Milwaukee

This tour will explore green infrastructure (GI) in the mixed-use Walker's Point neighborhood of Milwaukee, less than one mile from the conference venue. GI is a key component to managing water where it falls, creating a more resilient landscape across the Milwaukee Metropolitan Sewerage District's (MMSD) 28-community region. Tour stops are all within a one-block radius of where the MMSD headquarters and Reed Street Yards properties together provide an impressive palate for GI, the Global Water Center houses MMSD's new GI Center of Excellence, and Purple Door Ice Cream keeps it local.

Tour leaders: Nadia Bogue, Senior Project Manager - MMSD & Karen Sands, AICP, Dir. of Planning, Research and Sustainability - MMSD.

**THIS IS AN EASY 20 MINUTE WALK WITH COMMENTARY ALONG THE WAY.**

#### OAK Planning & Economic Development

##### **TIF - Making the Best Economic Development Decisions**

*Evaluating TIF proposals to ensure the best deal for the community.*

Daniel Lindstrom, AICP, Planning & Community Development Manager - Vierbicher

Quasan Shaw, EDFP, Community & Economic Development Consultant - Vierbicher

#### MITCHELL Healthy Communities

##### **Planners4Health (APA-Wis grant)**

*A new approach to advancing practice at the intersection of public health & planning.*

Tom Baron, AICP, Planner - East Central RPC

Melissa Kraemer Badtke, Safe Routes to School Coordinator - East Central RPC

#### JUNEAU Community Engagement & Equity

##### **Rebuilding the Bridge**

*Generating social benefits from quality infrastructure projects in the Kinnickinnic River Watershed.*

Tanya Fonseca, AICP, Planner - GRAEF

Patrick Elliott, PE, CFM, Project Manager - Milwaukee Metropolitan Sewerage District

John Dargle, Jr., Parks Director - Milwaukee County

Matt Bednarski, Senior Civil Engineer - GRAEF:Water

#### APA-Wisconsin Awards Presentation

Kristan Grygiel Sanchez, APA-Wis Awards Chair

Board Recognition and Retiree Recognition

Planning Awards:

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#### OAK Law & Leg Updates 1:45-3:15

##### **Murr v. Wisconsin and Beyond**

*The US Supreme Court recently decided Murr v. Wisconsin, a regulatory takings case that originated in Wisconsin! Hear lessons learned from the planners involved in the case and updates on other court cases and legislative activity in the state.*

Ellen Denzer, Community Development Director - St. Croix County

Kevin Grabau, Land Use Administrator - St. Croix County

Brian Ohm, Professor - Planning and Landscape Architecture UW-Madison

Drew Pennington, AICP - Director of Planning & Building Services - City of Beloit  
Legislative Chair for APA-Wisconsin

#### JUNEAU Planning & Economic Development

##### **Transpartisan Planning: Programmatic Approaches for Bridging the Divide**

*Unpacking and rearticulating politically charged issues to build consensus.*

Stephanie Hacker, AICP, LEED AP, Practice Area Leader - GRAEF

Wyman Winston, Executive Director - WHEDA

Rocky Marcoux, Commissioner - Milwaukee Department of City Development

Larry Witzling, PhD, AIA, ASLA, Principal - GRAEF

#### MITCHELL Healthy Communities

##### **Working with Small Communities**

*Balance against growth around New Glarus, Wisconsin (pop 1400).*

Katherine Westaby, AICP, Community Development Consultant - Vierbicher

Timothy Schleeoer, PE, Engineer - Vierbicher

### The Brewery - Redevelopment of the Former Pabst Brewing Company Complex (Walking Tour)

Explore the redevelopment of the former Pabst Brewing Company into a lively and diverse mixed-use neighborhood. Walk the 7-block complex, located west of the new Milwaukee Bucks arena district, and learn about the history of the brewery and how a public-private partnership successfully transformed the complex into a world class, LEED Platinum Neighborhood development.

The tour will be led by members of the master development team.

**This is an easy 15 minute walk to the tour area and then the tour will weave through the 7-block neighborhood.**

Thanks for your participation in the conference.

