



Connections

Ordinances and Permitting Process Key to Conservation Subdivision Design

Throughout the United States, natural and agricultural lands have been converted to residential uses at significant rates. American Farmland Trust reports that over 23 million acres of U.S. farmland and over 41 million acres of rural lands were lost to development between 1982 and 2007. Recognizing that traditional large-lot, low-density residential developments contribute significantly to the loss of open spaces, farmland, and natural resources, regional planners are increasingly promoting alternative residential development patterns.

One such technique is *conservation subdivision design* (also called open space conservation subdivision design) that clusters housing on smaller lots to preserve open spaces and environmentally sensitive and ecologically significant land in a subdivision. Although it does not address the need to reduce automobile-dependency, conservation subdivision design (CSD) is touted as an environmentally superior alternative to conventional subdivisions on the basis of land conservation and water quality benefits. While empirical research is limited, and in some cases inconclusive, several researchers have shown



Conservation subdivision design works to cluster housing in smaller lots to preserve open spaces and environmentally sensitive and ecologically significant land in a subdivision.

that the CSD fares better for preserving both land and water quality compared to conventional subdivision design.

Despite CSD's potential envi-

ronmental merits, conventional subdivisions remain the predominant type of development on the rural-urban fringe. Assistant Professor **Aslı Göçmen's** most

recent research shows that a host of barriers impede the implementation of conservation subdivisions and also prevent

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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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Student News — 19 new graduates!

On May 18, 2013, the Department of Urban and Regional Planning and the Wisconsin Student Planning Association (WSPA) held a graduation ceremony at the UW–Madison Memorial Student Union that introduced 19 newly minted graduates to our alumni ranks. Speakers included **Maria Holl** (on behalf of students) and Professor **Kurt Paulsen** (on behalf of the faculty). Emeritus Professor **Jack R. Huddleston** gave the keynote address. The 19 spring graduates join five from the fall for a total of 24 graduates for 2012–13. The department now boasts 1,171 degree recipients since its inception 50 years ago. The 19 spring graduates are:

Milena Bernardinello
Ursula Brandt
Sheng-Yuan Cheng
Clare Christoph
Michael Draper
Kolin Erickson
Hao Fang
Robert Fischer
Brian Heaton
Maria Holl

Alan Hoogasian
Alexander London
Jaclyn Mich
Colleen Moran
Peter Ouchakof
Sonja Reichertz
Matthew Straub
Jingxiang Su
Mark Watkins

Also, among our graduating cohort, three students won awards: **Maria Holl** won the *Jessica Bullen Community Service Award*; **Colleen Moran** won the *J.R. Huddleston Outstanding Professional Project Award*; and **Jaclyn Mich** won the *AICP Outstanding Planning Student Award*. Congratulations to all!

Workshop Wins Award

The Planning Workshop (URPL 912) is an excellent example of engaged scholarship. The Fall 2010 Workshop had four teams of graduate students (20 in total) working on the 2011–16 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (or SCORP). The final version of this Plan won the prestigious **National SCORP Excellence Award—Best of the Best** (cosponsored by the National Park Service and the Society of Outdoor Recreation Professionals) at the 2013 National Outdoor Recreation Conference. This meeting (May 19–23 in Traverse City, MI) was held jointly with The IUFRO Conference on Forests for People.

This SCORP combined award-winning university research expertise, graduate planning education, and department outreach programming with state- and federal-level public policy extended to all corners of our state and represents an outstanding example of The Wisconsin Idea at work.

This SCORP was a medium-range (5 year) planning process that provided the basis for towns, municipalities, counties, and regional planning commissions across Wisconsin to develop their local (or community) outdoor recreation plans (or CORPs) which exist as prerequisites for acquiring Land

and Water Conservation Funds (LWCF) for future site developments. The previous SCORP (2005–10) came in as runner-up on several occasions but never made #1. This new SCORP focuses attention on outdoor recreation and its role in local public health and wellness.

The 2010 Planning Workshop was co-taught by Professor **Dave Marcouiller** and **Jeff Prey**. In addition, Professor **Anna Haines** (PhD '98) and **Eric Olson** (MS '99) of UW–Stevens Point provided key assistance and an additional chapter for the process.



