



Connections



UNIVERSITY COMMUNICATIONS

Our capital region's centerpiece—the Wisconsin State Capitol and downtown Madison.

Capital Region Sustainable Communities Initiative

By Jim LaGro

What are the most pressing sustainability challenges facing Wisconsin's capital region? This weighty question was pondered by the Capital Region Sustainable Communities (CRSC) initiative when it launched in 2010. Funded by a catalytic \$2 million grant from the federal Department of Housing and Urban Development (HUD), the initiative brought together 39 stakeholder organizations representing the public, private, and nonprofit sectors. I served on the CRSC's steering committee and led the initiative's sustainability indicator project. Students in my urban design courses engaged through hands-on, reflective practice—conducting literature

reviews, precedent studies, and scenario planning for transit-oriented redevelopment in the Madison metro area.

Sustainability priorities and indicators

Managed by the Capital Area Regional Planning Commission, the CRSC formed several working groups to collaboratively envision a healthy, resilient, and sustainable future for the region. Over 100 goals were identified under nine themes that reflect the region's unique natural and cultural assets as well as major sustainability challenges including water quality as shown in Figure 1.

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Capital Region Sustainable Communities Initiative (cont.)

The consortium reached consensus on five broad priorities:

- Healthy ecosystems
- Local food systems
- Affordable mobility
- Complete communities, and
- Equitable access to job skills and opportunities.

Using a back-casting approach to develop a strategic plan for each priority, bellwether indicators were selected to assess progress in each area summarized in Table 1.



Figure 1. Algal blooms in lakes Mendota and Monona resulting from nitrogen and phosphorus runoff from surrounding agricultural and urban landscapes.

SOURCE: UW SSEC AND WISCONSINVIEW

Table 1. Priorities, strategies, indicators, and selected metrics for the Capital Region Sustainable Communities (CRSC) initiative.

PRIORITIES	STRATEGIES	INDICATORS	METRICS (MEASURED ANNUALLY OR BIENNIALY)
Healthy Ecosystems	Build communities that protect ecosystem services	Compact growth	Percent of new development located on previously developed sites
		Lake water quality	Number of public beach closings on the Yahara chain of lakes
Local Food Systems	Preserve land for food and fiber production and processing	Working landscapes	Acres of farmland and natural areas converted to development
		Healthy food markets	Percent of the lower-income population residing within 1/2 mile of a grocery store
Affordable Mobility	Provide high-capacity, regional transit and a well-connected, multi-modal transportation system	Transportation choices	Percent of commuters walking, biking, or taking transit to work
		Affordable transportation	Average transportation costs per household
Complete Communities	Meet the growing demand for walkable, vibrant, mixed-use neighborhoods	Location-efficiency	Percent of new housing units built in active-living neighborhoods
		Walkability	WalkScore
Equitable access to opportunities	Ensure equitable access to community resources	Affordable housing and transportation	Housing + Transportation Affordability Index
		Educational opportunities	Percent of children achieving on-time 3rd-grade reading proficiency

Complete Streets, Neighborhoods, and Communities

Wisconsin's capital region (Dane County) is 1,100 square-miles (2,849 km²) in area with 60 municipalities. A market study commissioned by the CRSC found that 72 percent of new households formed in Dane County over the next 25 years will prefer to live in

walkable communities.¹ Another CRSC study found that bus-rapid transit (BRT) could serve 15,000–20,000 riders a day over the coming decades while reducing travel times from 19 percent to 42 percent; routes for this BRT are shown in Figure 2.²



Figure 2. Bus-rapid transit (BRT) network plan developed through the Capital Region Sustainable Communities (CRSC) initiative.

SOURCE: CAPITAL AREA REGIONAL PLANNING COMMISSION (CARPC). INVESTMENTS IN CIVIL INFRASTRUCTURE—RAPID TRANSIT, COMPLETE STREETS, MULTI-USE TRAILS, AND WATERFRONT PARKS—ENABLE ACTIVE LIVING AND IMPROVE ACCESS TO AFFORDABLE HOUSING AND TRANSPORTATION. IN PARTNERSHIP WITH THE CITY OF MADISON, A SIGNIFICANT PROPORTION OF NEW GROWTH IS BEING PLANNED FOR LOCATION-EFFICIENT SITES THAT WILL BE SERVED BY RAPID, HIGH-CAPACITY TRANSIT.

