

Getting There Together: Bridging the Divide

Session & Tour Descriptions

Thursday, October 26

Plenary

9:00 – 10:15 AM

ROLE OF PLANNERS AS LEADERS

What does it mean to effectively exercise impactful leadership in planning practice?

Planners are in a unique position to lead, advocate, and shape community change. As our profession has gradually evolved along with (other professions) the role of the planner has changed from that of a visionary to a more technocratic role with functionary and procedural duties. In addition, the role of the municipal planner in particular has become more reactive and narrow in scope as departmental silos established over time.

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

The format of this presentation is a facilitated discussion, with each panelist providing leadership insights from his/her experience. Time will be reserved for a robust dialogue with attendees.

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

Concurrent Session

10:30 – 11:30 AM

MILWAUKEE LAKEFRONT GATEWAY PROJECT

The Lakefront Gateway is a long term, multi-faceted project in progress on Milwaukee's downtown lakefront. The project has already involved intensive planning efforts and completed construction phases with much more yet to come in the very near future.

As part of the City of Milwaukee's comprehensive plan, the 2010 Downtown Plan placed an emphasis on place-making and connections with one of its eight catalytic projects focused specifically to make the larger plan goals a reality for its downtown lakefront.

This catalytic project recognized a number of assets in this area, namely the potential of better linking the lakefront to Downtown and the Historic Third Ward. On the other hand, it noted a number of obstacles, one being that while multiple cultural attractions currently exist on the Lakefront, there was not that one centralized "place".

In addition, pedestrian and bicycle connections were found to be lacking or inadequate and the area was dotted with underwhelming land uses including a bus marshalling building, sometimes known as the “bus barn” and surface parking lots, all of which were contrary to the desired level of activation and vibrancy.

The entire collection of projects comprising the Lakefront Gateway all aim to address these issues of connections, land uses, and spectacular place-making on the shores of a Great Lake. Planning and infrastructure improvements have already leveraged hundreds of millions of dollars in private sector investment with the potential for even more to come.

New and improved city streets, upgraded highways, shovel ready development sites, multiple pedestrian and bicycle connections will all work to bridge the divide between Milwaukee’s lakefront, downtown and the Historic Third Ward into a more cohesive urban setting woven together with good planning, detailed urban design, and a more balanced transportation network.

By the project’s end Milwaukee will have completely transformed its downtown lakefront into a true world class destination.

Gregory Patin, Strategic Development Manager - City of Milwaukee

Robert Harris, Senior Planner - City of Milwaukee

Pat Kressin, Principal – GRAEF

Concurrent Session

10:30 – 11:30 AM

TRANSFORMING EAU CLAIRE: Designing a Healthy Community

Integrating concepts of “Built Environment” into urban community planning through the use of a health impact assessment (HIA) can be an important tool in improving the public’s health. However conducting an urban HIA is not without challenges; this public health practice needs to be valued by key stakeholders and the results and recommendations incorporated into the final community development plan.

The City of Eau Claire and the Eau Claire City-County Health Department, in partnership with the Medical College of Wisconsin, engaged in a practice-based project over the past two years to determine the best methods of institutionalizing public health into community planning efforts in the City of Eau Claire, a community in western Wisconsin with a population of 67,000. The project involved integrating concepts of “Built Environment” into a major redevelopment project in the City’s Cannery District through the use of an urban HIA. The HIA is the vehicle on which the project demonstrated the added value of using public health concepts and evidence based practice into community planning. The aim of this project was to institutionalize public health principles, including the use of HIAs, into future development and re-development projects.

Adhering to the minimum elements and standards of HIAs, this project developed and implemented strategic plans to engage policy makers, city departments, and community stakeholders in the development of the HIA. The project conducted extensive community engagement efforts with residents in the redevelopment area, including community trainings, one-on-one interviews, and community surveys. These efforts resulted in evidence-based and community-supported recommendations for incorporating health into community redevelopment projects.

This presentation will report out the findings and best practices developed for a community to incorporate public health concepts, such as HIAs, into the regular operating procedures of a local government.