Continued from page 1

them from meeting conservation goals when they are built.¹

Professor Göçmen's multi-phase research investigated land development practices in 54 conservation subdivisions built between 1990 and 2005 in 19 communities in Waukesha County in southeast Wisconsin. Professor Göçmen's in-depth analysis of land-use regulations and permitting processes is of particular importance, as these have been considered *barriers* by other research, but had not otherwise been examined. Her findings are informed by incorporating the perspectives of 16 land developers working in the region.

Professor Göçmen's review of the zoning ordinances shows that most conservation subdivisions in Waukesha County were approved through a different, more convoluted process than were conventional subdivisions. In only two of the 19 jurisdictions did CSD proposals receive the same proposal review process as conventional subdivisions. Indeed, the majority of the developers interviewed specified a lack of land-use regulations that support the design as the greatest barrier to CSDs.

The approval of CSDs commonly require a Planned Unit Development (PUD) conditional use, because zoning codes often do not permit CSD by right. Consequently, developers are subjected to a much lengthier process (up to 2 additional years) requiring public hearings and other additional steps, resulting in additional

costs such as fees and accumulated interest on loans. This prolonged process also allows residents to build opposition in public hearings to even nicely designed conservation subdivisions, when conventional subdivisions, by contrast, are usually permitted by right, without any public hearing and thus do not get as much community feedback.

Public opposition led to design compromises (e.g., a buffer of open spaces around the subdivision as opposed to conserving the subdivision's ecologically significant land in open spaces), as well as frustration for the developers, with one explaining that "by the time you're done getting your approvals, you don't have any enthusiasm left to do the job."

Developers experienced additional economic barriers to CSD implementation, such as decreased profits in the absence of density bonuses. Density bonuses, which allow developers to have additional units in a subdivision, appeared to be mechanisms to promote CSD in about one-third of the jurisdictions and ranged up to 30 percent or six bonus lots. In the majority of the communities, however, there was no financial incentive.

The literature on the trade-off between shared open space and lot sizes in subdivisions shows that while shared open space is important for property values, lot size may be more important. Without a density bonus, developing a CSD is understandably less profitable

than a conventional subdivision. One developer commented that "the extra lot revenue can be, unfortunately, a make-or-break thing for some people."

Furthermore, ordinances and permitting processes created barriers in meeting conservation goals because they were limited with respect to natural resource protection. For example, in one jurisdiction the "restrictions and covenants" document included six lines of guidelines for environmentally sensitive areas. As a point of comparison, the same document included two lines of guidelines for mailboxes.

In another community, where planners reviewed proposed developments on a point basis, the highest possible points (+3) were assigned for compatibility with neighboring developments, whereas significant agricultural land loss was assigned far fewer points (-1), thereby valuing aesthetic compatibility over the protection of natural resources. In addition, ordinances were most often limited to a management plan for common open spaces, made no connection to the regional context, and contained vague guidelines (e.g., in one town ordinance, the intent of a CSD was to "create *adequate* open spaces," without any explanation of what "adequate" entailed).

Professor Göçmen's research corroborates that current land-use regulations and permitting processes favor the continuation of the conventional development patterns that dominate our landscapes—a pattern

that landscape planners are striving to change. Professor Göçmen suggests that if communities are interested in alternative residential development patterns—whether it's conservation subdivisions, new urbanist developments, or any other that embodies smart growth principles—leveling the playing field is the first strategy communities need to adopt. In other words, all development proposals should go through the same permitting process: all proposals should be discussed in public meetings, require approvals from the same boards, and be subjected to the same fees. According to Göçmen, communities could go beyond leveling the playing field by incentivizing CSDs (e.g., density bonuses, faster permitting process compared to conventional subdivisions, certifications) to promote more sustainable residential development.

Because the study also found that some developers protect only what is required and not necessarily what would contribute to greater environmental quality, Göçmen also suggests providing more specific and stricter regulations and guidelines for natural resource protection.