Lessons learned

Several lessons were learned about planning and implementing effective sustainability initiatives at the regional scale. These lessons—gleaned from precedent studies, literature reviews, and the CRSC experience—fall under three themes.

People: *Organize communities of interest to collaboratively learn and coordinate their efforts.* Regional sustainability initiatives tackle “wicked” problems—defined as complex, poorly structured, and associated with divergent political and professional opinions. Developing a *theory of change* for a region is a place-based process of developing *aspirational* (and, often, *inspirational*) messages to advance a preferred future. Partnerships and a shared sense of purpose are essential for collective impact.

Policies: *Align policies, plans, programs, and funding to advance regional sustainability priorities.* Regional sustainability initiatives require both *intergovernmental* and *intragovernmental* coordination. Collaboration within and across local governmental units can leverage public investment to revitalize downtowns and commercial corridors, reclaim urban waterfronts, and reinvent older neighborhoods. Policy reforms typically include form-based zoning, complete streets ordinances, and green infrastructure plans to increase the health and ecological benefits of urban parks and open spaces.

Places: *Create healthy, livable, and resilient cities that protect the region’s ecosystems and cultural resources.* Advancing regional sustainability includes retrofitting the built environment to meet the growing demand for walkable, mixed-use neighborhoods. Location-efficient neighborhoods offer all residents—including children and the elderly—safe and convenient access to recreation, healthy food, and other community assets. Retrofitting the built environment can also increase housing and transportation choices, support new businesses, and strengthen municipal fiscal resilience.

Next steps

The CRSC initiative brought together a diverse group of stakeholders who continue to engage in helping the capital region’s communities become more livable, equitable, and sustainable. This collaborative network is leveraging recent accomplishments to further advance the CRSC’s priorities. A new federal Department of Transportation TIGER grant, for example, will fund transit-oriented development (TOD) planning for three future BRT station areas. And a new federal grant from the Centers for Disease Control and Prevention (CDC) will improve access to nutritious food and active living opportunities in underserved neighborhoods.³

Jim LaGro earned graduate degrees from Cornell University in landscape architecture (MLA) and natural resource policy and planning (PhD). Prior to earning his doctorate, he worked in private practice as a land use planner in Florida and New York. He recently spent a year in Washington, D.C., as a Science and technology policy fellow with the Environmental Protection Agency’s Global Change Research Program. With over 30 years of experience in academia, government, and professional practice, LaGro brings a trans-disciplinary perspective to research, teaching, and outreach on the built environment.

Notes

¹ Center for Neighborhood Technology, Peloton Research Partners, Seth Harry & Associates. 2014. *Dane County Market Demand Study: Bus Rapid Transit & Other Local Investments in Walkable Transit-Supportive Communities.*

² SRF Consulting Group. 2013. *Madison Transit Corridor Study: Investigating Bus Rapid Transit in the Madison Area.* Madison, WI: Madison Area Transportation Planning Board.

³ www.capitalregionscrpg.org

In Memoriam

Welford Sanders, (MS '73) former board president of Growing Power, has passed after a long illness. His obituary is available in the May 26 *Milwaukee Journal-Sentinel*: <http://www.jsonline.com/business/welford-sanders-who-led-redevelopment-of-king-drive-dies-b99507232z1-305024801.html>

Our department sends its sincerest condolences to all friends and family of Welford.

Congratulations to our 2015 graduates



Congratulations to the Department of Urban and Regional Planning's class of 2015!

On May 16, 2015, the Department of Urban and Regional Planning, The Wisconsin Student Planning Association (WSPA), and the Alumni Relations Council (ARC), celebrated the accomplishments of our 2015 graduates at a ceremony held in the Memorial Union Tripp Commons. With the addition of these fine program graduates, our alumni numbers grow to 1,221 since the first graduates with degrees in Urban and Regional Planning from the University of Wisconsin–Madison in 1964. Congratulations to our graduating students.

Several of our graduates have particularly distinguished themselves as the recipients of the following awards: **Carrie Sedlak** was the recipient of the AICP Outstanding Student Award, **Brad Sippel** won the Jessica Buehlen Community Service Award, and **Anna Brown** won the Jack Huddleston Professional Project Award. Congratulations to all our outstanding planning graduates!