Ned Noel, AICP, Associate Planner - City of Eau Claire

Terry Brandenburg, MPA, MPH, Director Master of Public Health Program - Medical College of Wisconsin

Concurrent Session

10:30 – 11:30 AM

OPERATIONALIZING EQUITY

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

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

This session will include a conceptual framing for a shared understanding of key ideas, supported by concrete examples. We will then move into an interactive format where participants can put concepts into action by applying them to issues from their own work. Finally, participants will explore steps they can take after the conference to continue the work to advance equity and inclusion.

Jordan Bingham MS, health equity coordinator at Public Health Madison & Dane County and also works as a consultant with various groups in Wisconsin and nationally with the Government Alliance on Race and Equity

Concurrent Session

10:30 – 11:30 AM

PLANNING REGIONAL JURISDICTIONS: THE FUTURE REGIONS INITIATIVE

The Future Regions program was launched by the Local Government Institute of Wisconsin (LGI) in 2017. Over the next three years, LGI will underwrite nine regional strategic planning initiatives using a process called strategic foresight. Participants must include at least two local units of government and representatives of key community organizations, institutions and businesses. Participants engage in three two-day workshops facilitated by Rebecca Ryan, to create a vision for the future that is based on an understanding of trends and alternate scenarios that may unfold from unknown future events. From that vision of resilience, participants "back cast" or work backwards from that future time to understand the things we need to do today to make the desired future happen. The final workshop uses a process called strategic doing to understand those things that can be accomplished quickly for little to no cost to begin building momentum for greater action. The LGI's objective in helping to fund this program is to initiate greater levels of cooperation between local units of government within a region and with other non-governmental organizations within the community.

Rebecca will engage the audience with trends unfolding today that are likely to affect local government in the future and how the pairing of strategic foresight and strategic doing can engage regional partners in a highly effective new way. Rebecca has a very engaging presentation style and often uses interactive real-time audience feedback to have issue discussions with the audience.

Rebecca Ryan, NEXT Generation Consulting, Inc.

Gary Becker, CEcD, Executive Director - Local Government Institute of Wisconsin

Lunch & Plenary

11:45 AM – 1:15 PM

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. Presentations 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

Concurrent Session

1:30 – 2:30 PM

TRANSFORMING PLAYGROUNDS THROUGHOUT MILWAUKEE

The Comprehensive Outdoor Recreation Plan (CORP) is sometimes the forgotten plan. But given the importance of parks and open spaces in our communities and the need to fund them, CORP's are in reality a very relevant, critical planning and policy tool. In 2016, the City of Milwaukee updated its CORP incorporating a new initiative, MKE Plays, to fund and completely rehabilitate the most deteriorated playgrounds in the city, many of which were or are located in some of Milwaukee's poorest neighborhoods. This presentation will provide an overview of its CORP but will focus largely on the MKE Plays initiative and how it has transformed playground funding, resident engagement, and recreational and open space inequities in the City of Milwaukee.

Bob Harris, Senior Planner - City of Milwaukee

Joe Kaltenberg, Program Coordinator - MKE Plays

Erin Frederick, Senior Program Officer - Zilber Family Foundation

Concurrent Session

1:30 – 2:30 PM

PICTURE THIS: PHOTOMAPPING

Fox Valley Thrives (FVT), an alliance of public health practitioners, urban and transportation planners, faith-based community organizers, and other partners, recently gathered data, stories and photos from residents impacted by limited access to active transportation options. FVT partnered with faculty at UW Oshkosh to

engage these residents in a photo mapping project, where participants took geo-tagged photos of factors in the built environment that make getting from point A to point B by walking, bicycling or using transit easier or more difficult. An overview of the process used to engage participants in data collection, the photo mapping process as a means to collect and present information, software and tools used to conduct the project (including an ArcGIS smartphone app), and educational and outreach components created with the data, photos and stories collected. Presenters will discuss key findings of the project, lessons learned by the researchers, and the strategy used to present data, photos and stories to local and state decision-makers and the community at large.

