URPL becomes part of Department of Planning and Landscape Architecture

By Ken Genskow

As of July 1, 2017, the UW–Madison departments of Urban and Regional Planning (URPL) and Landscape Architecture (LA) combined into a new Department of Planning and Landscape Architecture (DPLA) in the College of Letters & Science. Uniting these two departments at UW–Madison strengthens and enhances the URPL programs, aligns campus scholarship for two overlapping and intersecting disciplines, and creates new opportunities for undergraduate education around issues important to planning and landscape architecture. We are excited to continue providing planning education, and this substantial change sets the department on solid ground going forward.

As an introduction, here are a few highlights about the new department (DPLA or just P-L-A):

**Department Mission:** Our scholarship and educational activities will advance sustainable and livable communities, cities, and regions that are vibrant, thriving, and resilient. We do this through integrative teaching, research, and public engagement that seeks solutions to serve human needs and protect the integrity of natural environments. The department, based upon the disciplines of landscape architecture and urban and regional planning, provides opportunities to explore interdisciplinary research, design, planning, and policy analysis at local, regional, and global scales.

**Department Vision:** We are a dynamic network of scholars and stakeholders working to advance healthy, prosperous, equitable and sustainable built and natural environments in the tradition of the Wisconsin Idea and from the local to the global scale.

**Expectations for department inclusion, diversity, and collegiality:** We are committed to creating a supportive climate of inclusion, diversity, and collegiality among our interactions and through our actions and policies. We envision a department in which all individuals are engaged in a vibrant learning community where ideas, experiences, and perspectives are supported, nurtured, and developed to their highest levels. Attitudes, behaviors, and standards within our community will demonstrate inclusion and respect for individual needs, abilities, and potential.
Our Faculty and Staff: DPLA now has 17 tenure-track faculty (with one more joining us in fall 2018), seven instructional and research academic staff, three outreach staff, and five administrative support staff positions.

Our students and degrees:
We now offer five degree programs:

- an accredited bachelor’s degree in Landscape Architecture (BLA)
- an accredited MS degree in Urban and Regional Planning (MS URPL)
- a PhD degree in Urban and Regional Planning
- a non-design MSLA degree (conservation planning, restoration ecology and community design for public health)
- an undergraduate major that we are in the process of reconfiguring to fit the breadth and scope of the new department.

Public engagement and extension: Our new department builds upon our shared decades-long commitment to applied research, service learning and community-based pedagogy in the spirit of the Wisconsin Idea. Department activities include student and faculty engagement with communities through service learning and applied projects. For example:

- **Capstone projects for current BLA and BS major programs.** BLA seniors take on an individual yearlong capstone project with a community partner. These average about 18 per year and serve municipalities, agencies, nonprofits and communities throughout the state of Wisconsin and beyond.
- **MSLA Graduate Workshops and Labs.** Most of these courses involve theory, concepts and processes that are applied to problems facing national, state and local agencies and groups.
- **URPL Graduate Workshop.** As a continuing requirement of the MS URPL, second year graduate students enroll in a semester-long workshop addressing a community planning issue. Recent projects have addressed non-motorized transportation, housing, land use, water quality, community, and economic development

- **Client-centered community-based partnerships.** Project partners span Wisconsin and beyond.
- **Service learning field courses.** Recent courses offered in Honduras (Park Planning and Design), Costa Rica (Cloud Forest Restoration Education), and Nicaragua (Global Health Certificate Course) also include applied elements and joint team-based student projects (e.g., site design, housing, food systems, water quality).

Applied research, engagement, and extension activities include projects addressing community and economic development, food systems, human health and the built environment, local government planning, analyses of urban growth and land use change, housing and transportation, rural amenity and recreation analysis, and environmental and natural resources restoration and protection. Several faculty members maintain formal integrated appointments with UW–Extension addressing many of these topics. All faculty and staff are engaged in local, statewide, national, and international service, applied research, and outreach activities.

Why L&S? Creating the new department involved consolidating positions and resources from two colleges. Most of our combined faculty and staff positions moved from the UW–Madison College of Agricultural and Life Sciences (CALS) into the College of Letters & Science (L&S). URPL began in L&S, and our MS and PhD degrees over the past 50+ years have been awarded through that college. URPL became bi-college with CALS in 1998, and although both former departments benefited from our past connections to CALS, combining our administration back into a single college offers us advantages in the current environment, and is helping us establish a sound foundation for the future.