¹ This summary is based on research recently published in the journal *Landscape and Urban Planning* (2013, v 110: 123–133) entitled "Barriers to Successful Implementation of Conservation Subdivision Design: A Closer Look at Land Use Regulations and Subdivision Permitting Process." For more information, please contact Professor Göçmen at gocmen@wisc.edu

Our 50th Anniversary

On April 27, the department celebrated its 50th anniversary by holding a symposium and a celebratory dinner event. This smashing success served as an important benchmark for the department and was enjoyed by more than 150 attendees. The afternoon symposium had four panels. These included (1) International Planning with Professor Harvey Jacobs, David Joiner (MS '01), and Dr. Susana Lastarria-Cornhiel; (2) City Planning with Professor

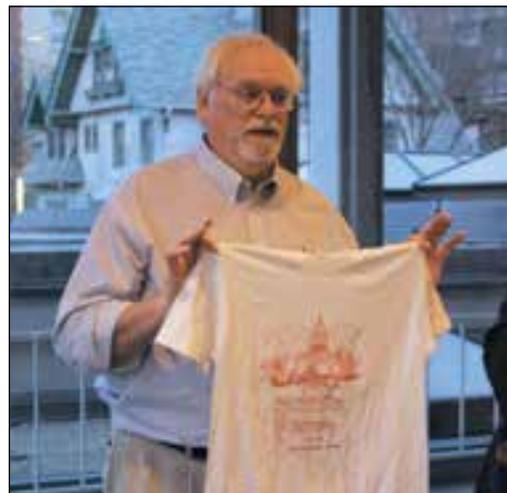
Kurt Paulsen, Professor Branden Born (MS '98, PhD '03), Professor Dave Cieslewicz, and Sarah Jo Peterson (MS '93); (3) Regional and Community Development Planning with Greg Wise (MS '85), Professor Dave Marcouiller, Andy Lewis (MS '82), and Salvor Jonsdottir (MS '94), and (4) Environment and Natural Resource Planning with Professor Ken Genskow (PhD '01), Spencer Black (MS '80), Professor Rich Margerum (PhD '95), and Bridgit Van Belleghem (MS '07).



Keynote speakers included Professors Emeriti Jack R. Huddleston and Stephen Born. Here, they entertained the audience with URPL lore.



The afternoon symposium included several panels of alumni and faculty. Here, Salvor Jonsdottir (MS '94) discusses her work on environmental planning.



Professor Huddleston raffles off a classic URPL T-shirt to raise funds to help current URPL students attend the event.

Faculty and Staff News

Professor **Harvey M. Jacobs** participated in the conference of the International Academic Association on Planning, Law and Property Rights, held in Portland, Oregon, in mid-February. He presented a paper based on his recent research on whether and how private property can be understood as a human right under the Universal Declaration of Human Rights. The UDHR was promulgated in 1948 and is the most translated document issued by the United Nations. In February he was extensively quoted in an article on the impacts of large-scale, global urbanization in that month's issue of *KIJK*, a Dutch magazine. *KIJK*, a general scientific magazine, is analogous to magazines like *Discover* and *Scientific American*. The interview for the article was conducted while he was in residence at Radboud University in the late fall of 2012. In April Professor Jacobs was a featured, invited speaker to the 2nd Annual Ridenour Faculty Fellowship Conference—"Governing Possibilities and Possibilities for Governance"—sponsored by the School of Public and

International Affairs, Virginia Tech University, Blacksburg, Virginia. His presentation was titled "Governance and Space: An Increasing Global Role for Private Property?" In May, after the semester ended, Professor Jacobs returned to Radboud University for his second visit in his capacity as visiting professor. While there he and his colleague Professor Erwin van der Krabben conducted research on the status of regulatory takings in the Netherlands. The research will be presented at this summer's joint conference of the Association of Collegiate Schools of Planning and the Association of European Schools of Planning in Dublin, Ireland.

Professor **Kurt Paulsen** presented research in a talk titled "Forecasting and Planning for one-person households" at the ACSP annual conference in Cincinnati last November. He has completed research for the Capital Area Regional Planning Commission (CARPC) evaluating the urban service area forecasting process and the impact of CARPC's policies on housing costs and was a panelist

at forums on regional cooperation. He recently published a comment on zoning restrictiveness and subprime foreclosures in the journal *Housing Policy Debate* and his research on measurement and causes of sprawl is forthcoming in the journal *Urban Studies*. He also recently presented his research at the UW Geospatial Summit. In March, he was recommended for promotion to associate professor (with tenure), making him a Badger for life!

