



2012 UPPER MIDWEST PLANNING CONFERENCE

PLANNING ^{FOR} THE ^{THE} NEXT GENERATION

Monona Terrace Convention Center MADISON, WISCONSIN

September 26 & 27

Hosted by American Planning Association & Congress for the New Urbanism Wisconsin Chapters

SILVER SPONSORS Cunningham Group Architecture, P.A. + East Central Wisconsin Regional Planning Commission + RS&H **BRONZE SPONSORS** AECOM + City of Madison + City of Oshkosh + Gorman & Company, Inc. + GRAEF + HNTB + MG&E + Michael Best & Friedrich LLP + Saris Cycling Group + SB Friedman Development Advisors + Short Elliott Hendrickson Inc. + Vierbicher Associates + Wisconsin Public Service Corporation **SPONSORS** Association of Wisconsin Regional Planning Commissions + Cartegraph + City of Milwaukee + Ehlers & Associates + Erdman Holdings + MDRoffers Consulting + MSA Professional Services + Stantec + TranSmart Technologies, Inc. + TREK

WEDNESDAY, SEPTEMBER 26

This conference is directed to planners, plan commission members, landscape architects, public officials, and interested citizens from across the Midwest. Sessions will provide information on economic and community development, transportation including bikes, rail and transit, placemaking and revitalization, natural resources planning, and sustainable urbanism. September in Madison is an ideal time to bike and walk and just enjoy the city. We encourage everyone to bring their bike, pedal around the city and join our bike tours!

8:00 - 8:45 REGISTRATION AND CONTINENTAL BREAKFAST

8:45 - 10:15 WELCOME & OPEN PLENARY

APA-WI President, Larry Ward, AICP, and CNU-WI President, Ken Voigt, P.E.

Welcome to Madison: Mayor Paul Soglin

Keynote Speaker: Mitchell Silver, president of the American Planning Association (APA)

Planning in the 21st Century: What's Next?

What are the emerging trends and challenges in the 21st Century and how the planners are well-positioned to lead and innovate as we move forward as a profession? With changing demographics, shifting political landscape, outdated development codes, what's the new role for the planning profession? This intense session will offer insight into these challenges, explain the state of planning and cover key highlights from APA's recent national poll.

10:15 - 10:30 MORNING BREAK

10:30 - 11:30 CONCURRENT SESSIONS

TRACK A Economic & Community Development

Land Use Planning: Inclusion of Bicycle & Walking in New Development

Thomas Hovel - City Planner/Zoning Administrator, City of Fitchburg, WI

Susan Sloper - Community Planner, City of Fitchburg

Breaking the "Bicycle Friendly" Barrier

Nicolas Sparacio, AICP - Senior Planner, City of Green Bay, WI

TRACK B Designing a Better Code

Sustainable Zoning in Wisconsin - Does It Exist?

Anna Haines, PhD. - Professor, College of Natural Resources, UW-Stevens Point

TRACK C Placemaking & Revitalization

New Urbanism 101 - Principles of New Urbanism

John Norquist - President & CEO, Congress for the New Urbanism

TRACK D Natural Resources Planning

Using Social Data for Planning & Evaluating Collaborative Initiative

Aaron Thompson, PhD. - Asst Professor of Land Use Planning, UW Extension, Center for Land Use Education

Kristin Flores, PhD. - Asst Professor of Human Dimensions, UW Extension, Center for Land Use Education

TRACK E People, Process & Innovation

Appreciative Planning: Using Appreciative Inquiry in Every Step

Alicia Acken Crosgrrove, AICP - Land Use Specialist, UW-River Falls

10:30 - 11:30 Walking Tour - Dane County Farmer's Market with Larry Johnson

10:30 - 11:30 Walking Tour - Downtown Madison with Susan Schmitz

11:45 - 1:15 LUNCH & PLENARY

**Featured Speaker: John Norquist, president & CEO of Congress for the New Urbanism
Adding Value by Design**

The former Milwaukee mayor and current CNU CEO & President, will discuss how conventional planning prescriptions and policies often conflict with how roads, streets, transit, and housing have traditionally served their communities. Using his book *The Wealth of Cities* as a lens, Norquist will examine how infrastructure must add value to its community. Norquist will take on the Functional Classification System as it applies to urban areas, make the “case for congestion,” and examine how federal housing policies in place via Fannie Mae, Freddie Mac and FHA have undermined the ability to develop the American Main Street.