Where is DPLA? In the short term, the department will continue to occupy all of the spaces currently used by LA and URPL, including Old Music Hall. Over the long term, we’ll look for new space to accommodate the full set of needs for
As planners know, change takes time, and we are giving ourselves a few years to refine and improve as we adjust to our new arrangements. URPL and LA both have long and distinguished traditions at UW–Madison, and we are excited about building upon those legacies. Our URPL Alumni Relations Council (ARC) will continue helping us connect with our URPL program alumni, and over time we anticipate coordination with the Landscape Architecture Alumni Board. Speaking for all current students, staff, and faculty, we hope you will stay involved as we grow into this new department and find new ways to connect and keep up with URPL alumni.

On, Wisconsin!

The professional project is a culmination of URPL students’ work toward the master’s degree. Graduating students presented posters of their projects, and a select few were invited to give formal presentations.

The event was co-sponsored by the Dane County Planning and Development Department, URPL Alumni Relations Council (ARC), and URPL’s Wisconsin Student Planning Association (WSPA).

Welcome remarks were provided by Ken Genskow, department chair and professor, and Todd Violante, AICP, director with the Dane County Planning and Development Board.

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**Fourth Annual URPL Professional Project Forum**

**By Lauren Szafranski**

Urban and Regional Planning’s MS degree program hosted the fourth annual Professional Project Forum as spring semester came to a close on May 12, 2017, in downtown Madison at the City-County Building.

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The event was co-sponsored by the Dane County Planning and Development Department, URPL Alumni Relations Council (ARC), and URPL’s Wisconsin Student Planning Association (WSPA).

Welcome remarks were provided by Ken Genskow, department chair and professor, and Todd Violante, AICP, director with the Dane County Planning and Development Department.

**Featured presentations included:**

**Sydney Prusak**, Articulating the Power of the Main Street and Special Assessment District Collaboration

**Chelsea Morrison**, Bicycle Facility Design Guidelines: Chippewa–Eau Claire Metropolitan Planning Area

**Zach Chappell**, One Thing on Top of Another: A GIS-Based Landslide Susceptibility Model for Peru’s Urban Poor

**Lexa Dundore**, Racial Equity Tools for Food Systems Planning

**Poster presentations included:**

**Ian Aley**, Land Access Models for Immigrant and Refugee Farmers

**Alexander Brown**, Commercial Uses of City Parks and their Effects on Local Communities in Madison, Wisconsin

**Zach Chappell**, One Thing on Top of Another: A GIS-Based Landslide Susceptibility Model for Chosica, Peru

**Lexa Dundore**, Racial Equity Tools for Food Systems Planning

**Rebecca Jollay**, District Energy: Proposal for MG&E’s Blount Generating Station

**Emily Lutz**, Creating Resilient and Vibrant Downtowns

**Ruanda McFerren**, Before We Forget: Strategies to Preserve Diverse Cultural Landmarks in Madison

**Heong Ng**, Assessing Social Vulnerability to Floods in Dane County

**Aaron Prichard**, Economically Sustainable Large Event Planning

**Sydney Prusak**, Articulating the Power of the Main Street and Special Assessment District Collaboration

**Kaycie Stushek**, A Comparison of Four Rural Audit Tools to Assess the Built Environment for Active Travel: Which Is Best for Community Priorities?

**Sam Wessel**, Planning for Access: Signage Guidelines for Pheasant Branch Conservancy

**Yuchen Zhou**, A Study of the Functionality of Hefang Street District in Hangzhou, China

**Zachary Chappell and Chelsea Morrison** each received the Jack R. Hudlelon Award for the Best Professional Project Award and Ruanda McFerren won the 2017 MS Project Forum Award for Best Poster. Awards were presented at the department graduation celebration later that weekend.