Cassy Berg, Community Health Coordinator - Outagamie County Public Health

Melissa Kraemer Badtke, Principal Transportation Planner, Safe Routes to Schools Program - ECWRPC

Kim Biedermann, Associate Planner, Regional Bicycle & Ped Coordinator - ECWRPC

Concurrent Session

1:30 – 2:30 PM

A BRIGHTER NEAR WEST SIDE

In 2014, five key anchor institutions and corporations – including Aurora Health Care/Sinai Hospital, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation – came together to form a non-profit, public-private partnership, the Near West Side Partners, Inc. (NWSP). Through collaborative efforts, the NWSP seeks to revitalize and sustain Milwaukee’s Near West Side as a thriving business and residential corridor, promoting economic development, improving housing, unifying neighborhood identity and branding, and providing greater safety for residents, students, visitors, and businesses.

The Promoting Assets Reducing Crime (PARC) initiative is a multi-year, community-based participatory research project of NWSP. PARC has two primary goals: (1) promoting assets to transform the negative perception of the neighborhood and (2) reducing crime to address the reality of the neighborhood's challenges. The PARC Team is a collaborative group comprised of academic researchers, students, residents, business improvement districts, anchor institutions, law enforcement, nonprofits, businesses, and government agencies. The PARC team gathered baseline data using a variety of methods including: resident, student, and employer surveys, commercial corridor audits, asset audits, analysis of crime and violence data, analysis of foreclosures, real estate transactions, types of housing, and interviews and engagement with residents, students, employers, employees, and visitors. This information is used to implement interventions addressing crime and problem properties, and to inform revitalization and engagement strategies.

Over the last three months, NWSP utilized this data to launch A Brighter Near West Side, a lighting initiative focused on improving lighting in a targeted area. This presentation will report on the outcomes of these efforts in the areas of 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

Tour (Bus & some walking)

1:30 – 3:30 PM

DREXEL SQUARE: JOURNEY FROM BROWNFIELD TO CITY CENTER

Tour leaves 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

Concurrent Session

2:45 – 3:45 PM

WORKING LANDS: MOVING THE CONVERSATION FORWARD

Wisconsin, one of the top food-producing states in the nation, is facing a quiet crisis: We are steadily losing our farmland base – the indispensable foundation of our food system. If current trends continue, we could undermine our farm and food economy, our quality of life, and our hopes for a sustainable future. The Food, Land & Water Project, which started in 2016, invited Wisconsin stakeholders of all kinds to come together and have a conversation about Wisconsin's food, land, and water resources and the human demands that affect them. The project provided a forum to look beyond the present moment, see the big picture, and think about our shared resources in a more systematic and collaborative way. The four areas and working groups that formed focused on: surface water quality, groundwater quality, groundwater quantity, and the future of Wisconsin working lands. Part of the context of the report and this session is Wisconsin's Working Lands program and understanding the challenges from different perspectives, such as local government, state staff, and farmers. The workgroup agreed on an overarching goal: *Aspire to maintain economically and environmentally resilient working landscapes*. To achieve that goal there must be: vibrant rural and urban communities; strong agricultural economies; and enduring land access and affordability. The co-chair of the Working Lands workgroup will present the strategies and recommendations from the final report. Many of the recommendations are appropriate for planners in all types of positions and agencies.

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

Coreen Fallat, Agency Liaison, Bureau of Land and Water Resources - DATCP

Concurrent Session

2:45 – 3:45 PM

IMAGINE DOWNTOWN: A SPLASH OF WATER TO UNITE THE REGION

Plan a trip to Waupaca and Park Rapids. Waupaca is known for being a go-to spot near the Chain O' Lakes, while Park Rapids is known as the gateway to the Mississippi River Headwaters in Minnesota. Both cities experience an influx of population during the summer. And both cities initiated a downtown plan to guide public investments and partnerships to attract visitors from their regional destinations.