## TOURS & SPECIAL EVENTS

Tours meet at the main entrance

### SPONSORS

City of Milwaukee

HNTB

Vierbicher Associates

### EXHIBITORS

Infovision Software

Vierbicher Associates

### SUPPORTED BY

1000 Friends of Wisconsin



### Thursday - October 26

#### Drexel Town Square: Journey from Brownfield to City Center

1:30 - 3:30 PM

(Bus tour with some walking)

Tour from downtown conference location to Oak Creek via bus, with walking around Drexel Town Square.  
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Corey Savage - Savage Communications and Blair Williams - WIRED

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Tour Leaders: Representatives from ICON Venture Group (Project manager for the arena construction)

### Friday - October 27

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10:00 - noon

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# CONFERENCE REGISTRATION FORM

## 2017 Annual Planning Conference Getting There Together: Bridging the Gap

October 26 & 27

**On-line registration and payment is encouraged** by members and non-members at APA until Monday, October 23rd.. Or register and pay directly by check with a \$10 processing fee.

If not registering online, **please use only one registration form per person.** Make checks payable to Wisconsin APA. The deadline for early bird registration is Friday, October 13th.

Hotel Information available on page 12 and on [wisconsinplanners.org](http://wisconsinplanners.org)

First Name \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 APA Member \_\_\_\_\_

**Register online through XXXXXXXX at:**

<https://www.planning.org/events/eventmulti/9133267/>

Registration Payments by mail – (\$10 processing fee)

Make checks payable to Wisconsin APA and mail to:

Deborah Nemeth  
 16 North Carroll St., Suite 800  
 Madison, WI 53703-2726

Cancellation/Changes Policy

- Registrations, changes, or cancellations via telephone will not be accepted.
- Any changes to a registration must be received by October 23rd by email to [nemethplanning@gmail.com](mailto:nemethplanning@gmail.com)
- Any cancellation must be received by October 23rd to be eligible for refund.
- There is \$5 processing fee for refunds, which will be deducted from your check.
- Please allow 6 weeks to process your refund.

# CONFERENCE REGISTRATION RATES

Registration Types	By Oct. 13	After Oct. 14 -Oct 23	
2 day Registration - APA Member Includes lunch & materials	\$225	\$250	_____
1 day Registration - APA Member Include lunch & materials (Circle Thurs or Fri)	\$125	\$150	_____
2 day Registration - Non-member Include lunch & materials	\$275	\$300	_____
1 day Registration - Non-Member Include lunch & materials (Circle Thurs or Fri)	\$175	\$200	_____
2 day Registration Plan Commission Members, Students, Non-profits Unemployed APA-WI	\$100	\$125	_____
1 day Registration Plan Commission Members, Students, Non-profits Unemployed APA-WI (Circle Thurs or Fri)	\$50	\$75	_____
Lunch Only (guests, etc)			
Thursday Only	\$30	\$30	_____
Friday Only (Awards lunch)	\$30	\$30	_____
Oak Creek Economic Development Tour (Thursday) 1:30-3:30		FREE**	_____
Bucks Arena Walking Tour (Thursday) 4:00 - 6:00		FREE**	_____
Ethics Case of the Year (Thursday) 4:00 - 5:30		FREE**	_____
MMSD Green Infrastructure Tour (Friday) 10:00 - noon		FREE**	_____
Pabst Brewery Tour (Friday) 1:45 - 3:45		FREE**	_____
Planning Law & Leg Update (Friday) 1:45 - 3:15		FREE**	_____

**\*\*Registration is required for all above sessions as space may be limited.**

Please food requirements: Vegetarian \_\_\_ Gluten Free \_\_\_

Check Order Processing Fee	\$10	\$10	_____
Total Amount Due with Check		TOTAL	\$_____

For more information, please contact Deb Nemeth, Conference Coordinator - call 608-259-1000  
 email [nemethplanning@gmail.com](mailto:nemethplanning@gmail.com)

# HOTEL ACCOMODATIONS

Hotel: Hilton Milwaukee City Center  
509 W. Wisconsin Ave, Milwaukee  
414-390-8249

Group Name: American Planning Association - Wisconsin Chapter

Booking Link:

[https://secure3.hilton.com/en\\_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MKE\\_MHHF&spec\\_plan=APAWC&arrival=20171025&departure=20171028&cid=OM,WW,HILTONLINK,EN\\_DirectLink&fromId=HILTONLINKDIRECT](https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MKE_MHHF&spec_plan=APAWC&arrival=20171025&departure=20171028&cid=OM,WW,HILTONLINK,EN_DirectLink&fromId=HILTONLINKDIRECT)

Cost : \$159