Following the signature event, WSPA hosted the Annual End of Year Picnic where folks engaged in celebration and community. URPL wishes all the best to the Class of 2017 MS graduates!
Faculty News

Professor Yunji Kim received a $500,000 grant from the U.S. Department of Agriculture’s National Institute of Food and Agriculture as part of a multi-institution, interdisciplinary team to explore local government responses to fiscal stress after the Great Recession. She is working with the National Association of Counties, National League of Cities, and the International City/County Management Association to create the first 50-state database of state policy as it relates to local government fiscal stress. She shared the results of her national research with over 400 local officials at UW–Extension’s Local Government Center’s spring Town Officials’ Workshops, Local Government Essentials WisLine series, the League of Wisconsin Municipalities’ Urban Alliance, and the Wisconsin Counties Association’s annual conference. These teaching opportunities doubled as learning opportunities as local officials share on-the-ground expertise about fiscal challenges for local governments in Wisconsin.

Professor Jim LaGro, with coauthors Brad Vowels (PhD ’19) and Ben Vondra (MSURP ’11), published a research paper this fall in the international journal, Landscape and Urban Planning. The paper is titled “Exurban housing development, onsite wastewater disposal, and groundwater vulnerability within a changing policy context.”

In April, Professor Brian Ohm participated in the Wisconsin Land Use Law Continuing Legal Education Seminar. He taught two sessions, one entitled “Wisconsin’s Smart Growth Law” and the second entitled “Creating a Land Use Plan.” Also in April he presented “Zoning: From Comprehensive Plans to Changes in the Legal Landscape” at a conference for planners and local officials sponsored by the East Central Wisconsin Regional Planning Commission in Shawano.

In May Brian and a colleague presented “Leading with Staff Reports” at the 2017 National Planning Conference in New York City. The session was rated by APA as one of the top-ten sessions of the conference.

In June Brian presented “State of the State on Local Control: Police Power and Home Rule” at the 2017 Wisconsin Municipal Attorneys Institute. The talk was based on his recent article “Some Modern Day Musings on the Police Power,” published in The Urban Lawyer.

In September Brian gave the keynote address “State of the State on Local Control: Local Government Efforts to Regulate Environmental Activities” at the 29th Annual Environmental Law Update Continuing Legal Education Seminar, sponsored by the Wisconsin State Bar.

In October Brian and a colleague presented the AICP legal update session at the Upper Midwest Planning Conference in Dubuque, Iowa. He also presented “Murr v. Wisconsin and Beyond” at the APA Wisconsin 2017 Annual Planning Conference and “Historic Preservation: A Practical Guide for Real Estate Practitioners” at the Annual Real Estate Law Update 2017 Continuing Legal Education Seminar Sponsored by the State Bar of Wisconsin in Madison. The Belmont University Law Review recently published Brian’s article “Is There a Law of Regional Planning?”

Professor Dave Marcouiller has been busy writing research articles for a variety of outlets with a diverse array of collaborators; most of whom are his former graduate student advisees. He has worked with Dr. Jean-Christophe Dissart (PhD ’02) writing two chapters for publication in edited volumes published by Ashgate and Economica. Dr. Hyun Kim (PhD ’15) and Dave have published a total of six manuscripts in various outlets and have others in-review with Urban Affairs Review, Regional Environmental Change, the Journal of Rural Studies, and Environmental Hazards. In September, Dave published a piece on recreational use conflict in the periodical Forest Episode and in October he presented a manuscript that deals with non-market values and tourism in China. Former department visiting scholar Dr. Wenxiong (William) Wang and Dave...

Ensuring a Harassment Free Climate

We have fully committed to establishing a supportive climate of inclusion, diversity, and collegiality in which all members of our department treat each other with respect and harassment is not tolerated. National, campus, and department level discussions are uncovering a lack of awareness of the full range of behaviors that are sexual harassment, and environments in which those on the receiving end have felt reluctant to come forward. We are working to eliminate our blind spots and affirm unequivocally that there is no place for harassment of any kind in our department.