Master of Science (MS)

David Albino
Anna Brown
Jessica Buechler
Jimmy T. Camacho
Malissa Dietch
John M. Hagedorn
Ellen Hildebrand
Katie Jenkins

Bo Jiang
Ramona Lowery
Angela Puerta Falla
Dayna Sarver
Carrie Sedlak
Brad Sippel
Yuhan Wang
Xiaoting Yang
Yining Zhang

Doctor of Philosophy (PhD)

Jangik Jin (Winter 2015)
Hyun Kim
Danya Kim

Join Us, Won't You?

We'd like to invite all alumni, planning practitioners, and friends of the department to join us for a "Welcome Back!" mixer on **Thursday, September 17, 2015**, on the Rooftop Terrace at the Pyle Center, starting around 4:30 p.m. This mixer kicks off a year of events with the department and the Alumni Relations Council (ARC), bringing together alumni, incoming and current students, department faculty and staff, and local planning professionals. Meet us on the Pyle Center's rooftop terrace to relax, enjoy the view, and to meet and network with fellow planners and planning students. There will be light refreshments and a cash bar and hopefully some beautiful weather!

If you're interested in attending this event or others like it, email emily.reynolds@wisc.edu to get your name on our local-events mailing list.

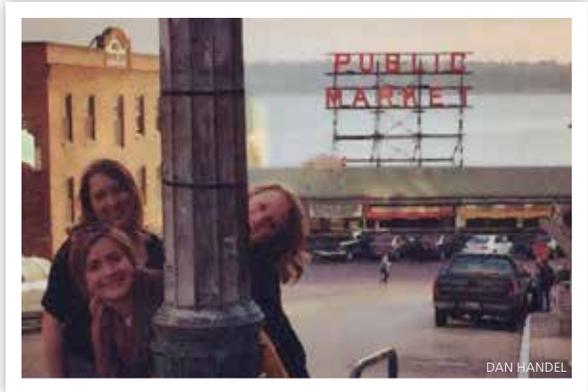
WSPA Seattle Conference Highlights

Several planning students attended the annual American Planning Association (APA) Conference in Seattle (April 18–21). For most, it was their first professional conference.

The theme of the conference was “Sustainable Cities.” Sessions, symposia, and speakers tailored their topics around the unified goal among planners to develop a contemporary vision for a future America in the most ethically, environmentally, and economically sustainable way possible. Among the more frequent themes presented at the conference were climate change, food security, and transportation. The Pacific Northwest—and Seattle in particular—has been at the forefront of innovation in confronting issues surrounding these themes, and students agreed that it was the perfect location for this conference. First-year student Dan Handel said he was “blown away by both the city of Seattle and the wide variety of really interesting projects and ideas presented at the conference.”

In addition to their academic and professional obligations, Wisconsin planners took advantage of the perks of being in a major American city. In the limited amount of time between learning and networking, they visited the Space Needle, Pike Place Market (conveniently located just down the street from the conference), the Fremont Troll, Seattle’s famous coffeehouses, and a number of local restaurants and brewpubs.

Academically, professionally, and socially, it was a truly rare and enriching experience for everyone involved. The trip would not have been possible without funding from APA, Wisconsin APA, and Associated Students of Madison, as well as the enthusiastic support of planning faculty.



Natalie Cotter, Rachel Weill, and Abby Jackson at Seattle Public Market, April 2015. Photo by Dan Handel



Jessica Buechler and Anna Brown at APA Seattle, April 2015. Photo by Dan Handel.

A Transition in Department Leadership

In July, Dave Marcouiller will transition back into his research, outreach, and teaching duties while ushering in Ken Genskow as the new department chair. As many of you know, these are challenging moments in the history of the UW System and for UW–Madison. While our campus and colleges are experiencing historically significant budget adjustments, we in the Department of Urban and Regional Planning are committed to excellence in graduate planning education, cutting edge planning research and outreach in the finest traditions of *The Wisconsin Idea*. Doing so in the future will require flexibility and adaptability; the big challenge is maintaining excellence in our core mission while doing so with fewer resources. While the future holds promise for re-inventing ourselves, doing so will require creative and innovative leadership. Ken brings energy and a solid experience-base to this position and has our every confidence.