Professor **Alfonso Morales** was interviewed for the Galician newspaper, *El Progreso*. He will be traveling to Spain to deliver six lectures on urban agriculture to a group of scholars and students from the Netherlands and Spain at the invitation of Professor Dr. Urbano Fra Paleo from University of Santiago de Compostela. Finally, he worked with the city of Freeport, Illinois, and Vandewalle & Associates, Inc., in winning a \$200K Area-wide Planning grant from USEPA—one of twenty nationwide.

Professor **Aslı Göçmen** presented research at the 53rd

Annual Association of Collegiate Schools of Planning (ACSP) conference in Cincinnati. Her paper was entitled "Stewards or Bulldozers in the Countryside? Placing Developers in the Context of Successful Implementation of the Conservation Subdivision Design."

Professor **Dave Marcouiller** had two papers published with his former doctoral students. The first appeared in the journal *Tourism Analysis* with **Dr. JC Dissart** (PhD '02) and is entitled "Rural Tourism and the Experience-scape." The second will appear in an upcoming issue of *Landscape and Urban Planning* and is entitled "In-migration to Remote Rural Regions: The Relative Impacts of Natural Amenities and Land Developability," co-authored with **Dr. Guangqing Chi** (PhD '06). Also, he continues to work with outreach clientele on Extension monographs that focus on trails and gateway communities, silent sport enthusiasts, and economic impact assessments for the Northern Great Lakes Visitor Center and the 2012 Country Thunder Music Festival.

Visiting Scholar

José María Tub'o Sánchez, a doctoral student at the University of Santiago de Compostela, spent a ten-week period at URPL between February and May. He was sponsored by **Professor Harvey M. Jacobs**. This was a return to URPL for him, as he spent a semester at URPL in the first half of 2010. This time he focused on writing a set of manuscripts that form the core of his dissertation. He presented several of the manuscripts during his residency. José is a student of **Professor Raphael Crecente Maseda**, a frequent visitor to URPL and UW-Madison and a collaborator with Professor Jacobs, Professor Steve Ventura (an URPL affiliate) and Susana Lastarria, among others.

Alumni News

Colleen Hoesly (MS '11) is a metropolitan planner with the Rockford Metropolitan Agency for Planning. She assists the Boone County Agricultural Conservation Easement and Farmland Protection Committee. She helped plan the Northern Illinois Farmland Protection Summit this summer and is gearing up to prepare an agricultural plan for the two-county region as part of a Sustainable Communities grant.

Mike Enders (MS '72 and former URPL faculty member) retired for a second time from USAID last year after completing a two-year assignment in the

Republic of Georgia. He still does short-term overseas consulting assignments (latest is a May–June stint in Haiti) and is an officer in his homeowners association in Reston, Virginia, where he is working on updating architectural design standards.

Stephen B. Friedman (MS '71), CRE, president, SB Friedman Development Advisors, Chicago, has been honored with the 2013 James Felt Creative Counseling Award for his work as development advisor to the City of Park Ridge, Illinois, from 2002 to 2011 on part of the city's Uptown Master Plan, known as the Bredemann/Reservoir Area. Fried-

man's advisory services resulted in the development of the Shops and Residences of Uptown. The award was presented April 30 at The Counselors of Real Estate's Midyear Meetings in New York City.

The Felt Award recognizes members of The Counselors of Real Estate whose work most exemplifies excellence and ingenuity in real estate counseling resulting in far-reaching and long-term benefits to a community and its citizens.

Working closely with the city leaders at the time (including Mayor Michael MaRous, CRE; City Manager Timothy Schuenke; Assistant

City Manager Juliana Maller; and Community Development Director Randall Derifield), Friedman achieved consensus regarding a development concept that balanced community goals, economic feasibility, and the physical capacity of the site. He then managed a developer solicitation process, evaluated development proposals, assessed economic feasibility and developer return, and was part of the team that negotiated the terms of a redevelopment agreement with the developer, PRC Partners, a venture that included ER James Partners, Mid America Real Estate and Valenti Construction.

In Memoriam

Kevin Tyjeski (MS '84) passed away earlier this year. Kevin was a 1984 UW–Madison graduate. He worked for the City of Orlando and was an adjunct professor at Rollins College. Note that we have set up a lecture series in his honor and have a space on our donations page if you would care to contribute.

