

2012 Upper Midwest Conference Presentation Descriptions

WEDNESDAY - SEPTEMBER 26

8:00 – 8:45 Registration and Continental Breakfast

8:45 – 10:15 Welcome & Opening Plenary

APA-WI President, Larry Ward, AICP, and CNU-WI President, Ken Voigt PE

Welcome to Madison: Mayor Paul Soglin (invited)

Keynote Speaker: Mitchell Silver, president of the American Planning Association (APA). Mr. Silver is also the Chief Planning & Development Officer and Planning Director for Raleigh, North Carolina. He is an award-winning planner with over 27 years of experience in the public and private sectors. He is nationally recognized for his leadership in the planning profession and his contributions to contemporary planning issues.

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

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.

10:30 – 11:30 Walking tour – 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.

10:30 – 11:30 Concurrent Sessions

Track A. 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, WI

This presentation will describe some of the regulatory techniques used by the City of Fitchburg to coordinate land use and transportation and encourage bicycling and walking in the City. While sidewalks and bicycle lanes can accommodate those already using active modes of transportation, the land use patterns and policies ultimately determine whether these modes are practical and inviting to the "interested but concerned" biking population.

Specifically, the presentation will briefly describe historical development patterns, Comprehensive Plan vision and zoning reform. A large component of the presentation will focus on the incorporation of the Bicycle Module into the Fitchburg's SmartCode and also the implementation of the module in the Nine Springs Neighborhood. The City of Fitchburg is the first community in Wisconsin to adopt the form-based SmartCode as a zoning opportunity and the first in the country to incorporate the Bicycle Module into the code. The Code is an open source zoning code that provides a means to code for Traditional Neighborhood Design (TND). There are various modules that can be added to the base code, including the bicycle module. This presentation will briefly touch on the framework for the SmartCode, the basics of the bicycle module, drafting and adoption process and also implementation of the module. While the module is specific for inclusion into the SmartCode, the regulatory elements are flexible and could be applied in non-SmartCode areas.

Track B. Designing a Better Code

Sustainable Zoning in Wisconsin - Does It Exist?

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

We want to measure the extent to which sustainability concepts and ideas are integrated into a sample of zoning codes focused on Wisconsin. The focus on sustainability in the planning literature has developed over the past decade or so with attention to incorporating sustainability into comprehensive planning (e.g., Wheeler 2004), evaluating plans (e.g., Berke & Conroy 2000) and understanding the extent of planners' sustainability knowledge (e.g., Jepson 2003). However, there has been little literature focused on the integration of sustainability into planning implementation tools of which zoning codes are the primary tool.

We designed an evaluation tool based on Rocky Mountain Land Use Institute (RMLUI) and the Sturm College of Law at the University of Denver RMLUI's draft code. We chose to evaluate the zoning codes of twenty cities in Wisconsin selected on the basis of geography, population, and inclusion as part of green tier, energy independent communities, and/or ecomunicipality designation. We contrasted this set of cities with 20 cities that are not part of any effort, such as green tier. Two individuals evaluated all the zoning codes to ensure an 85% reliability coder score or higher match in our individual scores. An important part of our scoring is that only concepts that are permitted in a zoning code are counted; conditional or special uses are not counted.

Our analysis will summarize the results of the scores and evaluations from the 40 zoning codes and compare and contrast the results. We will identify and examine the particular concepts that are included most and least and in addition examine scores by size. The evaluation tool covers residential and commercial uses, including but not limited to urban agriculture, energy system, density, and natural area.

Track C. Placemaking & Revitalization

New Urbanism 101- Principles of New Urbanism: Why they matter and how they're implemented

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

Description will be available soon.

Track D. Natural Resources Planning

Using Social Data for Planning & Evaluating Collaborative Initiatives

Aaron Thompson, PhD - Asst Prof of Land Use Planning, UW Ext Center for Land Use Education

Kristin Flores, PhD - Asst Prof of Human Dimensions, UW Ext Center for Land Use Education

This session uses data collected from multiple surveys of rural landowners from around the Midwest to explore the role for social science to help inform local initiatives to address resource management challenges. Collaborative initiatives have developed to address many challenges facing the agricultural landscape, such as threats to water quality, loss of productive farmland, degradation of wildlife habitat, and loss of forestland. An overview of the development of these types of stakeholder driven processes will be provided as well as a discussion of how social data can be used to evaluate the success of their efforts. In addition to using social science data as an evaluation tool we will explore how the collection of research driven social data can inform the planning process at multiple stages. Using survey results we will explore variables used to profile agricultural producers and discuss how differences within this group may impact the success of local planning efforts in the agricultural landscape. In addition, we will describe methods for integration of survey data and GIS that can assist planners in spatially targeting their efforts in order to improve implementation strategies.

Track E. People, Process & Innovation

Appreciative Planning: Using Appreciative Inquiry in Every Step

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

This is a unique opportunity to learn about Appreciative Inquiry from a planner. Often used by large agencies and business (from Roadway to the Navy), Appreciative Inquiry is a change process developed by focusing on positive stories and relationships. This workshop will cover the principles of AI, case studies including Sustainable Cleveland's 600 person summit on local foods, and examples that can be immediately implemented at your next office meeting. Planners

will be able to try 'stealth' AI, or AI questions that can further positive change, and go home with new questions for team meetings.

11:45 – 1:15 LUNCH & Plenary

Featured Speaker: John Norquist, president & CEO of the Congress for a New Urbanism. Norquist served in the Army Reserves from 1971 to 1977, and earned his undergraduate and master's degrees from the University of Wisconsin. Norquist served as Mayor of Milwaukee from 1988-2004, and prior to that he represented Milwaukee's south and west sides in the Wisconsin Legislature. He chaired the National League of Cities Task Force on Federal Policy and Family Poverty and served on the Amtrak Reform Council.