1:30 - 2:30 Walking Tour - Block 89 - Urban Land Interests

1:30 - 2:30 CONCURRENT SESSIONS

TRACK A Designing a Better Code
Bridging the Gap: Using LEED-ND Metrics to Align Comprehensive Plans with Codes
Doug Farr, AIA, LEED AP - President & CEO, Farr Associates

TRACK B Transportation
Intercity Passenger Rail Projects, Plans & Prospects in the Midwest
Moderator: Rich Kedzior, AICP - Transportation Planner, TranSmart Technologies
Arun Rao, AICP - Planner, WisDOT
Dan Krom - Director Office of Passenger Rail, MNDOT
Randy Wade - Director of Passenger Rail, Great Lakes Division HNTB Corporation

TRACK C Placemaking & Revitalization
From Transition Zone to Transformation Zone: Next Generation Neighborhoods
Mark Smith, AIA , ASLA - Senior Planner, GRAEF
Larry Witzling, PhD - Senior Planner, GRAEF

TRACK D Natural Resources Planning
Public Private Partnerships: Sustainable Park Strategies
Debra Mitchell, FASILA, LEED AP, CNU - Principal Urban Designer, Smith Group JJR
Candace Damon - Vice Chair, HR&A Advisors
Jennifer Olmstead - Smith Group JJR

TRACK E People, Process & Innovation
Connecting Historic Preservation & Neighborhood Preservation in the Pullman Neighborhood, Chicago
Pete Pointer, FAICP, ALA - Planner & Architect

2:30 - 2:45 AFTERNOON BREAK

2:45 - 3:45 Walking Tour - State Street Retail Tour with Mary Carbine

SILENT AUCTION

Take a minute to check out the auction items and place a bid.
- Raffle and silent auction proceeds support APA-WI Graduate Planning School Scholarships -

2:45 - 3:45 CONCURRENT SESSIONS

TRACK A Economic & Community Development

The Little Suburb That Could: Embracing Today's Challenges by Planning for the Future

David Birchler, AICP - President, Birchler Arroyo Associates

Jeff Mueller - City Administrator, Lathrop Village, MI

Note: This session is co-sponsored by Birchler Arroyo Associates, Inc. and the Small Town & Rural Planning Division of APA.

TRACK B Transportation

Transportation Value Capture

Ranadip Bose, AICP - Senior Project Manager, SB Friedman Development Advisors

TRACK C Placemaking & Revitalization

Implementing the New Urbanism: The Making of Middleton Hills

Jane Grabowski-Miller, CNU, ASLA - Middleton Hills Project Director, Erdman Development Group

TRACK D Natural Resources Planning

Farmland Preservation: Wisconsin's Working Lands (Panel)

Mark Roffers, AICP - Co-owner, MDRoffers Consulting

Jim Welsh - Exec Director, Natural Heritage Land Trust

Michelle Staff - Zoning Technician, Jefferson County

Bob Wipperfurth - Town Chair, Town of Windsor (invited)

TRACK E People, Process & Innovation

The People's Choice: New Public Participation Methods for a Diverse Region

Bethany Wilcoxon - Tomorrow Plan Project Manager, Des Moines Area Metro Planning Org.

Pat Brody, P.E. - Stewardship Director, RDG Planning & Design

Lorin Ditzler - Planner, RDG Planning & Design

3:45 - 4:00 AFTERNOON BREAK

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

TRACK A Economic & Community Development

Greenspace from Transportation Infrastructure: Chicago's Bloomingdale Line

Carol Ross Barney, FAIA - Founding Principal, Ross Barney Architects

Janet Attarian, AIA - Project Director, Chicago Dept. of Trans Streetscape & Sustainable Design Program

Tom Kennedy - Principal, Chicago Arups

TRACK B Transportation

Twin Cities Congestion Management and Safety Plan

Todd Polum, P.E. - Principal, SRF Consulting Group

TRACK C Placemaking & Revitalization

The Design Team Concept

Steve Cover, AICP - Director of Planning & Economic Development, City of Madison

Bill Fruhling, AICP - Principal Planner, City of Madison

Rebecca Cnare, AICP, RLA - Urban Design Planner, City of Madison

New Life for an Old Factory District

Steve Cover, AICP - City of Madison

Aaron Oliver - Director of Economic Development, City of Madison

Rob Gottschalk - Principal, Vandewalle & Associates

Jim Bower - Bower Group, Manager of the Capitol East District

TRACK D Natural Resources Planning

Should You Cut Down Trees to Save the Park System?

Richard Brown, AICP - Park Planner III, City of Des Moines

Parks - A Partial Panacea

Mindy Moore, AICP - Park Planner II, City of Des Moines

TRACK E People, Process & Innovation

Ethics Case of the Year (1.5 CM credits)

Lee M. Brown, FAICP - President, Teska Associates (4:00 - 5:30)

5:15 - 6:30 RECEPTION - EXHIBITOR REVIEW & NETWORKING

This is your chance to enjoy some appetizers, beverages and socializing with your peers. Please visit our exhibitors to learn about the newest tools and products on the market.