Dennis Presser (MS '95) passed away in February suddenly from natural causes. Dennis was an avid conservationist, hunter, and trout fisherman. He held active roles in many organizations including the Ruffed Grouse Society, Dane County Conservation League, the Nature Conservancy, Southwest Wisconsin Chapter of Trout Unlimited, the Prairie Enthusiasts and until recently was Chairman of the Prescribed Fire Council of Wisconsin.

The following Memorial Resolution was presented to the University Faculty Senate on May 6, 2013.

Jerome L. "Jerry" Kaufman, professor emeritus of urban and regional planning, died in Madison on January 10, 2013, at age 79 after a long, courageous battle with cancer. He was surrounded by family and friends and exhibited his unshakable warmth and humor to the very end. He remains with us through his pioneering professional and academic efforts and foresight, as well as through his unique ability to help organizations and people more fully realize their capacities and humanity.

Jerry was born on April 25, 1933, in Middleton, Connecticut, and at the age of two he moved to Queens, New York, where he grew up. After graduating from Queens College, he studied with

the famed historian and urban planner Lewis Mumford at the University of Pennsylvania. For fourteen years, he practiced planning in various organizations, eventually becoming associate director of the American Society of Planning Officials (now the American Planning Association). In 1971, he left that post for a tenured position at UW–Madison. Professor Kaufman exemplified the "Wisconsin Idea" locally, nationally, and internationally. Professionally, he was at the forefront in numerous areas in his profession including planning for older cities, planning ethics and dispute resolution, increasing the presence and roles of women and minorities in planning, strategic planning for the public sector, and most recently, the development of planning for food systems. In each of these subfields, he produced seminal works that serve as stan-

dard references today. He worked unselfishly with students and colleagues, shaping their visions and activities to work better with communities and organizations so as to help them determine and reach their goals and aspirations. In these and in all his professional capacities, his work was singularly focused on his central concerns—equity and social justice.

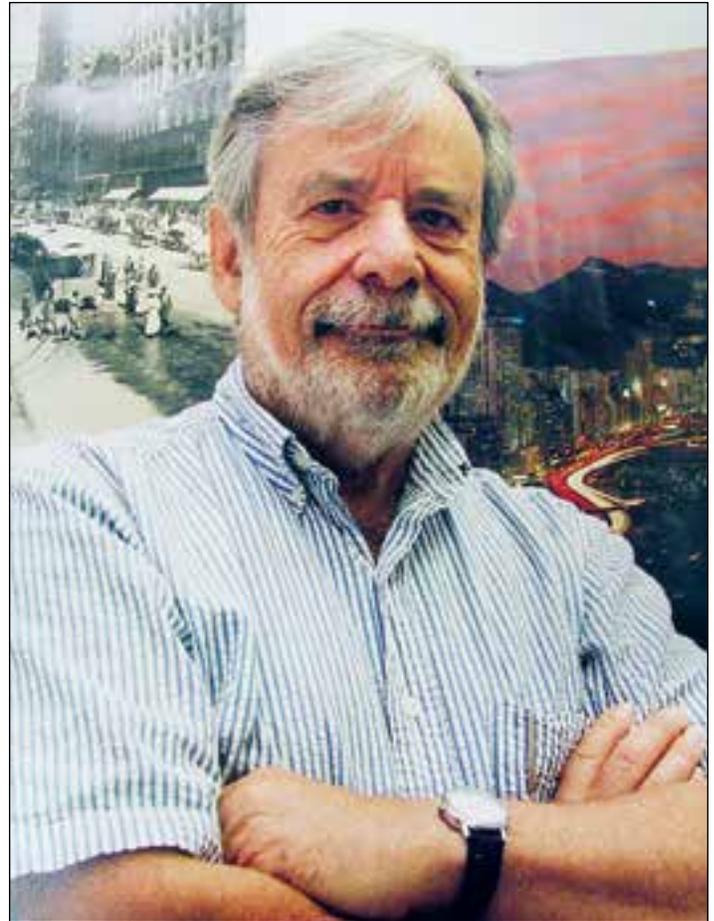
Professor Kaufman was a member of the UW faculty 1971–2001. He served as associate director of the Center for Public Policy and Administration (1980–83), chair of the Department of Urban and Regional Planning (1983–87), and as a member of the Campus Planning Committee. He realized his vision for a more just society through other scholarly commitments that included chairing the American Institute of Planners' committee, Policy on Equity for Women in

Planning (1972–75), and serving as a member of the organization's Social Responsibility of Planners, and Code of Ethics and Professional Responsibility committees. His work was never far from the realities that shape individual lives and organizational capacities. He chaired dozens of graduate student committees and created new courses at the cutting edge of the planning discipline. On behalf of the Planning Accreditation Board, he also chaired reaccreditation site-visits of planning programs at eight universities, evidence of his regard among colleagues around the country for his measured and valuable professional perspective. He served as president of the Association of Collegiate Schools of Planning (1991–93).