Adding Value by Design

Norquist will discuss how roads, streets, and transit need to be configured to add value to the place they're built. He will also discuss housing finance and how FHA, Fannie Mae and Freddie Mac have undermined Main Street.

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

1:30 – 2:30 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

One small suburb decided that hunkering down, laying low, and looking only as far as the next day wasn't a successful long-term strategy. In the midst of Michigan's severe recession, this City looked for ways to position the community for future growth and improvement. Learn the positive steps city leaders took to revitalize its tired commercial strip and improve connectivity throughout the city.

With optimism and determination to make their community a better place to live and work, the City used a variety of planning tools with an intent to make streets and sidewalks safer for all users, encourage property owners to make improvements, make the City more walkable, increase opportunities for businesses, and improve the potential to increase property values. In the past five years (in the midst of a down economy), the City accomplished the following:

- Developed a new master plan for the community
- Halted a proposed roadway plan that would have negatively impacted the community's vision and reimagined the road as the community's Main Street.
- Created Access Management Plan for its main commercial thoroughfare
- Created a concept plan for a new village center
- Overhauled and modernized the Zoning Ordinance by replacing 1960's suburban land use regulations with new standards that include a form-based code for the village center. This code was honored in 2012 with an Outstanding Achievement Award from the APA Small Town and Rural Planning Division.
- Developed a complete streets plan
- Adopted a complete streets ordinance
- Updated the Capital Improvement Program to reflect complete streets strategies
- Created a new marketing campaign to raise awareness of the City's strengths within the City and region
- Illustrated the village center concept in more detail to build interest in the project and the City.

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, Minnesota DOT
Randy Wade - Director of Passenger Rail, Great Lakes Division HNTB Corporation

This presentation and panel discussion will feature representatives from two state DOTs and the private sector who will present on the current state of passenger rail projects and planning in the Midwest, with a focus on Wisconsin, Minnesota, Illinois, and Iowa. Although there has been a burst of passenger rail route planning and construction as a result of the American Recovery and Renewal Act of 2009 (i.e., “the stimulus”), new federal funding awards have dropped off significantly in recent years. Which Midwest passenger rail improvements were funded by ARRA? What kinds of route planning, service expansion and incremental improvements can be undertaken in the current fiscal and political environment? Is it possible to grow the Midwest’s passenger rail network in the near future? How should Midwest communities pursue passenger rail service improvements? This panel of experts will tackle these questions and more.

Track C. Placemaking & Revitalization

Implementing the New Urbanism: The Making of Middleton Hills

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

This presentation will be a case study of the Middleton Hills development, one of the first new urbanist developments 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 neighborhood stands out for four principal reasons. 1) Approved at a time when many of the codes had to be changed in order to build it, it was approved with one of the first form-based codes, and it has been built with very few compromises. 2) It would be difficult to identify another New Urban project that grows more naturally from its site topography and hydrology, enhancing both. 3) Unlike many projects that are criticized for creating generic and placeless style, this neighborhood is firmly rooted in regional design traditions, both in its urbanism and architecture. 4) The core measure of a neighborhood’s walkability is its integration of neighborhood services with pedestrian friendly access. Middleton Hills is one of the few new developments with a full size grocery store located in the neighborhood center, with a pedestrian entrance and liner buildings fronting the street, creating a “Main Street’ scale.

Sales and real estate values will be discussed as they relate to the history of the project and comparisons to surrounding conventional subdivision developments.

Track D. Natural Resources Planning

Public Private Partnerships: Sustainable Park Strategies

Debra Mitchell, FASLA - Principal Urban Designer, Smith Group JJR
Candace Damon - Vice Chair, HR&A Advisors
Jennifer Olmstead - Smith Group JJR

At the city, metropolitan or state scale, you find networks of leaders who put place first to address the core challenges of the globally competitive 21st Century: shaping an entrepreneurial economy, creating urban quality to draw talented workers, and building citizens’ basic skills. Today public-private partnerships (PPPs) are the fastest-growing arena for urban economic development. PPPs are created through a collaborative process including not only public and private entities, but nongovernmental organizations, nonprofit associations, and intermediary groups, such as business improvement districts. Nowhere have we seen more success in using PPPs than in the creation of signature urban parks, such as New York City’s Bryant Park and Brooklyn Bridge Park, Chicago’s Millennium Park, and St. Paul’s Landmark Plaza. Studies have shown these parks help define their cities and generate substantial civic, economic and fiscal value.

In-depth case studies of the funding mechanisms and management structures of the following projects will be presented:

- Brooklyn Bridge Park, New York City
- Shelby Farms Park, Memphis

- RiverFIRST Initiative, a 5.5 mile reach of the Mississippi River, Minneapolis
- Peavy Park, Minneapolis
- Great River Passage, 17 miles and 3,500 acres of the Mississippi River, St. Paul

Based on experience, here are some of the key challenges to keep in mind:

- Market Changes
- Non-Profit Leadership Changes
- Political Changes

Track E. People, Process & Innovation

Connecting Historic Preservation & Neighborhood Preservation in the Pullman Neighborhood in Chicago

Pete Pointner, FAICP - Planner & Architect

Pullman is a neighborhood on the far south side of Chicago. It was scheduled for demolition to make way for an industrial park when residents banded together to link historic preservation and neighborhood revitalization. As a result, it is now a National Historic Landmark, a State and City historic landmark district, and was named one of America's 10 great neighborhoods by APA this past year.

The power point presentation will illustrate the principles, techniques and process followed to link historic preservation and neighborhood revitalization over a 45 year period. It will highlight the fundamental planning and design principles of smart growth and citizen involvement which are transferable and valid in the revitalization of older urban neighborhoods everywhere.

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

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 and the reasons why.