6:30 - 8:30 PUB CRAWL

Continue socializing with a walk around the square and visit a few of Madison's best pubs. Pick up a map and your leader at the Level 4 main entrance.

THURSDAY, SEPTEMBER 27

7:00 - 8:15 Bike to Breakfast

8:00 - 8:30 CONTINENTAL BREAKFAST

8:30 - 9:30 FAICP SYMPOSIUM (PLENARY)

A Sustainable Visionary Plan - John Nolen & Madison

What makes a plan both visionary and sustainable?

John Nolen's 1911 plan, Madison – A Model City, remains a vital vision for Madison more than a century after its publication. Why? What long-haul lessons does the experience of this year's conference host city have for our conference theme: Planning for the Next Generation? Noted urban biographer and citizen planner, David Mollenhoff, will present his most recent analysis on what makes a plan both visionary and sustainable.

Mr. Mollenhoff will join a panel of distinguished planners to discuss the relevance of Nolen's lessons for the next generation of planning, and respond to questions and comments from the audience. The panel session will be moderated by Madison native and area planning consultant Michael Slavney, FAICP, who will also introduce Mr. Mollenhoff and the purpose of this session.

9:30 - 9:45 MORNING BREAK

9:45 - 10:45 CONCURRENT SESSIONS

TRACK A Economic & Community Development

How to Start a Food Cart Program

Warren Hansen - Street Vending Coordinator, City of Madison Business Resources

TRACK B Transportation

Youth & Transit: Creating a New Generation of Transit Users

Nicole Nutter, AICP - Project Manager, Regional Transit Authority

Charlotte O'Donnell, AICP -Senior Planner, PACE Suburban Bus, Chicago

Maggie Daly - Marketing & promotions Supervisor, PACE Suburban Bus, Chicago

Bus Transit as a Reaction to Sprawl

Mathew Orenchuk, AICP - Transit Operations planner, Parsons Brinckerhoff

TRACK C Placemaking & Revitalization

New Urbanism in an Old Neighborhood: Revitalizing Urban Living

Dave Cieslewicz - Former Madison Mayor, Executive Director, Greenbush-Vilas Revitalization Project

Andrew Dresdner, AICP - Urban Designer, Cuningham Group

TRACK D Natural Resources Planning

Watershed Based Planning

Patricia Werner, AICP - Planning Supervisor, Lake County Storm Management Commission

Michael Novotny, P.E. - Water Resources Professional, Lake County

Andrea Cline, PWS, CRM - Watershed Resource Professional, Lake County

TRACK E People, Process & Innovation

Open Streets: Reclaiming Streets with a Purpose

Colin Harris, P.E. - Project manager, Community Design Group

9:45 - 11:00 Bike Tour

11:00 - 1:15 NETWORKING, LUNCH PLENARY & AWARDS

Featured Speaker: Shelley Poticha, director for Sustainable Housing & Communities at the U.S. Department of Housing & Urban Development

Description to come.

APA-WI Awards Presentation Carolyn Esswein, AICP, CNU-A, APA-WI Awards Chair

1:15 - 1:30 AFTERNOON BREAK

1:30 - 2:45 Bike Tour

1:30 - 2:45 CONCURRENT SESSIONS

TRACK A Economic & Community Development

Redevelopment & Sustainable Economy in Waterloo, IA

Marta Nelson, - Associate Planner,
Vandewalle & Associates

TBA- City of Waterloo

Cary Darrah - General Manager, Cedar
Valley Techworks

TRACK B Transportation

***Retrofitting Exurbia: Market Based Strategy
for Revitalizing Downtown Sherwood, WI***

Andrew Dane, AICP - Community
Development Specialist, SEH

Darren Fortney, AICP - Transportation
Planner, SEH

Gregg Calpino - Landscape Architect, SEH

TRACK C Placemaking & Revitalization

Retail Planning for Urban Communities

Robert J. Gibbs, ASLA - Managing Principal,
Gibbs Planning Group

TRACK D Natural Resources Planning

***Resources Available for Lake, Wetland &
Watershed Planning & Implementation***

Eric Olson - Lakes Outreach Specialist, UW-
Extension Lakes Program

Erin O'Brien - Policy Director, Wisconsin
Wetlands

Nancy Turyk - Water Resource Scientist,
UW Extension for Watershed Science and
Education