In Ken’s words:

I am honored to serve as URPL’s next chair and looking forward to continuing our tradition of excellence in planning education and applied research. On behalf of faculty, students, and alumni, I’d like to thank Professor Dave Marcouiller for his three years of department leadership. I’m especially grateful for Dave’s leadership in re-engaging alumni into URPL activities and creating opportunities for alumni–student interaction. Alumni can expect those efforts to continue. Dave has also set us up for success in our PAB accreditation review in the coming year. Thanks again, Dave.

Planning is a dynamic field, and URPL continues to be a vibrant environment for student and faculty exploration and research. In the year ahead, we will host alumni panels and lectures from academics and practicing planners, and our MS students will apply their planning knowledge through capstone professional projects and workshops. We hope you can find a way to connect with the department. Please don’t hesitate to contact me with your ideas.



Ken Genskow

Faculty and Student News

Associate Professor Kurt Paulsen and URPL Affiliate Faculty **Annemarie Schneider** have published “The Changing Spatial Form of Cities in Western China” in the journal *Landscape and Urban Planning*. Working with URPL Alumna **Olivia Parry** (Dane County Planning and Development Department), Professor Paulsen has written a housing-needs assessment for Dane County and Municipalities. This report was unveiled at the recent Dane County Housing Summit. The Summit planning committee also included URPL alums **Todd Violante** (Dane County), **Sonja Reichertz** (City of Monona), and **Shreedhar Ranabhat** (Forward Community Investments). Professor Paulsen also spoke recently at the Wisconsin Fair Housing Conference. He will be on sabbatical for the 2015–16 academic year.

Professor Jim LaGro and **Associate Professor Kurt Paulsen** spoke at the UW Livable Cities Symposium on May 12. Professor LaGro discussed his sustainability work with the Capital Region Sustainable Communities project. Professor Paulsen discussed his work with the Dane County affordable housing needs assessment.

Doctoral Candidate **Hyun Kim**, his advisor **Professor Dave Marcouiller**, and an international group of scholars had a manuscript entitled “Urban Resettlement in Residential Redevelopment Projects: Considering Desire to Resettle and Willingness to Pay” accepted for publica-

tion in the *Journal of Housing and the Built Environment*. This is Hyun’s eighth peer-reviewed journal article. He and Marcouiller also have a book chapter entitled “Urban vulnerability and resiliency to natural disasters: An integrative tourism planning perspective” forthcoming in an edited volume on urban disaster planning to be published by Ashgate later this year. In addition, Hyun presented papers this spring at the Western Regional Science Association meetings in Tuscon, Arizona, and at the American Association of Geographers meetings in Chicago. He expects to graduate with his doctorate this summer.

Associate Professor Alfonso Morales was awarded a Vilas Mid-Career Award. In addition, he was invited to comment on the question “What is it about American culture that encourages risk-taking?” for the Smithsonian/Zocalo coproduced What It Means to Be American project. His response is found along with others on the Smithsonian/Zocalo What it Means to Be American website.

Morales’ students **Jessica Buechler** and **Riley Balikian**, along with Department of Landscape Architecture undergraduate **Tony Castagnoli**, won a Wisconsin Without Borders Award, given by the Morgridge Center, the Global Health Institute, and the Division of International Studies. Their project was a food-system plan and community food center design for the Oneida Tribe of northern

Wisconsin. Their work was supported by a contract between Morales and the Tribe and was supported by the Kaufman Lab/URPL, the Nelson Institute, and the School of Human Ecology.

His recent publications and reports include a chapter with **Mathew Covert** entitled “Successful Social Movement Organizing Informal City: Settings, Strategies, Responses”; an article with **Daniel Aragon** and **Bill Elvey** titled “Leveraging Campus Facilities to advance Sustainability in Academics” in *Facilities Manager Magazine*; a CFIRE article with **Janice Soriano** and **Jacci Ziebert**; and a *Zoning Practice* article with **Lauren Suerth**.

Professor Harvey M. Jacobs was an invited participant in the *China Housing Policy Dialogue* at MIT in January. This was a panel discussion held under the cosponsorship of the MIT Department of Urban Studies and Planning, the MIT Real Estate Center, and the Lincoln Institute of Land Policy. Other participants included faculty from the National Autonomous University of Mexico, Florida Atlantic University, and MIT. Also in January Harvey continued his nearly decade-long relationship with the Institute for Housing and Urban Development Studies at Erasmus University, Rotterdam, The Netherlands. He taught one week of a ten-week specialization on urban land development that is a component of their one-year Master in Urban Management and Development program.