2:45 – 3:34 Concurrent Sessions

Track A. Economic & Community Development

Bridging the Gap: Using LEED-ND Metrics to Align Comprehensive Plans with Codes

Doug Farr - President & CEO, Farr Associates

Comprehensive plans routinely call for the right things such as sustainable, healthy, walkable, connected, mixed-use communities. Meanwhile the underlying codes and ordinances meant to implement these same strategies weaken or obstruct them. Why does this disconnect exist and what can be done about it?

LEED-Neighborhood Development is the first-ever certification standard for sustainable communities and developments developed over a 7 year period with input from thousands of practitioners, many of them APA and CNU members. LEED-ND established rigorous performance metrics in support of many of the ideas and policies often espoused in plans. LEED-ND metrics can be used to identify and assess gaps between plans and codes. Armed with detailed information about the gaps what can be done about them?

Implementing thoughtful plans by aligning them with ordinances adds value to a community. Convincing leaders to make such changes can be challenging. Education is the best tool. Hear about how to use LEED-ND as a catalytic teaching tool to focus attention on the gaps and move leaders to action.

Track B. Transportation

Transportation Value Capture

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

The shrinking supply of Federal funding has placed pressure on local jurisdictions to identify local resources to finance transportation and infrastructure projects. Minimum local match finance percentages have increased in recent years and, to be competitive, localities have to exceed the minimum match percentage. Value capture is one approach that communities throughout the nation are considering to finance transit and major highway improvements. Value capture refers to the practice of implementing a tax or fee on private property near a public improvement to “capture” a portion of the monetary benefit that the property owners gain as a result of the public investment.

This session will include a discussion of the potential for utilizing value capture, using local financing tools such as Tax Increment Financing (TIF), special assessment and development impact fees. It will showcase actual examples of how these tools could finance some of the priority projects identified in the Go TO 2040 Plan for the Chicago region.

Track C. Placemaking & Revitalization

From Transition Zone to Transformation Zone: Next Generation Neighborhoods

Mark Smith, AIA - Senior Planner, GRAEF
Larry Witzling, PhD, FAICP - Senior Planner, GRAEF

For decades, areas surrounding “downtowns” were dubbed “transition” zones, filled with odd people, lower property values, and mysterious patterns of behavior. Later we learned these areas might be better defined as a desirable pattern of mixed uses. More recently they have become a key part of the urban transect. In the next generation of urban growth, however, these areas, rather than being planning enigmas, should become the major focal points of transformational change.

Neighborhoods surrounding downtowns have unique value. They are the places from which we can walk to and from downtown. They hold a true diversity of people, life-styles, and human values. The inner ring of residential areas holds the DNA to long-term urban resilience – a place in which multiple populations, businesses, and life-styles can thrive. These are places which evince a reasonable amount of uncertainty, and even a moderate degree of social anxiety. In the end, these are the authentic urban places that will be desired by the next generation of urban populations.

The project presented here – a plan for the Central City of Waukesha –included both the downtown and the surrounding residential neighborhoods. The interaction between these two public realms became a critical, underlying foundation for the work. Typically downtown plans emphasize major redevelopment while the older neighborhoods engender recommendations for revitalization. In this plan, both sets of recommendations – redevelopment and revitalization – were established for both types of places. As we move into the next generation of challenges and opportunities it will be essential to view the neighborhoods surrounding downtowns, not as strangers whom we invite to dinner, but as full members of a unified, albeit extended, urban family.

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)

In 2009, Wisconsin adopted the “Working Lands” law, which mandated updated farmland preservation plans and new approaches to implementing zoning. I have worked with Jefferson, Columbia, Shawano, and Dane Counties to develop farmland preservation plans and zoning districts under this law, and on scores of rural plans, ordinances, TDR programs, etc. over the years.

This will be a panel discussion on sound approaches and innovations in farmland preservation planning in the Upper Midwest, with an emphasis on what Wisconsin planners have done with the Working Lands law.

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, PE - Stewardship Dir, RDG Planning & Design

Lorin Ditzler - Planner, RDG Planning & Design

The Tomorrow Plan is creating a long-range regional sustainability plan for Greater Des Moines. The planning team has used a wide variety of public participation techniques to engage residents and drive discussion, including fresh approaches for traditional public meetings, online town hall meetings, and more distinctive methods such as the *Design My DSM* online planning game, a PechaKucha night, public-driven scenario planning, and outreach to marginalized communities such as disabled residents and the homeless. The team also navigated the unique challenges of promoting participation among the regional steering committee, where public officials from diverse communities must establish what issues should be addressed at a regional level, set realistic and focused goals, and balance local decision-making power with regional needs. This session will describe what participation techniques worked, and what didn't work, in the effort to spark community discussion, establish relevancy, and build excitement among half million residents in 17 communities and 4 counties.

Members of the planning team - including representatives from the Des Moines Area Metropolitan Planning Organization (MPO), RDG Planning & Design, and the steering committee - will explain various aspects of the public participation process using a modified PechaKucha format (a fast paced, image-based idea-sharing method). After the presentations, attendees will get to try out a few of the public engagement tools for themselves.

The Tomorrow Plan is funded by the Federal Sustainable Communities Grant. The Des Moines Area MPO is leading the creation of the plan with a team of consultants, including Iowa-based firm RDG and Boston-based Sasaki Associates, winner of the 2012 APA National Planning Excellence Award for a Planning Firm.

4:00 – 5:00 or 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 office

The session will be a case study of the Bloomingdale Trail, led by three of the people most involved. This project is the conversion of a 2.7 mile long elevated railroad right-of-way into a trail and park that runs through several neighborhoods in Chicago that are short of recreational space. After discussing the development of the Bloomingdale Trail, presenters will discuss with participants.