Jerry has been honored in many ways. Fellowships and scholarships exist in his name at Wisconsin and at SUNY–Buffalo. He was accorded the Distinguished Service Award of the Association of Collegiate Schools of Planning, the first-ever Outstanding Site Visitor Award from the Planning Accreditation Board, and he was elected (the first person from the State of Wisconsin) as a fellow of the American Institute of Certified Planners (FAICP), the highest professional honor in planning. Though he was instrumental and honored for his many planning education and practice initiatives, arguably his greatest professional contribution is his most recent. From 1996 to 2001, Professor Kaufman launched and co-directed the Madison Food System Project, one of the earliest efforts to examine the food system from the many perspectives represented by planning. His professional and scholarly publications are the scaffolding for food system work across social science

disciplines. With his various collaborators, many of them students and junior faculty whom he mentored, Professor Kaufman mapped the many intersections of municipal planning and the food system. His work motivated significant policy change around the country and helped support community organizations in realizing their goals. A conference honoring Jerry's work and legacy, "Good Food for All," was held at the University of Wisconsin on August 1, 2011, with hundreds of participants recognizing Jerry as the father of "food systems" planning.

All Professor Kaufman's interests coalesced and were instrumental in shaping cities. His scholarly interests became reflected in professional practice; he persistently engaged planning officials in adapting academic lessons for professional practice. Over the decades, he served on the Madison Planning Commission, the Madison Urban League Board, and the Madison Committee on Diversity, which he founded and chaired. He was also a key figure in establishing the Troy Gardens farm and affordable housing development in the City of Madison. Beginning in 2000 and until his death, he served as president of Growing Power, a Milwaukee-based grassroots organization led by Will Allen that is the nation's preeminent urban agriculture organization. To recognize Professor Kaufman's invaluable contribution to Growing Power, the organization announced that its forthcoming multi-million dollar "vertical farm" will be named in Jerry's honor. Professor Kaufman imparted lessons he learned from these community-oriented experiences and scholarship in more than a hundred lectures and trainings on strategic planning, plan-



ning ethics, alternative dispute resolution, and the food system to professionals and scholars around the country and the world. Of vital and ongoing importance to practitioners in many disciplines was his work in 2007 facilitating the development and adoption of the first policy guidance document on food planning within the American Planning Association. The American Public Health Association, the American Nurses Association, and the American Dietetic Association have since joined the APA in adopting a version of this document that enshrines Professor Kaufman's emphasis on equity and social justice.

Professor Kaufman's rich experience, humility, patience, and good humor made him an effective planner. His foresight,

his knack for asking the right question at the right time, his ability to diffuse conflict and direct that energy to advancing goals, his inclusive and measured approach—and perhaps most important, his elemental hope for a better future—made him the foundational and influential figure that he was in the academy, the profession, and in the lives of so many colleagues and students.

Jerry Kaufman was an ideal colleague, cherished mentor, and beloved husband and father. He is survived by his wife Judith Zukerman Kaufman; his two children Ariel, of Madison, and Daniel, of Brooklyn, New York; their spouses Michael Kissick and Juliette Mapp; his beloved grandsons Benjamin and Luca; and his sisters Elyse Zukerman and Betty Kaufman.

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_____ **Jessica Bullen Memorial Fund** — in memory of 2005 URPL graduate Jessica L. Bullen.

_____ **Jack R. Huddleston Award Fund** — in honor of Emeritus Professor Jack Huddleston

_____ **Kevin Tyjeski Memorial Fund** — in memory of 1984 URPL graduate Kevin Tyjeski

_____ **Department of Urban and Regional Planning Fund** — supports a variety of departmental activities and programs, including: (1) the Wisconsin Student Planning Association (WSPA), (2) graduate student travel to professional meetings, (3) publication of *Connections* newsletter.

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