Waupaca's downtown plan was just adopted in 2017 and the city has committed over \$5 million for its implementation. The results of the Park Rapids Plan have been fully realized and continue to evolve since 2007. Is Waupaca on the same path to success? Perhaps your community could learn from some of the successes and challenges faced by these cities.

Learn about the challenges facing both communities from the simple step of agreeing to do the plan and dedicating resources to building partnerships to take action.

Brennan Kane, Director of Community & Economic Development - City of Waupaca

Cory Scott, AICP, Consultant - RDG Planning & Design

Concurrent Session

2:45 – 3:45 PM

MILWAUKEE UNITED – AN ACTION AGENDA FOR GREATER DOWNTOWN

The Action Agenda for a re-imagined Downtown is underway, under the oversight and inspiration of MKE United. MKE United is the partnership between the City of Milwaukee and executive leadership from the Greater Milwaukee Committee, the Milwaukee Urban League and the Greater Milwaukee Foundation. Diverse leaders from the city's government, community, non-profit, philanthropic, and business sectors round out the leadership.

Our work envisions a shared and inclusive vision for Downtown Milwaukee and its adjacent neighborhoods. It builds on existing plans to: Create a shared vision across neighborhood boundaries, organizations, sectors, race and class; outline tangible and feasible targets, actions, timelines and metrics for inclusive growth that can benefit all Milwaukeeans; design a civic engagement process that builds trust, creates cross sector working relationships and partnerships, and builds a well-informed and long-standing constituency for planning and implementation. The goal is to produce a 10-year Action Agenda that outlines real outcomes that can be implemented quickly (within 0–12 months); in the near-term actions (1–5 years) and over the long-term (5–10 years).

This session will include an overview of MKE United, civic engagement to date, the transformative directions, next steps and a panel discussion with the MKE United partners.

Vanessa Koster, Planning Manager - City of Milwaukee Dept of City Development

Tony Panciera, Project Manager for MKE United - Greater Milwaukee Committee

Gregory M. Wesley, Senior VP of Strategic Alliances and Business Development - Medical College of Wisconsin

Dominique Samari, J.D. - P3 Development Group

Concurrent Session

4:00 – 5:30 PM (1.5 cm credits)

ETHICS CASE OF THE YEAR

Lee Brown, FAICP, President – Teska Associates

Jason Peters, FAICP, Lecturer, School of the Art Institute of Chicago and Ethics Officer for APA Institute of Certified Planners.

Concurrent Session

4:00 – 5:00 PM

TRAILS, REGIONAL COOPERATION AND ECONOMIC DEVELOPMENT

Learn about two projects to build tourism and economic development around recreation in the Driftless Region.

The Blufflands Plan is a regional effort to coordinate land conservation and trail planning across nine jurisdictions in the La Crosse-La Crescent area. We'll share stories about the challenges of balancing recreation with conservation and the funding of both; we'll also consider the balance between regional and parochial interests in this effort.

The Baraboo River Corridor Plan is an ongoing regional initiative to attract visitors to paddle the longest, restored free-flowing river in the U.S. We'll talk about how a string of rural communities are working together to build this as a recreation destination, including a profile of Strive On, an app that serves up place-specific content to enhance the visitor experience and visitor engagement.

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

Charlie Handy, County Planner – La Crosse County

Fred Lochner, Director of New Services – MSA

Concurrent Session

4:00 – 5:00 PM

VISION 2050: REGIONAL LAND USE & TRANSPORTATION PLAN FOR SOUTH EAST WISCONSIN

The focus of this proposed session is the visioning and public engagement process undertaken to develop the VISION 2050 regional land use and transportation plan for Southeastern Wisconsin. SEWRPC has a long history of land use and transportation planning in Region, starting in the early 1960s. SEWRPC had adopted five generations of regional land use and transportation plans prior to VISION 2050; however, implementation of some aspects of the plans, such as the public transit element, has been limited. The VISION 2050 visioning process was intended to educate the public and create a shared vision for land use and transportation in the Region to encourage better implementation of the regional plan.