The world continues to urbanize and existing cities age and change. At the same time, residents of cities, as well as the environment, need low-cost and healthful transportation and socializing options. Participants will learn of the vision and multi-disciplinary and multi-party cooperation necessary to transform the Bloomingdale Line into a vibrant public place.

Close to \$50 million has been committed to the Bloomingdale Trail's design and construction and more than 500 residents participated in the development of the framework plan. With the plan completed and design underway, the Bloomingdale Trail is scheduled to be opened to the public by 2014. Participants' skills will be expanded to include identifying opportunities for the creation of new parks and public places, evaluating and creating political support and funding, improving design by harnessing the different perspective that reclaimed infrastructure provides, and determining an appropriate process for incorporating the public's ideas.

Track B. Transportation

Twin Cities Congestion Management and Safety Plan

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

The Congestion Management and Safety Program is a series of Lower-Cost/High-Benefit roadway improvements that seek to maximize mobility and reduce crash risk. This is accomplished by identifying and addressing key congestion and safety problem locations. Both MnDOT's Metro District Highway Investment Plan and the Metropolitan Council's Transportation Policy Plan specify highway funding for Lower-Cost/High-Benefit improvements over the next 20 years. CMSP Phase III is the set of actions performed to identify and recommend solutions that will most cost-effectively provide congestion and safety relief on the trunk highway system in the metropolitan area.

The steps of this effort can be broadly grouped in two categories: problem location identification and cost-effective project screening. Data collection relied on two primary sources of data including MnDOT's annual Metropolitan Freeway System Congestion Report and workshops with local stakeholders. While the Congestion Report provides excellent information for freeway congestion, information on problem locations on the expressway and arterial trunk highways is less readily available. Local stakeholders were essential in providing accurate and current input on existing problems on these facilities.

Establishing screening and prioritization methods for CMSP was a crucial element in achieving project success. The large number of problem locations and complexity of concept solutions demanded a straightforward approach to identify the most cost-effective roadway improvements. Elements of this process that proved to be highly beneficial include the use of GIS application for data inventory and the development of a screening tool to distinguish severe problem locations. In addition, lessons were learned that could improve this process in future studies. It is expected that this process of problem location identification, concept development, and improvement screening will be repeated in future programming cycles

Track C. Placemaking & Revitalization

The City Design Team Concept

Steve Cover, AICP - Director of Planning & Econ Dev, City of Madison
Bill Fruhing, AICP - Principal Planner, City of Madison
Rebecca Cnare, AICP, RLA - Urban Design Planner, City of Madison

Many public sector planners recognize the importance of their input in decisions related to public infrastructure, streets, signage, locating public facilities and open space design. But many jurisdictions are structured to have departments other than their planning agencies taking the leadership role and, in many cases, handling these kinds of projects without planning input. This session will present a unique and different concept in public planning – the City of Madison's City Design Team. Created and initiated this year, the responsibilities of the team include:

- 1) Having a leadership role in the future design of public roads, streets, bikeways and other public spaces;
- 2) Providing design recommendations for all of the major gateways and entrances into the City;
- 3) Developing a new way finding signage program, public signage and street design concepts for the City;
- 4) Preparing design concepts for "neighborhood town centers" in areas where there's a concentration of housing and no place for people to go;
- 5) Leading the preparation of the City's first comprehensive Transportation Master Plan;
- 6) Planning for the future co-location of city facilities, including libraries, police and fire stations, parks, etc; and
- 7) Preparing a new Design Plan for the City of Madison, a next step or update of the 1911 John Nolen Plan.

Attendees can learn the tools and strategic approaches needed to implement this planning approach in their respective jurisdictions.

Track D. Natural Resources Planning

Should You Cut Down Trees to Save the Park System?

Richard Brown - Park Planner III, City of Des Moines

This presentation will look at the use of natural resource planning for a park and recreation system. The City of Des Moines, Park and Recreation Department is the steward of over 3,800 acres of land, 76 parks and more than 42 miles of paved trails and many other specialized facilities for the citizens of Des Moines.

Richard will examine how a proposal to cut down 100 trees and construct an accessible trail connection to a small neighborhood park, McHenry Park, forced the City of Des Moines to examine how it treats natural resources across the City's entire park and open space system.

The result of the project is an ecologically-sound master plan for McHenry Park and an inventory of natural resources for the entire Des Moines park and open space system that has created a paradigm shift in how the Department manages its natural resources.

More than three years after this project began, the impacts and the shift in how Des Moines addresses and plans for natural resources is still being felt. Attendees will get an understanding of how planning for natural resources as part of the park planning process can benefit the park user, the environment and create better, more accessible parks.

Parks - A Partial Panacea

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

This presentation is based upon the teachings and research of Dr. John Crompton, Distinguished Professor of Park, Recreation and Tourism Sciences at Texas A&M University.

Typically, parks and recreation services are considered a relatively discretionary, non-essential government service. They are nice to have if they can be afforded. However, parks and recreation are actually part of the solution to a community's most pressing social, economic, and environmental problems such as crime and poor public health.

Additional proof of the impact of parks and recreation on a community can be evidenced by the multitude of awards and honors have been attributed to Des Moines due to the parks, trails, and special events that are available for residents and visitors:

- 2012 - Top 50 Bicycle Friendly Communities – Bicycling Magazine
- 2011 - Bronze Level Bicycle Friendly Community – League of American Bicyclists
- 2010 - Best Cities for the Next Decade – Kiplinger's
- 2010 - Healthiest and Safest Metro in the Nation – the Gallup-Healthways Well-Being Index
- 2009/2010 – Hot Spots for Young Professionals to Live and Work in the U.S. – Drake University

Track E: People, Process & Innovation

Ethics Case of the Year 1.5 CM credits

Lee M. Brown, AICP - President, Teska Associates

The AICP Ethics Committee has developed the first in a planned series – the “Ethics Case of the Year.” Each year, the Committee will develop one case that will present a series of ethical questions or dilemmas that relate to the AICP Code of Ethics and Professional Conduct. This initial case includes events that occur over a period of months in the lives of several planners, illustrating a wide variety of ethical situations. The case does not involve just a planning director, but also other staff planners as well as private consultants.