TRACK E People, Process & Innovation

***Health Impacts in Intergovernmental Land
Use Planning in Dane County***

Paula Tran Inzeo, MPH - Fellow, Wisconsin
Center for Health Equality

Bridgit Van Belleghem - Senior Community
Planner, Capital Area Regional Planning
Commission

2:45 - 4:00 Bike Tour

2:45 - 5:00 Middleton Hill Bus & Walking Tour

**TRACK A Economic & Community Development
30th Street Industrial Corridor (Milwaukee)**

-Bridging Economic Development & Planning

Michael J. Maierle - Strategic Planning Manager, City of Milwaukee Development & Planning

Kein Burton - Development Manager, Redevelopment Authority City of Milwaukee

Bob Harris - City Planner, City of Milwaukee

-Brownfields: A Look Back

Tory Kress, AICP, P.E. - Senior Environmental Project Engineer, Redevelopment Authority of the City of Milwaukee

TRACK B Designing a Better Code

Shape Up! Form Based Code Strategies to Improve Your Community

Heather Stouder, AICP - City Planner, City of Madison

Scott Kugler, AICP - Planning Director, City of Sun Prairie

Susan Sloper - Community Planner, City of Fitchburg

**TRACK C Placemaking & Revitalization
Kansas City Main Street District**

Dianne Burnette - ED & Chief Admin, Main Street Development Corporation

John DeBauche, AICP - Urban Planner

Terry Berkbuegler, ASLA -Vice-President, Kansas City Office of Confluence

Capital Region Sustainable Communities

Steve Steinhoff, AICP - Senior Community Planner, Capital Area Regional Planning Commission

TRACK D Downtown Revitalization

State Street Mall - A National Success Story

Paul Soglin - Mayor, City of Madison

Steve Cover, AICP - Director of Planning & Community & Economic Development, City of Madison

Brad Murphy, AICP - Director of Planning Division, City of Madison

TRACK E People, Process & Innovation

Planning Law Session (1.5 CM credits)

Brian Ohm, JD - Professor, Extension Specialist, Urban & Regional Planning, UW-Madison Extension

Gary Taylor, JD, AICP - Associate Professor & Extension Specialist, Community & Regional Planning, Iowa State University (2:45 - 4:15)

TREK Bike RAFFLE

1 Ticket \$5
5 Tickets for \$20

The perfect urban bike, Trek Allant is ready for your daily commute as soon as you are. With a rack that comes standard, a rock solid aluminum frame, and ergonomically designed grips, Allant can get you from A to B faster than you ever knew.

- Raffle and silent auction proceeds support APA-WI Graduate Planning School Scholarships -

Thanks for your participation in the conference.

SUPPORTED BY

AIA

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The Small Town & Rural Planning Division of APA

Wisconsin Counties Association

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SPECIAL EVENTS

All tours meet at level 4 - Main Entry

State Street Retail - Mary Carbine, Director of Madison's Business Improvement District will lead a tour of State Street Businesses. She will describe what businesses are present, which the City would like, which have left State Street and the reasons why.

Downtown Madison - Susan Schmitz, Executive Director of Downtown Madison, Inc., will point out the many changes in infrastructure, commercial mix, new construction and public services. She will discuss DMI's work with the homeless, pan handling, Halloween, accommodating the increase in bicycling and other downtown happenings.

Tour of Block 89 - Details soon.

Dane County Farmers' Market - The Saturday Dane County Farmers' Market, around the capitol square in Downtown Madison, is the largest producer-only farmers' market in the U.S. Come visit its smaller cousin, just outside Monona Terrace on Martin Luther King Junior Boulevard, and join **Market Manager Larry Johnson** to learn about what has made the market so successful and how it fosters a connection between City residents and the surrounding farmland. Hear from a market vendor on what the market means to them as a farmer. The tour will continue up MLK Blvd. to the capitol square and Graze and L'Etoile restaurants, where James Beard Award-winning **Executive Chef and restaurant co-owner Tory Miller** will talk about how he shops the market and integrates local farm-raised ingredients in the menus for his restaurants.

Middleton Hills Bus & Walking Tour

The Middleton Hills development is one of the first New Urban projects built in the Midwest. Designed by DPZ in 1993 and built over the intervening years by the Erdman Development Group it has become a national model for traditional neighborhood planning and design, as well as new TND ordinances. This 150-acre mixed-use neighborhood has lessons to teach across the full range of place-making professions from programming, planning, urban design, architecture, landscape, and implementation. The tour will be led by Jane Grabowski-Miller, the Middleton Hills Project Director.