Two critical stages in the visioning process that would be discussed during the presentation include engaging the public in developing and evaluating five conceptual land use and transportation scenarios and three more detailed alternative plans. The centerpiece of both stages was educating the public on the potential outcomes

of a variety of land use and transportation development decisions through evaluations of healthy communities, mobility, costs and financial sustainability, and equitable access.

In addition, the presentation will discuss the specific tools used to engage the public in the visioning process, including the design of interactive workshops and websites dedicated to the scenario planning and alternative plans stages of the planning process. SEWRPC's partnership with eight community organizations to conduct targeted outreach to their constituents would also be discussed. These partnerships were designed to reach and engage minority populations, people with disabilities, and low-income populations, thereby increasing awareness of the VISION 2050 effort and encouraging participation by all residents of the Region.

Kevin Muhs, Deputy Director – SEWRPC

Kristi Luzar, Executive Director – Urban Economic Development Association of Wisconsin

Tour (Walking) 4:00 – 6:00 PM (Pre-registration required)

WISCONSIN SPORTS & 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. **You must have signed waiver with you.***

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

FRIDAY, October 27

ANNUAL MEETING 8:00 – 8:30 AM

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.

Linda Stoll, AICP - APA- Wisconsin Chapter President

Plenary 8:30 – 9:45 AM

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

Concurrent Session

10:00 – 11:00 AM

PLANNING IN SILOS: MISTAKING THE PIECES FOR THE PUZZLE

Though the Smart Growth law of 1999 forced a more expansive range of considerations in the development of master plans for municipalities, the separation of these considerations into defined areas of interest has effectively segregated the elements of good planning in ways that make integrated planning almost impossible. Just as one does not bake a cake by handling each ingredient on its own, one does not make a successful master plan by treating each of the nine elements in distinct silos. Accepting these nine elements as defined, separate chapters leads them to be evaluated and planned for independently of each other, and prevents a cohesive synergy from forming. How can one understand, much less plan for, issues of economic development separately from issues of land use, housing, and transportation?

A problem-solving approach, based on synthesis rather than analysis, would favor organizing plans according to integrated place-based models akin to neighborhoods, districts, and corridors. This approach, for example, is implied by the Congress for the New Urbanism along with other categorizations for more finely planned subareas. In Wisconsin, beginning with this method of classification is especially helpful. This 3-part categorization is a simple method that GRAEF has employed for plans ranging from small rural towns to larger urban areas. By focusing on the entangled qualities that comprise a place, this model facilitates an integrated discussion of the nine elements in a way that allows each element to be understood as part of the whole. With this approach, the focus is on developing strategies to fulfill a given goal, without concern for mixing a variety of planning lenses. The goal is to complete the puzzle, not describe each piece.

This presentation will highlight instances where GRAEF and municipalities adopted this 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

Concurrent Session

10:00 – 11:00 AM

BUILDING CONFIDENCE IN AGING NEIGHBORHOODS

This program will highlight the work the City of La Crosse, La Crosse County and its P-5 partners are doing to create massive change in aging and distressed neighborhoods in the City. Highlights will include program details related to the City's housing replacement program, the La Crosse Promise scholarship program, the Joint Development Corporation with Gundersen Health Systems, Tax Credit Investor projects and Non-Profit work by CouleeCap and Habitat for Humanity, the County's Acquisition & Demolition Grant Program, and the City's emerging floodplain relief program. The program will provide the attendee with visuals of various projects and direct conversation with program administrators and project managers. This program will also provide insight into building even greater capacity through financial leveraging of limited public resources and land use regulation approaches.

Example projects include: The \$1.2M investment in Poage Park, the Bakalars and Gund Brewery Tax Credit Adaptive Re-Use Projects, the Gundersen-City Catalytic Projects including medical resident housing and the Gundersen Hotel, A sampling of housing replacement and La Crosse Promise homes, new resident testimonials and the creative use of CDBG and non-profit partnerships for land assembly and urban infill projects. The program will also provide attendees with market information on the demographic changes and demands in the City's historic and modest Midwest-vernacular neighborhoods.

