



APA - Wisconsin 2017 Annual Planning Conference

Getting There Together: Bridging the Divide

Hilton Milwaukee City Center

509 West Wisconsin Ave.

October 26 & 27, 2017

Getting There Together: Bridging the Gap

THURSDAY, OCTOBER 26

8:00 - 8:45 REGISTRATION AND CONTINENTAL BREAKFAST

8:45 - 10:15 WELCOME & OPENING PLENARY

Crystal Ballroom

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

Opening plenary: *The Role of Planners as Leaders*

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

Joshua Clements, AICP - Planning Director, City of Altoona (facilitator)

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

Mike Slavney, FAICP - Director of Planning Services, Vandewalle & Associates

Lynn Nelson - Executive Director, West Central Wisconsin RPC

Eileen Kelley, AICP - Planning Director, Middleton

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

10:30 - 11:30 CONCURRENT SESSIONS

OAK Parks & Environment

Milwaukee Lakefront Gateway Project

A multi-faceted project on Milwaukee's downtown lakefront.

Gregory Patin, Strategic Development Manager - City of Milwaukee

Robert Harris, Senior Planner - City of Milwaukee

Pat Kressin, Principal - GRAEF

KILBOURN Healthy Communities

Transforming Eau Claire: Designing a Healthy Community

A practice-based project over the past 2 years to determine the best methods of institutionalizing public health into community planning.

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

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

JUNEAU Community Engagement & Equity

Operationalizing Equity

Exploring how each of us as individuals, and planning as a field, participate in the advancement of opportunity for everyone.

Jordan Bingham, MS, Health Equity Coordinator - Public Health Madison & Dane County and consultant with Government Alliance on Race & Equity

MITCHELL Planning & Economic Development

Planning Regional Futures and Bridging Jurisdictions: The Future Regions Initiative

Hear how three regions are learning to talk across jurisdictions to make their communities stronger using strategic foresight.

Rebecca Ryan, NEXT Generation Consulting, Inc.

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

Planning for Bus Rapid Transit in the Milwaukee Region

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

Robert Schneider, AICP, Associate Professor - UW Milwaukee Dept of Urban Planning

Brian Dranzik, Director of Transportation - Milwaukee County

Kevin Muhs, Deputy Director - SEWRPC

Ashley Booth, Planning & Tech Services Director - HNTB

1:30 - 2:30

CONCURRENT SESSIONS

OAK Parks & Environment

Transforming Playgrounds Throughout Milwaukee

How MKE Plays has transformed playground funding, resident engagement, and recreational and open space inequities.

Bob Harris, Senior Planner - City of Milwaukee

Joe Kaltenburg, Program Coordinator - MKE Plays

MITCHELL Healthy Communities

PictureThis: Photomapping

A method to meaningfully engage diverse stakeholders in planning and public health policy.

Cassy Berg, Community Health Coordinator
- Outagamie County Public Health

JUNEAU Community Engagement & Equity *A Brighter Near West Side*

A lighting initiative - increasing illumination, improving collective efficacy, and overall perception of the neighborhood.

Patrick Kennelly, Director - Marquette University Center for Peacemaking

Erin Wessler, Researcher - Marquette University Center for Peacemaking

Luke Knapp, Researcher - Marquette University Center for Peacemaking

Vanessa Koster, Planning Manager
- Milwaukee Department of City Development

1:30 - 3:30

TOUR (Bus & some walking)

Meet bus at Main Entrance

Drexel Town Square: Journey from Brownfield to City Center

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

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

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

2:45 - 3:45 CONCURRENT SESSIONS

OAK Parks & Environment
Working Lands: Moving the Conversation Forward

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

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

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

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

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

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

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

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

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

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

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

MITCHELL Healthy Communities
Trails, Regional Cooperation & Econ. Development

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

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

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

4:00 - 6:00 WALKING TOUR

Meet at Main Entrance

Wisconsin Sports and Entertainment Center

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

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

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

FRIDAY, OCTOBER 27

7:30 - 8:00 CONTINENTAL BREAKFAST

8:00 - 8:30 ANNUAL MEETING

CRYSTAL BALLROOM

Linda Stoll, AICP - APA- Wisconsin Chapter President

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

8:30- 9:30 PLENARY

CRYSTAL BALLROOM

Addressing Structural Racism in America: Fair Housing and Advocacy

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

Kirk Harris, MPA, JD, PhD, Professor - School of Architecture & Urban Planning, UW Milwaukee and CEO & Co-designer of Fathers, Families and Healthy Communities

Kori Schneider Peragine, Administrator - Metropolitan Milwaukee Fair Housing Council's Inclusive Communities Program

10:00- 11:00 CONCURRENT SESSIONS

OAK Planning & Economic Development

Planning in Silos: Mistaking the Pieces for the Puzzle

Using a comprehensive approach to develop plans that offer integrated, thorough, and solution oriented strategies.

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

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

Erik Brooks, Mayor - South Milwaukee

Tami Mayzik, City Administrator - South Milwaukee

JUNEAU Community Engagement & Equity

Implementing the Plan: South 5th Street

Partnering with neighbors to craft the plan to reconstruct a major street – and the economic development impacts.