Harvey gave a lecture titled “Property Rights and Land Policies” to students from 16 countries, primarily from Africa, Asia and Latin America. In February Harvey chaired a Planning Accreditation Board site-visit team to the University of Washington, where 2003 URPL PhD graduate **Branden Born** is an associate professor. Associate Professor **Samina Raja** of the Department Urban and Regional Planning at the University of Buffalo, and 2002 URPL PhD graduate, facilitated an invitation for Harvey to be part of the School of Architecture and Planning spring lecture series. Harvey gave the lecture “Informal Settlement Upgrading in Global Megacities: The Human Rights—Property Rights Dilemma.”

In May, Harvey continued URPL’s decades-long relationship with the International Center for Land Policy Studies and Training in Taiwan by participating in their 125th regular session on land policy for sustainable rural development. He delivered lectures over a week to a diverse group of mid-career professionals from developing and transition countries.

And in June, Harvey completed the final visit to Radboud University Nijmegen of his 2012–15 appointment as a visiting professor.

Emeritus Professor Stephen Born has been remaining active in the Waters of Wisconsin Leadership Network through his blog post on Wisconsin water systems and fishing ecosystems: <http://bit.ly/1AGBUfy>

2015 Professional Projects Forum at the Madison Overture Center

On Friday, May 15, 2015, at the Overture Center on State Street, graduating professional planning students presented posters and gave presentations on their professional projects that showcased the application of their area of interest to a real-world scenario or plan analysis. There were over 60 guests and presenters in attendance. Both the department and the Alumni Relations Council (ARC) view this as an important opportunity to showcase student work, network with local planning professionals, and develop goodwill among alumni and local stakeholders. This was the second annual Professional Project Forum. Mark your calendar for next year's forum on Friday, May 13, 2016!



Graduating MS students Jessica Buechler, Anna Brown, Jimmy Taitano Camacho, and Yining Zhang were selected as the presenters for the Professional Project Forum.



Graduating MS student Brad Sippel and current PhD student Yaidi Cancel Martinez discuss Brad's work on his professional project, "Visual Preference Survey for Evansville, Wisconsin." Brad was one of 12 students who prepared a poster for the forum.

Alumni News

Mary Kneebone, (MS '93) was elected to the position of Alderperson for the City of Stevens Point, Wisconsin, Aldermanic District 7. She was a neighborhood planner for the City of Dallas Housing Department for five years and attained her AICP certification while working there. She has started her retirement, but has also chosen to run for office.

Taylor Foster (MS '11) is in her third year as Regional Planner at the Lamoille County Planning Commission in Vermont. Taylor's areas include municipal and regional land use, agricultural and food systems planning, forest stewardship, and emergency management planning. In 2013, Taylor became a certified floodplain manager. In December, Taylor was elected cochair of the Farmland Access and Stewardship Working Group, part of Vermont's Farm-to-Plate Network.

Richard D. Margerum (PhD '95) of the University of Oregon and **Samina Raja** (PhD '02) of the University at Buffalo, have been elected to be on the board of the Association of the Collegiate Schools of Planning (ACSP). Richard will represent the west region and Samina will represent the northeast.

Distinguished alumnus **Dr. Ruben Anthony** (MS '93) was recently named as CEO of the Urban League of Greater Madison, and was featured in the March 27, 2015, edition of the *Wisconsin State Journal*.

We encourage submissions by any and all alumni for future insertion into Alumni News. Please send future entries to Carol Kaufman (cekaufman@wisc.edu).

Donor Thanks

Our department thrives because of the generosity and continued support from our donors and supporters. We'd like to thank all those who help our students continue to move forward in their opportunities as future professionals.

- Carl Adrianopoli
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- Mr. Stephen C Butler & Ms. Kathleen A Conner
- Vijaykumar Deshpande
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_____ **Kaufman Lab for the Study and Creation of Food Systems and Marketplaces**

_____ **Born Environmental Stewardship Fund** — in honor of Emeritus Professor Stephen Born

_____ **Richard B. Andrews Scholarship Fund** — in memory of Emeritus Professor Richard Andrews

_____ **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

_____ **Roger and Rose Mary Rupnow Fund** — in honor of the Rupnow Family

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(1) the Wisconsin Student Planning Association (WSPA), (2) graduate student travel to professional meetings, (3) publication of the *Connections* newsletter.

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