



2017 APA - Wisconsin Annual Planning Conference

Getting There Together: Bridging the Divide

October 26 & 27, 2017

Sponsors:

City of Milwaukee

HNTB - MSA Professional Services - Vierbicher Associates

Association of Wisconsin Regional Planning Commissions - General Code - Infovision Software

Getting There Together: Bridging the Gap

THURSDAY, OCTOBER 26

7:45 - 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

WALKER 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 two 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 Kaltenberg, Program Coordinator - MKE Plays

Erin Frederick, Senior Program Officer - Zilber Family Foundation

WALKER 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

Melissa Kraemer Badtke, Principal Transportation Planner - ECWRPC

Kim Biedermann, Assoc. Planner - ECWRPC

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 6th Street 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

WALKER 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

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
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

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)

WALKER 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
Kristi Luzar, Executive Director - Urban Economic Development Association of Wisconsin

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.

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

FRIDAY, OCTOBER 27

7:30 - 8:30 REGISTRATION & 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- 9:45 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

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

WALKER Healthy Communities

Building Confidence in Aging Neighborhoods

Creating significant change in aging and distressed 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

Green Infrastructure in Milwaukee

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

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

This is an easy 20 minute walk with commentary along the way.

11:15 - 11:25 CONCURRENT SESSIONS

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

Karl Franz, Administrator - Village of Shorewood Hills

WALKER Healthy Communities

Planners4Health (APA-Wis grant)

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

Tom Baron, AICP, Planner - East Central RPC

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

JUNEAU Community Engagement & Equity

Rebuilding the Bridge

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

Tanya Fonseca, AICP, Planner - GRAEF

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

John Dargle, Jr., Parks Director - Milwaukee County

Matt Bednarski, Senior Civil Engineer - GRAEF:Water

12:15 - 1:30 LUNCH & AWARDS

Crsytal Ballroom

APA-Wisconsin Awards Presentation

Kristan Grygiel Sanchez, APA-Wis Awards Chair

Notable Achievement in Planning

Excellence in Planning

Great Places

Retiree Recognition

Student Recognition Award

See back cover for full listing of awardees.



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

WALKER Healthy Communities***Working with Small Communities***

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

Katherine Westaby, AICP, Community Development Consultant - Vierbicher

Timothy Schleeper, PE, Engineer - Vierbicher

Bryan Gadow, AICP, Village Administrator - New Glarus

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.

2017 APA-Wisconsin Chapter Planning Awards and Recognition

EXCELLENCE IN PLANNING

Village of Oregon Sign Code

Connecting People & Communities: Winnebago County Bicycle & Pedestrian Plan

National Avenue Corridor Strategic Plan

Dane County Bicycle Wayfinding Manual

Green Infrastructure Guidebook for Schools

Madison Metropolitan School District Student Enrollment Projections: 2017-2037

South Milwaukee Comprehensive + Downtown Plan Update

Walker's Point Action Plan / South 5th Street Reconstruction

Washington County Site Redevelopment Program

STUDENT PLANNING AWARD

Appleton Avenue Corridor Vision - Student team: Block, Ecks, Seniuk and Siegworth

NOTABLE ACHIEVEMENT IN PLANNING

VISION 2050

ZoningHub

The Brewery

GREAT PLACES

Downtown New Glarus, Village of New Glarus

Pheasant Branch Conservancy, City of Middleton

Fox Cities Trestle Trail, Village of Fox Crossing and Town of Menasha

RETIREES

Patrick J. Meehan, AICP, AIA Emeritus, most recently with Meehan & Company, since 1992, New Berlin, Wisconsin

Nancy M. Anderson, most recently with SEWRPC, since 1989, Waukesha, Wisconsin

Janet Grau, most recently with Milwaukee Department of City Development, since 1986