Over the past year, we have taken action together:

• Ensuring that climate discussions and commitments were a prominent component of the campus review and approval process leading toward our merger;
• Forming a departmental committee on climate and acting on all recommendations;
• Hiring an outside investigator to conduct a climate review (summer 2017) and sharing results with all faculty, staff, and graduate students in PLA;
• Conducting surveys of graduate students, faculty and staff and sharing results with the department;
• Updating our student handbooks and website to clarify policies/resources;
• Ensuring all employees have completed the new university-wide sexual harassment awareness training;
• Bringing in campus experts to conduct departmental training on climate and bias;
• Bringing in the Title IX Coordinator to conduct departmental training focused on bystander intervention;
• Committing to continue annual climate surveys and reporting on annual progress to demonstrate accountability; and
• Demonstrating commitment to continuing to diversify faculty with respect to gender through hiring another tenured female professor, scheduled to start in fall 2018.

As a new department, we look forward to supporting planning education and research in an inclusive and supportive environment reflective of the values in our profession and the communities we serve. If you have any concerns or suggestions, please contact Ken Genskow, kgenskow@wisc.edu.
are waiting word back on another manuscript in-review that focuses on rural land use in China. In addition to his research, Dave spends time teaching in the program (721, Methods of Planning Analysis, and 912, Planning Workshop) and across the state with UW-Extension. The ten students in this fall’s workshop and Dave are focused on Visioning for Water Street to better connect the Villages of Sauk City and Prairie du Sac (see the article elsewhere in this issue of Connections).

Associate Professor Kurt Paulsen published the article “The Goldilocks Dilemma of Moderate Income Housing Subsidies: Finding the ‘Just Right’ Amount for the Missing Middle” in the journal Cityscapes, published by the U.S. Department of Housing and Urban Development’s Office of Policy Development and Research. In May, he wrote the Dane County Workforce Housing Gap Factsheet and presented at the Dane County Housing Summit. In July he spoke on affordable housing planning at the “A Home For Everyone” statewide conference in La Crosse. In October, he presented a paper “The Rent Eats First: County-level Variations in Housing-Cost Burdens for Low-Income Households” at the ACSP Conference in Denver. While in Denver, he joined Department Chair Ken Genskow and Revel Sims on an educational tour of marijuana and beer production and consumption facilities — strictly for informational purposes regarding land use and municipal finance. He has also recently been appointed to the City of Middleton Plan Commission where he and Middleton staff member Mark Opitz (MS ’96) torment the public with bad puns.”

Professor Janet Silbernagel is enjoying a fabulous fall sabbatical in Switzerland as a fellow hosted by the Landscape Dynamics Unit at the Swiss Federal Institute for Forest, Snow, and Landscape Research (WSL). While there, she is designing a Conservation GIS ebook from interactive GIS lessons she has developed for her UW–Madison classes. Meanwhile, she collaborates on integrated landscape research with colleagues at WSL around 3 areas:

1. Citizen mapping of ecosystem services; 2. Landscape connectivity modeling; and 3. Instructional design.

Student Updates

PhD candidate Yaidi Cancel Martínez presented her initial dissertation research findings on the ongoing impacts of housing discrimination on residential disadvantages and mental health disparities in Wisconsin at the Association of Collegiate Schools of Planning (ACSP) conference in Denver on October 14. She led a conversation on this important topic at an AICP-credited seminar hosted by the UW–Milwaukee School of Architecture and Urban Planning’s Innovative Cities Lecture Series on October 26. Yaidi is also working at the Public Policy Forum in Milwaukee as the 2017–18 Norman N. Gill Research Fellow where she analyzes affordable housing challenges and opportunities to overcome these. Interested individuals can contact Yaidi (cancelmartin@wisc.edu) to learn more about her work and research projects.

PhD student Justice Castañeda was featured in the following story in the Madison newspaper The Capital Times: “Justice Castañeda brings a unique life story to his job leading Madison’s Common Wealth.”

Third-year MS-URPL and MPH student Lisa Charron presented her work at the Midwest Active Transportation Conference, the Wisconsin Public Health Association Conference, the Wisconsin Planners4Health Roundtable, and the 9th Biennial Childhood Obesity Conference over the summer. She presented on a new tool she is developing to assess active community design strategies in rural, municipal comprehensive plans.

MS students Logan Dredske, Alex Jeffers, Ken Smith, and Ryan Thompto attended a conference in Madison called “Transportation: The Future is Now.” The conference focused on how to adapt our transportation policy to changing demographics, climate, and technology.

Alumni Updates

Alan M. Carmen (MS ’77) was reelected to his second term as Rock Island Township, Illinois, supervisor. Term of office is 2017–21.