5:15 – 5:30 Reception & Exhibitors

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 ____entrance.

THURSDAY SEPTEMBER 27

7:00 8:15 Bike to Breakfast

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.

8:00 – 8:30 Continental Breakfast

8:30 – 9:30 Morning Plenary

Featured Speaker – Shelley Potchia, Director for Sustainable Housing and Communities at the U.S. Department of Housing and Urban Development (HUD). Potchia previously served as President and CEO of Reconnecting America, where she became a national leader for the reform of land use and transportation planning and policy with the goal of creating more sustainable and equitable development. Potchia is responsible for advancing housing and communities that promote affordable, livable and sustainable living environments. She also provides technical and policy support for energy, green building, and integrated housing and transportation programs at HUD and around the nation. Prior to joining Reconnecting America, Potchia was the Executive Director of the Congress for the New Urbanism. In this role, she guided the organization's growth into a national coalition with a prominent voice in national debates on urban revitalization, growth policy, and sprawl.

9:45 – 11:00 FAICP Symposium : A Sustainable Visionary Plan – John Nolen and Madison

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.

Following the format of the highly popular FAICP Symposiums from previous Upper Midwest conferences, after the presentation, 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.

11:10 – 12:10 Concurrent Sessions

Track A. Economic & Community Planning

How to Start a Food Cart

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

Warren Hansen, who created and runs one of the premier food cart programs in the country, will be giving a presentation on how to start up and run a successful food cart program. The presentation will cover how to prepare and obtain approval of legislation to begin and maintain a food cart program, how to secure a diverse set of quality vendors, how to prepare rules and guidelines for the vendors, and how to implement a quality control/annual evaluation program. The first part of the session will be a presentation by Mr. Hansen, followed by a visit to the Statehouse Square where attendees can see the carts in action, and have the opportunity to sample the food, drinks and other goodies offered by the vendors.

(Attendees, if they wish, can go sample the food and drinks offered by the cart vendors).

Track B. Transportation

Youth & Transit: Creating a New Generation of Transit Users

Nicole Nutter, AICP - Project Manager, Regional Transit Authority

Since 1995, vehicle miles traveled in single occupancy vehicles by 15-30 year olds has decreased by 6%. This percentage is impressive considering that this generation comprises the largest generation of people in U.S. history, 80 million strong. Researchers attribute this decrease to the generation's willingness and desire to utilize transit in an effort to be green. Transit agencies in the Chicago area have been taking note and are further expanding their options for Generation Y to use transit. During the session, Regional Transportation Authority and Pace Suburban Bus representatives will explain their operations, advertising, education, and long term planning efforts targeted at youths.

Locally, transit plays a critical role in getting students to schools and colleges. Proposed new legislation to cut yellow bus operations may increase student reliance on public transit. Pace will speak to how the agency customizes services to serve educational institutions and a description of the various fare instruments for students will be given. Pace will also speak to its recent marketing campaigns aimed at high school and college students. Pace increased the yearly sales of its Campus Connection college pass by 36% in 2010 and by 21.3% in 2011. Other marketing initiatives target young children and youths with disabilities.

Beyond day-to-day operations, the RTA is making efforts to increase future ridership among all segments of the youth market. The RTA conducts individualized travel training sessions with disabled teenagers, walking them step-by-step through the process of riding transit. The intent is to transition customers with disabilities from ADA paratransit to the fixed route system.

Along with Generation Y's desire to be environmentally responsible, the generation aspires to live in vibrant, mixed-use, transit-rich environments. The RTA works directly with communities to create transit-oriented developments that will be attractive to current and future generations. All of these efforts - including our successes and our failures - will be provided in the proposed session.

Bus Transit as a Reaction to Sprawl

Mathew Orenchuk, AICP - Transit Operations planner, Parsons Brinckerhoff

For many years the link between transportation and land use was understood to mean transportation was constructed and then land use patterns were changed. Streetcar suburbs are an embodiment of this ideal. More recently the opposite has occurred: land use choices at the fringe of cities are made first and transportation improvements, usually in the form of roadways for cars, follow.

Thus, transit service is an afterthought when development comes to the fringe of town. The sprawling nature and large setbacks from the street essentially means anyone with a car will access new development by driving. The result is low productivity for transit services with few riders and long distances in between destinations. These land use choices force the transit agency to choose: Do they spend the money and time to provide service to the sprawl (in some cases taking away resources from other parts of the system)? Or do they support their core but cut off riders from important shopping, job, and medical destinations?

Recent studies have shown the Millennial generation is more likely to ride public transit than their parents. However, this trend may reverse itself if transit service continues to be decimated by terrible land use choices by local municipalities. This presentation will examine how land choices beyond a transit agency's control can ultimately result in much harm to

the riders. Examples from medium-sized cities in Ohio, Indiana, and Illinois will show what choices transit agencies face when sprawl occurs, and who wins and who loses in these situations. The presentation will conclude with recommendations on how coordination and small improvements can make a big difference for transit riders and result in a solution acceptable to all parties involved.

Track C. Placemaking & Revitalization

New Urbanism in an Old Neighborhood: Revitalizing Urban Living

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

Some of the most important lessons for successful urban design can be learned from cities' and villages' pre-World War II neighborhoods. Join former Madison Mayor and current Executive Director of the Greenbush-Vilas Revitalization Project for a look at what older neighborhoods can teach us about what contributes to successful neighborhood design, and how we have gotten away from what works.