Sam Leichtling, AICP, 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

MITCHELL Healthy Communities

Building Confidence in Aging Neighborhoods

Creating significant change in aging and distressed neighborhoods.

Jason Gllman, AICP, Director of Planning & Development - City of La Crosse

Brian Fukuda, Community Development Specialist - La Crosse County

Caroline Gregerson, Community Development Administrator- City of La Crosse

Green Infrastructure in Milwaukee

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

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

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

OAK Planning & Economic Development

TIF - Making the Best Economic Development Decisions

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

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

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

Karl Franz, Administrator - Village of Shorewood Hills

**JUNEAU Community Engagement & Equity
Rebuilding the Bridge**

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

Tanya Fonseca, AICP, Planner - GRAEF

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

John Dargle, Jr., Parks Director - Milwaukee County

Matt Bednarski, Senior Civil Engineer - GRAEF:Water

MITCHELL Healthy Communities

Planners4Health (APA-Wis grant)

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

Tom Baron, AICP, Planner - East Central RPC

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

APA-Wisconsin Awards Presentation

Kristan Grygiel Sanchez, APA-Wis Awards Chair

Board Recognition and Retiree Recognition

Planning Awards:

-

OAK Law & Leg Updates 1:45-3:15***Murr v. Wisconsin and Beyond***

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

Ellen Denzer, Community Development Director - St. Croix County

Kevin Grabau, Land Use Administrator - St. Croix County

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

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

JUNEAU Planning & Economic Development***Transpartisan Planning: Programmatic Approaches for Bridging the Divide***

Unpacking and rearticulating politically charged issues to build consensus.

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

Wyman Winston, Executive Director - WHEDA

Rocky Marcoux, Commissioner - Milwaukee Department of City Development

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

MITCHELL Healthy Communities***Working with Small Communities***

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

Katherine Westaby, AICP, Community Development Consultant - Vierbicher

Timothy Schleeoer, PE, Engineer - Vierbicherr

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

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

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

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

Thanks for your participation in the conference.

SPONSORS

City of Milwaukee

HNTB

Vierbicher Associates

EXHIBITORS

Infovision Software

Vierbicher Associates

SUPPORTED BY

1000 Friends of Wisconsin



TOURS & SPECIAL EVENTS

Tours meet at the main entrance

Thursday - October 26

Drexel Town Square: Journey from Brownfield to City Center

1:30 - 3:30 PM

(Bus tour with some walking)

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

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, AICP, 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 and Blair Williams - WIRED

Wisconsin Sports and Entertainment Center (Walking Tour)

4:00 - 6:00 PM

Get an up close tour of the Wisconsin Sports and Entertainment Center, a \$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 located four blocks or 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 top (6th floor) floor of the arena; and 15 minutes of returning safety gear.

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

Friday - October 27

Green Infrastructure in Milwaukee (Walking Tour)

10:00 - noon

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

Tour leaders: Nadia Bogue, Senior Project Manager - MMSD & Karen Sands, AICP, Dir. of Planning, Research and Sustainability - MMSD. *(EASY 20 MINUTE WALK WITH COMMENTARY ALONG THE WAY)*

The Brewery - Redevelopment of the Former Pabst Brewing Company Complex (Walking Tour) **1:45- 3:45 PM**

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.

This is an easy 15 minute walk to the tour area and then the tour will weave through the 7-block neighborhood. The tour will be led by members of the master development team.

CONFERENCE REGISTRATION FORM

2017 Annual Planning Conference

Getting There Together: Bridging the Gap

October 26 & 27

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

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

Hotel: Hilton Milwaukee City Center 414-390-8249

Group Name: American Planning Association - Wisconsin Chapter

Booking Link: https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MKEMHHF&spec_plan=APAWC&arrival=20171025&departure=20171028&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

First Name _____

Last Name _____

Organization _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

APA Member _____

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

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

Make checks payable to Wisconsin APA and mail to:

Deborah Nemeth

16 North Carroll St., Suite 800

Madison, WI 53703-2726

Cancellation/Changes Policy

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

CONFERENCE REGISTRATION RATES

Registration Types

By Oct. 13 After Oct. 14 -Oct 23

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

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

Please food requirements: Vegetarian ____ Gluten Free ____

Check Order Processing Fee	\$10	\$10	_____
----------------------------	------	------	-------

Total Amount Due with Check		TOTAL	\$_____
-----------------------------	--	-------	---------

For more information, please contact Deb Nemeth, Conference Coordinator - call 608-259-1000
email nemethplanning@gmail.com

HOTEL ACCOMODATIONS

Hotel: Hilton Milwaukee City Center
509 W. Wisconsin Ave, Milwaukee
414-271-7250

Group Name: American Planning Association - Wisconsin Chapter

Booking Link:

https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=MKE_MHHF&spec_plan=APAWC&arrival=20171025&departure=20171028&cid=OM,WW,HILTONLINK,EN_DirectLink&fromId=HILTONLINKDIRECT

Cost : \$159