Jason Gilman, 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

Concurrent Session

10:00 – 11:00 AM

IMPLEMENTING THE PLAN: SOUTH 5TH STREET

The regularly scheduled reconstruction of Milwaukee's South 5th Street through the Walker's Point neighborhood was put on hold to allow residents, business owners and the Department of City Development to complete the Walker's Point Strategic Action Plan that would include recommendations about the future vision for South 5th Street. That plan, adopted in 2015, called for the street to continue its development as the centerpiece of Walker's Point's "Creative Corridor." In the months following the adoption of the plan, the City of Milwaukee worked closely with area business owners and residents in a collaborative and at times contentious process to redesign South 5th Street. The resulting redesign significantly increased the width of the sidewalks on the street, converted angle parking to parallel, added green infrastructure, and provided business owners with increased space for sidewalk dining and other amenities. Construction quickly followed adoption of the plan and was completed during 2016. The reconstructed street is one of Milwaukee's most pedestrian friendly and has attracted significant new investment and new businesses since the completion of the project.

This presentation would focus on how the neighborhood planning process was used to help develop a vision for the public realm of this street and inform corresponding planning activities, the engagement process that helped select a preferred alternative using the input of stakeholders with diverse goals, the impact of this "road diet" and the redesigned street that prioritizes pedestrian users over automobiles, and the resulting economic development impacts.

Sam Leichtling, AICP, HDFP, 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

Tour (Walking)

10:00 - NOON

GREEN INFRASTRUCTURE IN MILWAUKEE (Pre-registration required)

This tour will explore green infrastructure (GI) to manage stormwater in the mixed-use Walker's Point neighborhood of Milwaukee, WI, 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 (RSY) properties together provide an impressive palate for GI, the

Global Water Center (GWC) houses MMSD's new GI Center of Excellence, and Purple Door Ice Cream keeps it local. GI sites at the RSY were a collaboration between MMSD, the GWC, and the developer, and the overall development creates a replicable model for GI partnerships across the region. MMSD will rely on partnership projects like these to achieve its goal of adding 740 million gallons of GI capacity across the region. This level of implementation has not been seen in US cities before, and will not only improve the Milwaukee region's ability to manage stormwater, but will also make Milwaukee more resilient in the face of increasingly more severe storms wrought by a changing climate and allow triple-bottom-line benefits to blossom to never-before-experienced levels.

Karen and Nadia will divide the group into two and on the walk to the site (EASY 15-20 minutes) will provide background information including: MMSD's motivations and goals for green infrastructure, progress on attaining goals, the importance of partnerships, and the role of technology in GI, among others. On the walk back to the conference venue (15-20 minutes), Karen and Nadia will divide the group into two and recap the tour, answer questions, and discuss ways the Milwaukee model might apply in other cities across the country.

Concurrent Session

11:15 AM – 12:15 PM

TIF – MAKING THE BEST ECONOMIC DEVELOPMENT DECISIONS

There are currently over 1,200 tax increment districts (TIDs) throughout the state of Wisconsin, in cities and villages of all sizes. These TIDs are an important source of funding for infrastructure improvements and economic development/financial assessments. Communities are also asked by developers to provide financial assistance under the representation that a proposed development would not be financially feasible without the assistance. In other words, "But for" the assistance, the project will not proceed. Municipalities and the public ask the questions, "Are we providing the correct amount of development assistance?" or "Are we overly enriching the developer?"

The first part of this session will provide a brief overview of how TIF works, current trends, recent TIF law changes and best practices in using TIF to promote development. The second part of the session includes examples of actual projects to illustrate how municipalities are successfully using TIF and other public funding programs to fund municipal projects. The third part of this session will begin to answer questions about how to evaluate TIF request proposals and provide an approach to evaluating each proposal to ensure the municipality is making the best deal on behalf of the community.