Stephen B. Friedman (MS ’71) president of SB Friedman Development Advisors, directed the research and served as the primary editor for the recent Urban Land Institute publication “Successful Public/Private Partnerships: From Principles to Practices.” He also authored several sections of the report.

John L. Gann, Jr. (MS ’67) authored Selling City Living: How Cities Can Compete with the Suburbs for Growth, a manual focused on making cities competitive as places to live. The manual describes 17 things cities can sell to attract residents and presents six examples of advertising that sells city advantages.

David Joiner (MS ’01) recently joined The Hong Kong Polytechnic University as its director of international affairs.
WSPA News

Hello to all friends, family, and alumni!

The Wisconsin Student Planning Association (WSPA) is pleased to continue its mission of providing the students of Urban and Regional Planning with the social and professional support they need to succeed in graduate school and beyond. This year, we welcome the merger of the departments of Urban and Regional Planning and Landscape Architecture to create the new Department of Planning and Landscape Architecture (DPLA)!

We are thrilled to see what collaborations and opportunities will be made possible for students in both programs as this partnership progresses.

Our mission for the 2017–18 school year is to foster an improved environment of open communication and participation of the entire student body, not just the officers within WSPA. We are aware that we are a student body of diverse backgrounds, interests, and career goals, and view this attribute as one of our greatest strengths. To meet this goal, we have created new opportunities for student communication such as a streamlined weekly newsletter, a comment box, and the creation of several subcommittees to encourage students to plan and organize department activities without the commitment of a full-time officer position. So far this year we have:

- hosted one “Plans and Cans,” an informal gathering of students and faculty to discuss a current topic or paper of interest
- hosted several happy hours with the intent of creating connections between new and continuing students, and
- held a service day in which we gathered 1,734 pounds of apples for the Community Action Coalition for South Central Wisconsin!

In the coming months, we will be planning our annual trip—likely to either Chicago or Minneapolis — after a very successful and fun weekend in Milwaukee last year. We are also raising funds to support DPLA attendance at the National APA conference this spring in New Orleans!

Be on the lookout for new merchandise (with the new department name!) and future opportunities to get involved with the students. We are always happy to hear from alumni. Thank you for your time and support!

Best,
Haley Briel, WSPA Chair

Prior to joining PolyU, David was associate director at UnivAssist (New Jersey and Mumbai), a U.S. company guiding more than 140 North American universities to advance internationalization through student recruitment, study abroad, alumni outreach, partnerships, and public relations.

Charles McCarthy (MS ’96) was hired as vice president of operations at Suffolk for its Mission Critical sector. In this role, McCarthy is responsible for identifying and cultivating client relationships, recruiting and developing team members, and ensuring all construction projects adhere to Suffolk’s highest safety and quality standards. Prior to accepting his new position at Suffolk, McCarthy was construction executive of the Federal Contracting and Mission Critical Groups for the Minneapolis-based firm M.A. Mortenson Construction.

At the National Association of Regional Councils 51st Annual Conference and Exhibition in Monterey, California, on June 7, 2017, recently retired SNHPC executive director David J. Preece, AICP (MS ’83) was presented with the prestigious Walter Scheiber Leadership Award. The award is presented in recognition of leadership excellence in advocating regional concepts, approaches, and programs at all levels of government.

Janice Soriano (MS ’14) recently joined Stanford Health Care in Palo Alto, California, as a transportation demand management (TDM) program manager.

This fall six URPL alumni once again joined Professor Harvey M. Jacobs in the Introduction to Planning class (URPL 741) to talk with the new cohort of planning graduate students. Alumni discussed their current work, how their education contributed to their career development, and their thoughts on planning education and the direction of planning in the future. Thank you, alumni guest lecturers!

Jackie Mich (MS ’13) — Associate Planner, Vandewalle and Associates
Heather Stoudt (MS ’04) — City of Madison Planning Director
Todd Violante (MS ’94) — Director, Dane County Planning and Development
Mary Robb (MS ’93) — Wisconsin Department of Transportation
Corey Zetts (MS ’05) — Executive Director, Menomonee Valley Partners (Milwaukee)
Michael Koles (MS ’98) — Executive Director, Wisconsin Towns Association

In Memoriam

Phil Lewis, former chair of the UW Landscape Architecture Department (1964–72) passed away on July 2, 2017. Lewis also had joint appointments with Urban and Regional Planning and UW Extension and was a visiting professor in the School of Design at Harvard University in 1976–77.