Bike to Breakfast - Thursday Morning

Bike to nearby Olin-Turville Park for a breakfast overlooking Lake Monona. Olin Park reflects the true beauty of downtown Madison day or night, all seasons of the year. Adjacent to Olin Park is Turville Point Park, the conservatory park, a great place for nature hiking.

More bike tours - TBA

CONFERENCE REGISTRATION FORM

Upper Midwest 2012 Planning Conference PLANNING FOR THE NEXT GENERATION

September 26 & 27, 2012

On-line registration and payment is encouraged by members and non-members at APA until September 21, 2012. Or register and pay directly by check or purchase order, with a \$10 processing fee. Purchase order payments must be paid within fifteen days of registration.

If not registering online, **please use only one registration form per person.** Make checks payable to Wisconsin APA. The deadline for early registration is September 12, 2012.

Hotel Information available at <http://www.wisconsinplanners.org/>
Cut off dates vary from Aug. 25 - Sept.3

First Name _____

Last Name _____

Organization _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Ridesharing to the conference is encouraged. We will contact you at the above email.

Are you willing to rideshare YES - Passenger only _____ YES - Driver _____

Register online through September 21, 2012 at: APA

<https://www.planning.org/ecommerce/conference/viewConferenceDetails.aspx?conferenceId=186>

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

Make checks payable to Wisconsin APA and mail to:

Deborah Nemeth

16 North Carroll St., Suite 810

Madison, WI 53703

Cancellation/Changes Policy

- Registrations, changes, or cancellations via telephone will not be accepted.
- Any changes to a registration must be received by September 21st by email to dnemeth@1kfriends.org
- Any cancellation must be received by September 21st 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 Sept. 12.	After Sept. 12 - Sept 21	_____
2 day Registration Includes lunch & materials	\$235	\$275	_____
1 day Registration Include lunch & materials (Please circle Wed or Thurs)	\$125	\$150	_____
2 day Registration Plan Commission Members, Students, Unemployed APA-WI & CNU Members (please circle one)	\$85	\$100	_____
1 day Registration Plan Commission Members, Students, Unemployed APA-WI & CNU Members (please circle one) (Please circle Wed or Thurs)	\$42	\$50	_____
Lunch Only (guests, etc)	Wednesday Only \$30		_____
	Thursday Only \$30		_____
Middleton Hills Bus Tour (Thursday 2:45 – 5:00 PM)	\$25		_____
Farmer’s Market Walking Tour (limit 25)	FREE **	_____	_____
Ethics Case of the Year (Wednesday 4-5:30 PM)	FREE**	_____	_____
Planning Law Update (Thursday 2:40 – 4:10 PM)	FREE**	_____	_____
Bike to Breakfast (Thursday 7:15 AM)	FREE**	_____	_____
Bike Tours/Rides	FREE		
I will bring a bike _____ (Bike parking available for Thursday tours)**			
I will need a bike _____ (We will have a limited number of B-Cycles available)**			

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

Paper, Check, or Purchase Order Processing Fee	\$10	\$10	_____
Total Amount Due with Paper, Check, or Purchase Order		TOTAL	_____

For more information, please contact Deb Nemeth, Conference Coordinator call 608-259-1000 or email dnemeth@1kfriends.org

HOTEL ACCOMODATIONS

Hilton Monona Terrace - \$199 (attached to Monona Terrace - on the bike path)

9 E. Wilson Street Madison, WI 53703

BY PHONE: Toll Free Phone Number: 1-866-403-8838

Group Code: **APA**

FOR ON-LINE RESERVATIONS:

http://www.hilton.com/en/hi/groups/personalized/M/MSNMHHF-APA-20120925/index.jhtml?WT.mc_id=POG

Cut off date: Aug 31

Hyatt Place - \$129 (walking distance to conference)

333 W. Washington Ave. Madison, WI 53703

BY PHONE: Reservations can be made toll free at 1-888-492-8847.

Group Name: **American Planning Association**

ONLINE: www.hyattplacemadisondowntown.com

Enter your arrival and departure dates and then in the box labels "Corporate/Group #" you need to enter your group code. Your code is **G-APAS**

Cut off date: Aug 25

Inn on the Park - \$119 (walking distance to conference)

22 South Carroll Street Madison, WI 53703

BY PHONE : Guests MUST call hotel directly at (800) 279-8811 or at (608) 285-8000 to be booked within your block.

Group Name: **Upper Midwest Planning Conference Block**

Cut off date: Sept 3

Sheraton – Madison - \$79 Near Alliant Center (shuttle available - on the bike path)

706 John Nolen Drive Madison, WI 53713

BY PHONE: 608-251-2300

Group Name: **American Planning Association**

ONLINE: <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1205167526&key=74453>

Cut off date: Aug 25