While we can learn from these older neighborhoods, many of them throughout the Midwest face challenges, such as an aging housing stock in need of reinvestment, conversion of single-family homes into rental housing, the flight of families to newer suburban neighborhoods, and a lack of affordable housing for workers employed in surrounding areas. Revitalizing walkable neighborhoods in the core of the City is a critical part of maintaining a community's sense of place. Take a look at how the City of Madison has planned for the revitalization of the Greenbush and Vilas neighborhoods, and how the nonprofit Greenbush-Vilas community development corporation is exploring ways to breathe new life into two of Madison's oldest neighborhoods.

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 Storm Management Commission
Andrea Cline, PWS, CRM - Watershed Resource Professional, Lake County

Located between the cities of Chicago and Milwaukee, the 480-square mile Lake County Illinois is rich in water resources with more than 190 inland lakes, 29 miles of Lake Michigan shoreline, 1,892 miles of streams and rivers and 61,495 acres of wetlands. 700,000 people live in the County in 52 municipalities and in the 34% of the County that is unincorporated. Lake County residents value the County's water resources and have high expectations to live in healthy sustainable communities that include clean water, safety from flood damage, high quality natural resources and provide outdoor recreational opportunities.

Because water flow does not respect jurisdictional boundaries, it is critical to plan for water resources at a watershed scale engaging communities and residents in the process. Lake County is divided into 26 subwatersheds for water resource analysis and watershed planning purposes. Each of the watersheds has multiple municipalities, county, state and federal jurisdictions requiring a high degree of inter-jurisdictional collaboration in watershed planning and follow-up plan implementation. The watershed plan includes a comprehensive assessment of the condition of the watershed, and based on analyses of: land use; stream and lake characteristics (including present and future vulnerability); pollution loads; flood damage; and green infrastructure, identifies critical areas and recommends both programmatic and site-specific projects to address watershed and water resource threats. The success of watershed planning is demonstrated by successful implementation of the watershed plan. Lake County uses a collaborative process to develop funding for watershed projects, and evaluates implementation effectiveness using indicators and milestones identified in the plan.

This presentation will cover the watershed planning process; the components of the watershed plan; and plan implementation projects and programs. Case studies of planning process and the success of watershed plan implementation will be presented based on a 16 year planning history for 12 subwatersheds.

Track E. People, Process & Innovation

Open Streets: Reclaiming Streets with a Purpose

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

Open Streets or Ciclovias are events in which streets are temporarily closed to cars so that people may use the space for other activities—walking, jogging, bicycling, dancing and just about anything that does not include motorized vehicles.

By encouraging and enabling a community's residents to experience and reclaim their streets as public places, Open Streets increase community support for rethinking mobility systems as they foster interest in active transportation and lead to improved community health and well-being.

12:10 – 1:20 Networking Lunch and Awards

1:30 – 2:20 Concurrent Sessions

Track A. Economic & Community Development

Redevelopment & Sustainable Economy in Waterloo, IA

Marta Nelson - Associate Planner, Vandewalle & Associates
TBA- City of Waterloo
TBA - Cedar Valley Techworks

Multiple community stakeholders have been working to implement a Revitalization Master Plan for Waterloo, Iowa. With a population of 65,000, and an economy focused on industrial agricultural machinery (John Deere tractors), Waterloo shares the opportunities and challenges common to many cities in the Upper Midwest.

In the past year, this planning effort has resulted in opening a new public market, completing a river walk system, ribbon-cutting on a gorgeous riverside amphitheater, and broke ground on a public-private partnership sports facility. There is more to come – with a John Deere Tractor & Engine Museum, a downtown hotel, and several other projects.

This session will highlight stakeholder-based planning and implementation, with a special focus on building a sustainable economic revitalization strategy, focused on a strong public-private partnership.

Track B. Downtown Revitalization

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

Exurban communities around the US have experienced dramatic changes in population, land use, and economic function. The Villlage of Sherwood, WI, population 2,700, sits 12 miles southeast of Appleton, WI. A relatively affluent bedroom community, the Village grew rapidly over the period 1990 – 2010, nearly tripling in size. Over the same period the community's historic downtown core lost a number of its businesses and the area became severely blighted.

SEH was hired by the Village to conduct a downtown market analysis and strategy in spring 2012. Several challenges had to be addressed in order to develop a coherent strategy to essentially recreate the historic downtown. Key challenges included: high traffic counts along a high speed state highway bifurcating the Village in two halves; an orientation of existing businesses to meet outside demand and concurrent lack of focus on existing household demand; and economic leakage to the Appleton MSA where a majority of local residents work, obtain education, recreate and dine.

Sherwood's strategy for downtown revitalization addressed this complex set of issues beginning with a rigorous market analysis including an in-depth investigation of a potential "mommy niche" driven by the fact that 44% of

households have children under the age of 18, mostly elementary aged or younger. Transportation, land use, and economic development staging strategies were layered on top of the market analysis results to compose the strategy.

Engaging business and community leaders through a mix of focus groups, opportunity-mapping, interviews, and appreciative inquiry techniques built ownership of the plan and set the stage for successful implementation. Presenters represent a diverse project team including traffic planners, landscape and urban designers, and community developers. Each will discuss the unique challenges this project posed and describe how an integrated approach to this project was used to craft the final plan.

Track C. Placemaking & Revitalization

Retail Planning for American Towns & Urban Communities

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

This fast paced presentation examines the retail design and merchandising principles used by premier retail developers, and considers how they can be applied to downtown commercial districts. It will explain how the practical science of analyzing and adjusting all elements known to affect a shopper's mood in the marketplace has informed design and development principles for reviving retail in declining downtowns and for establishing viable commerce in new ones. The purpose of these urban retail planning principles is to give merchants on the street the same advantage that those in the most profitable shopping centers enjoy.