Lewis made many contributions to the fields of planning and landscape architecture including contributing to the origins of geographic information systems technology with his concept of using transparent overlays of mapped resource qualities for environmental planning. The Environmental Systems Research Institute (Esri) presented Lewis with its Lifetime Achievement Award in 2000. Lewis, along with Ian McHarg and Angus Hills, are credited with the development of the natural resource inventory approach and map overlays as a crucial part of the regional design process.

His work and concepts are outlined in his 1996 book Tomorrow by Design, A Regional Design Process for Sustainability. Lewis celebrated his retirement from the University of Wisconsin at a banquet on April 22, 1995.
This fall, the 2017 URPL Workshop brought the newly formed Department of Planning and Landscape Architecture in partnership with a private consulting firm and two rural Sauk County villages. Together with MDRoffers Consulting and the Sauk Prairie communities of Sauk City and Prairie du Sac, planning students under the supervision of Dave Marcouiller provided a vision for the enhancement of Water Street, Sauk Prairie’s main street. The vision sought to address improving the lives of current residents while attracting new ones and increasing business growth.

The corridor resides along the western banks of the Wisconsin River and contains a former rail corridor that has become the Great Sauk Trail bike trail. The long-term goal for the trail is to have it serve as a vital connector between Devil’s Lake, the 400 Trail at Reedsburg, and Madison. “The recent opening of the Great Sauk State Trail has initiated many conversations about how Sauk Prairie should leverage the trail,” said Beth Richmond of Eau Claire, Wisconsin. “And we are in a great position to help the villages formulate ideas.”

Working with community leaders, residents, and businesses, the students divided into three teams focused on transportation, land use planning and site design, and economic development and recreation. “Many of us have different planning backgrounds and this allows our class to see the community from different angles,” said Logan Dredskes of Pardeeville, Wisconsin.

For example, coming from a transportation approach, Tsung-Lun “Alan” Hsu of Taiching, Taiwan, had one overarching goal for the project. “I think the most important thing for the corridor is to increase the safety and create a place that people will be comfortable walking and biking in,” he said.

The students leveraged their different areas of expertise, and perhaps most importantly, they attempted to ensure the greatest degree of public participation in the visioning process. “The most important thing we can do is to help elevate the voices of those who might not normally be heard throughout the planning process,” remarked Ryan Thompto of Cedar Rapids, Iowa. “Truly remarkable places are created when diverse groups of people have their voices heard and feel a sense of attachment to the outcome.” The 2017 workshop sought community input from the general public, high school students, individuals in local government, business, and environmental groups.

As a departmental requirement, the 2017 workshop students gained practical experience prior to graduation. Perhaps the most important lesson was learning how to engage with different stakeholders. “Not only are we planning on talking with various stakeholders in the community, all of whom have different interests and needs, but we are learning to communicate with each other as colleagues and peers,” Richmond said.

The students will present their recommendations to the villages of Sauk City and Prairie du Sac in mid-December. The Sauk Prairie communities will decide if and how to implement student suggestions. Nonetheless, the students have applied the Wisconsin Idea as they harnessed the knowledge of the university to improve the lives of all Wisconsinites.
Keep in Touch with new tools from UW Alumni Association
We want to hear from you, and the Wisconsin Alumni Association has new online tools to make this even easier. Please consider using these new tools to help us stay in touch with you.

Update Your Info
We want to make sure we have your correct contact information. You can update your contact information online at uwalumni.com/services/update-info.

Alumni Notes
Share your story! Submit a professional or personal update online at any time at uwalumni.com/news-stories/alumni-notes. Your update may just end up in the next issue of Connections!

Visit Us
When you’re in the Madison area, please let us know! We’d be happy to arrange a visit at Music Hall, conversations with students, a campus tour, or other activities that suit you.

dpla.wisc.edu
Our website provides the most complete, up-to-date information about department happenings including projects, publications, research, academic programs, and people.

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