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

Karl Franz, Administrator – Village of Shorewood Hills

Concurrent Session

11:15 AM – 12:15 PM

REBUILDING THE BRIDGE

Generating social benefits from quality public infrastructure is a planning approach that has deep roots in Milwaukee's history. From Charles Whitnall's use of county parks for the development of healthy communities to the Sewer Socialists' focus on cleaning up neighborhoods through excellent public infrastructure, planners in Milwaukee have long understood the reciprocal social benefits that can be derived from quality public works. Nowadays, as city planners and engineers have become increasingly specialized, this relationship is not always realized to its fullest potential – infrastructure projects are often viewed as engineering solutions based on environmental metrics, and park enhancements are often viewed purely as recreational improvements.

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

Concurrent Session

1:45 – 2:45 PM

WORKING WITH SMALL COMMUNITIES (New Glarus, Wisconsin)

There are a significant number of Towns and Villages throughout Wisconsin that grapple with tight fiscal budgets and an increasing demand for public amenities. For many of these communities, their focus is on maintaining their current infrastructure rather than expanding it. Planning, either for a needed infrastructure project or to determine future community growth potential, is commonly performed by an outside consultant on an 'as-needed' basis.

As governing council members change, municipal staff change and budgets remain lean; a consistent presence is needed to bridge these transitions to maintain community plans and carry infrastructure projects forward. However, how can small communities without full-time professional staff, or budgeted consulting staff provide this consistency?

This session will describe how planners and engineers collaborated with the Town of New Glarus, a small community 28 miles south of Madison, to manage development, maintain infrastructure, and plan recreational opportunities. The Town of New Glarus is a bedroom community that covers slightly more than 20,000 acres with a current population of 1,400, a number that is expected to climb to 2,020 by 2040.

The Town is faced with the construction of residential subdivisions and the challenges associated with growth such as the provision of infrastructure and additional recreational opportunities. Balanced against this growth is the well-known struggle to maintain the infrastructure that is already in place. Topics covered will include tips to change attitudes toward development, partnering with community oriented consultants, and coordinating various planning efforts.

Katherine Westaby, AICP, Community Development Consultant - Vierbicher

Timothy Schleeper, PE, Engineer – Vierbicher

Bryan Gadow, AICP, Village Administrator – New Glarus

Concurrent Session

1:45 – 2:45 PM

TRANSPARTISAN PLANNING: PROGRAMMATIC APPROACHES FOR BRIDGING THE DIVIDE

Throughout history, planners have sought to find common ground among conflicting perspectives. As the political atmosphere has become increasingly hyper-partisan, forging unity has become an increasingly difficult challenge. In this environment, municipalities often find themselves stuck in the mud, unable to effectively address problems because of ideological baggage that hampers action. Today, a fresh approach is needed to provide planners with the tools to overcome political roadblocks and get things done: transpartisan planning.

Whenever possible, transpartisan planning looks at issues pragmatically, without a lens of ideology. The focus is on solving problems rather than choosing the "right" ideology. Thus, the entire tool-box of planning

approaches is made available. In these cases, transpartisan planning builds consensus by choosing actions that are the most likely to be successful.

Other times there will be conflicting perspectives surrounding an issue that prevent action, yet they may not be as divisive as they appear. In these instances, transpartisan planning forges a common vision by unpacking and rearticulating politically-charged issues. The transpartisan approach becomes one of educating stakeholders to expand empathy and uncover common goals.

Occasionally it is not possible to build consensus around the best way to approach an issue. In these instances, the imperative for taking action is not lessened, though the difficulty is increased. Transpartisan planning navigates incompatible ideologies by cloaking a given approach in the partisan languages of each audience. In this way, the various stakeholders may not approve of the proposed action for the same reasons, yet a form of consensus is achieved.

GRAEF has extensive experience applying the above principles in their work. With WHEDA, this approach is reflected in their Strategic Action Plan for Milwaukee. With South Milwaukee, this approach is reflected in their Downtown Plan. With West Allis, this approach is reflected in their National Avenue Corridor Plan.

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

TOUR (WALKING) 1:45 – 3:45 (Pre-registration required)

THE BREWERY - Redevelopment of the Former Pabst Brewing Company Complex

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.