Participants will review the following "lessons from the mall": strategic tenant mix (the grouping of businesses by type); advantageous pedestrian circulation (retail paths); profitable vehicular circulation patterns (main-main intersections and the correlation of traffic volume to retail sales); and appropriate streetscape, building, and storefront design. The course will also cover basic market research and site selection criteria by retail category and their use by national retail tenants.

The importance of individual store location, the basic principles of successful store design, and how both affect the shopper's attitude and behavior in the marketplace will be discussed. The successful implementation of these principles will be demonstrated in both existing downtowns and New Urbanist commercial centers. This presentation is designed for developers, retailers, architects, landscape architects, planners, civic leaders, and city officials.

Track D. Natural Resources Planning

Resources available for Lake, Wetland & Watershed Planning & Implementation

Eric Olson - Lakes Outreach Specialist, UW Ext Lakes Program

Erin O'Brien - Policy Director, Wisconsin Wetlands

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

Inland lakes and associated open spaces provide key cultural, economic, and natural resource dimensions to the Wisconsin quality of life. Since the 1970s, the State of Wisconsin has partnered with local communities and non-profit organizations to plan for lake restoration and protection. The state's efforts have grown over time, both in terms of the dimensions of lake-related ecosystems included in these projects and the total funding available. Each year, the state provides millions of dollars for developing and implementing lake plans; individual grant amounts range from under \$3,000 to \$200,000. The state also funds wetland restoration projects on private land. This session will provide planning practitioners a thorough overview of Wisconsin's lake, wetland, and watershed efforts, highlighting ways that communities have successfully utilized the DNR's lake grant program (& other sources) to fund data collection, analysis, policy alternatives, and implementation. We will also discuss lake water quality challenges that many Wisconsin communities still face and we will reserve time in our presentation to brainstorm new and innovative ways that grant and other programs can help municipalities and private landowners to be a part of the natural resource management solution. Given how little wetland planning is being done, we'd like to get feedback from planners on what tools, resources, and trainings they need to help them address wetlands in their projects and/or help communities better understand the connections between wetlands, lakes and water quality.

Track E. People, Process & Innovation

Health Impacts in Intergovernmental Land Use Planning in Dane County

Paula Tran Inzeo - Fellow, Wisconsin Center for Health Equality

Health Impact Assessment (HIA) can provide a mechanism for different sectors to consider potential positive and negative health impacts of decisions on communities and populations. WI Department of Public Health worked with the Capital Area Regional Planning Commission to complete Health Impact Assessments for two Future Urban Development Area pilot projects in Dane County. The projects focused on two indicator areas (1) physical activity/obesity and (2) livability for persons 65 years and older.

HIA is a tool that can shed light on health issues related to the built environment and can help to promote a comprehensive strategy for healthy community design that shapes and organizes our communities, taking into account the infrastructure (e.g., policies, plans, programs) for physical, mental, and social well-being. Healthy community design can improve population health including: increasing accessibility to public or healthcare services, availability of healthy foods, and physical activity; decreasing injury rates and mental health stresses; providing equitable access to livelihood or education resources; and strengthening the social fabric of a community.

Using the County Health Rankings to Inform Healthy Community Design

Angela R. Russell - Community Engagement Leader, UW-Madison Population Health Institute

It's hard to lead a healthy life if you don't live in a healthy community. The *County Health Rankings & Roadmaps* program brings community leaders and residents together to improve health. The *County Health Rankings & Roadmaps* program offers solutions that make it easier for people to be healthy in their own communities, focusing on specific factors that we know affect health, such as education, income and the built environment. Ranking the health of nearly every county in the nation, the *County Health Rankings* illustrate what we know when it comes to what's making people sick or healthy. The *County Health Roadmaps* show what we can do to create healthier places to live, learn, work and play. Working closely with the Robert Wood Johnson Foundation, the University of Wisconsin Population Health Institute brings this groundbreaking program to cities, counties and states across the nation.

The *Rankings* show us that where we live matters to your health and that the health of communities depends on many different factors – including the built environment, individual health behaviors, education and jobs, income, family and community support and access to and quality of health care. This presentation will discuss how planners can use the *2012 County Health Rankings* to engage in discussion and action toward improving local community health.

2:40 – 5:00 PM Middleton Hills Bus & Walking Tour

The Middleton Hills development is one of the first New Urban projects built in the United States. 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 Miller-Grabowski, the Middleton Hills Project Director.

2:40 – 3:40 or 5:00 Concurrent Sessions

Track A. Economic & Community Development

30th Street Industrial Corridor (Milwaukee)

Bridging Economic Development & Planning

Michael J. Maierle - Strategic Planning Manager, City of Milwaukee Dev & Planning
Kein Burton - Development Manager, Redevelopment Authority City of Milwaukee
Bob Harris - City Planner, City of Milwaukee

Planning and Economic Development (ED) can sometimes seem like they operate in different realms. The 30th St. Corridor Economic Development Master Plan in Milwaukee, Wisconsin bridged state-of-the-art ED strategies such as economic subsector targeting with comprehensive and redevelopment planning. First, industry subsectors were analyzed for local competitiveness, work force match, positive growth trends and real estate transaction volume. The most promising subsectors were targeted and site requirements for them were determined. These site requirements drove the redevelopment plan for catalytic industrial sites within the corridor. Less appropriate sites were planned for other uses and recommended rezoning. This integrated approach prompted putting together a team of economic development professionals and planners at the City of Milwaukee and on the consultant team of S. B. Friedman and AECOM. The 30th St. Corridor and Century City catalytic site are located in a largely African-American populated area and are redevelopment priorities for the City of Milwaukee. Current redevelopment actions will be part of the presentation.

Brownfields: A Look Back

Tory Kress, AICP - Environmental Project Engineer, City of Milwaukee

Evaluation is the last and often forgotten step in a planning process. This presentation provides an honest evaluation of the recently completed targeted brownfield assessment work that was conducted throughout the 30th Street Industrial Corridor between 2006 and 2011, and a look at the ways this work has impacted life in the Corridor today and how it will affect future generations. Approximately 50 industrial and commercial properties were assessed throughout the Corridor as a result of the receipt of \$800,000 in EPA brownfield grant funds awarded to WDNR in partnership with the Redevelopment Authority of the City of Milwaukee in 2006 and 2008. The speaker will present a synopsis of the work completed, highlight some of the catalytic projects, discuss various qualitative and quantitative measures for assessing the success of the effort, and suggest next steps.

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

Form-based coding has emerged over the past decade-plus as an important alternative to traditional zoning. However, form-based coding need not be an all-or-nothing change from traditional Euclidian zoning. Many communities are finding creative ways of integrating form-based elements into their zoning codes while maintaining some use-based regulations. This session explores the different approaches three communities have taken towards modernizing their codes with form-based elements:

1. The City of Madison, WI has recently completed a total rewrite of its unwieldy 1960s-era zoning code. The new code applies form-based components throughout while updating use-based regulations to accommodate modern development methods.
2. The City of Fitchburg, WI adopted the “SmartCode” as a separate, parallel option to its more traditional code, allowing developers with more than 10 acres to proceed with their project under SmartCode zoning instead of the City’s traditional zoning code. Development under SmartCode allows for staff-level approval of projects once initial rezoning to SmartCode has been approved.

The City of Sun Prairie, WI opted for a form-based Main Street overlay district to streamline approvals for projects that meet the design elements of the district while transitioning the street towards a more pedestrian-friendly environment as properties are redeveloped.

Track C. Placemaking & Revitalization

Kansas City Main Street District

Dianne Burnette- Executive Director & Chief Admin, Main Street Community Improvement District
John DeBauche, AICP
Terry Berkbuegler, ASLA, LEED AP

With the tremendous investment made in infrastructure to support suburban growth over the past 20 to 30 years America's urban centers went long unattended. Many of these corridors became high traffic conduits re-purposed to carry commuters from "Point A to Point B" and the adjacent neighborhoods and commercial properties suffered.

As the economy breathes new life, we're experiencing a shift toward more urban living as a financial and quality of life decision. Residents want walkable communities with access to multi-modal transportation choices. In order to provide the environment sought after by these new urban dwellers, city officials are faced with rebuilding the urban infrastructure to a new standard, giving priority to pedestrians and multi-modal considerations. Streets and infrastructure must be remade to support these renewed, economically healthy, pedestrian friendly neighborhoods that are critically important to creating that unique sense of place.

Kansas City and the Main Street Development Corporation made a conscious effort to invest in its Main Street in order to position the district as a viable corridor ripe for economic revitalization. Panelists will discuss how Main Street evolved from the early days of Kansas City's growth, through the period of decline, to being repositioned as "the address" in midtown Kansas City. They will share aspects of successful urban revitalization such as the importance of having a thoughtful master plan, positioning for funding, developing stakeholder support and ownership in the plan, and cultivating strong public/private partnerships. Attendees will hear several different perspectives during this session, including a City Planner experienced in developing and administering streetscape, land use and corridor plans, a Community Development Corporation Director that has overseen a great surge in momentum in the revitalization of midtown Kansas City, and an Urban Designer experienced in leading successful community based streetscape and urban design projects.

Capital Region Sustainable Communities

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

The Madison region received a 3-year, \$2 million Sustainable Communities Regional Planning Grant (SCRPG) from the U.S. HUD for 2011-2013. The Capital Area Regional Planning Commission (CARPC) serves as the lead agency for a (currently) 34-member consortium of public and private sector entities that guide the Madison SCRPG initiative, called Capital Region Sustainable Communities (CRSC). The presentation will describe the federal Partnership for Sustainable Communities that gave rise to SCRPG and other programs and the multi-faceted CRSC initiatives: regional corridor planning for high-capacity transit and development; inter-governmental and local-regional scenario-planning for future urban development; promoting greater equity in planning, decision-making and its outcomes; addressing greenhouse gas emissions as planning goals; and creating an implementation plan with measureable outcomes around which there is broad-based agreement and buy-in. Audience members will learn how one region is carrying out regional sustainability planning under a new federal initiative. They will hear lessons learned at this point in the process and gain ideas for future rounds of SCRPG funding.

Track D. Downtown Revitalization

State Street Mall - A National Success Story 1 hr. 30 min.

Paul Soglin – Mayor, City of Madison

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

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

Since its inception, the State Street Mall has been a resounding success and represents one of the few successful major city pedestrian/transit malls in the country. Over the past 35 years, there have been many changes in the retail/service industry, but State Street has adjusted and remained successful throughout that time period. Mayor Paul Soglin was the key player in making the mall what it is today, and worked hard with the business community to make it financially successful as well. Mayor Soglin will tell the fascinating story of how it all got started, and discuss the ideas and strategies that made State Street work. Steve Cover and Brad Murphy will tell you how it has succeeded over more recent decades, what planning and development pressures there are now in today's economic climate, and how the City has addressed them. The second half of the session will be a walking tour, which will include the dos and don'ts of making a successful pedestrian mall. The tour will then conclude at the Memorial Union Terrace, one of the finest public gathering spaces in Wisconsin and the nation.

Track E. People, Process & Innovation

Planning Law Session 1 hr. 30 min. (1.5 CM credits)

An overview of current law facing planners in the Midwest and across the country based upon current case law.

Brian Ohm, JD – Professor, Extension Specialist, Urban & Regional Planning, UW-Madison Extension
Gary Taylor, JD, AICP – Associate Professor & Extension Specialist, Community & Regional Development, Iowa State University
TBA –

7/25/2012