

A newsletter for alumni and friends of the DEPARTMENT OF URBAN AND REGIONAL PLANNING  
University of Wisconsin–Madison

### FROM THE CHAIR

*Stephen M. Born*



The end of a cold spring, the end of the semester, and the end of my term as URPL Chair all loom ahead. Reflecting on the past four years while at the UW–Madison American Planning Association Conference Reception in Chicago (a gala event, thanks to our Chicago-based alumni leadership!), I realized that I’ve now served as departmental chair for 20% of the department’s lifespan. Most all of my columns here have talked about changes, and this last one will be no different. The biggest change for me is that Professor Jim LaGro, one of the senior faculty who moved to URPL from Landscape Architecture a few years back, will be succeeding me as Chair. Just promoted to Full Professor, Jim is full of enthusiasm and ideas, and will bring new energy to leading URPL.

Over the past year, we’ve successfully completed our Planning Accreditation Board review, and a campus review of our doctoral program as well. Some changes have occurred in our administrative operations – new leadership and improved management. We’re excited to be launching a new concentration in International Development Planning, spearheaded by Professor Victoria Beard. Led by Professor Brian Stone, we’re establishing a small computer instructional laboratory in Old Music Hall to meet our GIS and other computer needs. The URPL website has been overhauled, with enhancements in functionality and appearance (go check it out if you haven’t been there lately, [www.wisc.edu/urpl](http://www.wisc.edu/urpl)). We continue to work at improving student recruitment, financial support for students, and strengthening our Ph.D. program. And we’ve been searching to fill two authorized faculty positions to replace Jerry Kaufman and Ben Niemann - part of the larger dynamic of managing the generational turnover of faculty; we couldn’t be more enthused about the overall caliber and energy of our junior faculty – they are the future core of URPL.

One of the efforts I’m proudest of being associated with during this last stint as Chair is the institutionalization of the URPL Alumni Advisory Council, which is featured in this issue of Connections. John LaMotte and many other alums have injected enor-

mous energy into the Council’s activities, and their efforts will be beneficial to URPL in innumerable ways in future years; we’re indebted to those alumni who have elected to give back to their alma mater in this way. Seeing so many successful alumni in Chicago was a reminder of how proud we are of our “products”. We are also reaching out with this issue of Connections to a group of UW–Madison alumni who were “almost-URPLs” – students who took numerous courses in the department while completing degrees elsewhere on campus. Faculty feel a strong affinity for those former students, and perhaps they’ll welcome the opportunity to stay connected to URPL (we hope they remember courses from Jack, Harvey, Jerry, Dave, Herman, other faculty, and me with fond memories, and that their URPL training has served them well!).

As I leave administrative duties and look ahead to returning to more academic activities, I believe that the department is positioned for an exciting and productive future – in our scholarly work and our varied outreach activities. In spite of some belt-tightening within the University, the future has never looked better for URPL.

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## URPL ALUMNI COUNCIL

### *My fellow Badger Planners.....*

Welcome to this special issue of Connections, which is dedicated to you — the URPL alumni. Now that the new Alumni Advisory Council (AAC) is up and running, the department wanted to get the AAC Mission Statement and Work Program to you for your information and use. I hope you will read the mission statement and work plan, and then let us know how you would like to pitch in!

Growing out of numerous conversations in recent years between faculty and alumni about the need to bring us closer to the department, the AAC was officially launched at the URPL conference last fall. The conference, a.k.a. “*Jerry Fest 2001*”, was a great event that brought alums to



*Alumni Council members and faculty.*

Madison for a visit with the URPL family and to celebrate Jerry Kaufman’s distinguished career.

It was amazing how good it felt to again experience the “Madison mystique”, see the old gang, catch up on career paths and lives, learn some new planning stuff, and toast our beloved Jerry. We got so caught up in the URPL spirit that several people even talked about organizing an overseas alumni trip that would be led by the globe-trotting Jack Huddleston...wow .....now that’s inspiration!!!!

Many have felt that it was important that we interact with faculty and students on a more regular basis. The “sounding board” concept is intended to help the Department with ideas, directions, recruitment, internships, job hunts, funding strategies, and marketing programs. We also wanted to begin reaching out to veteran alums that have disconnected from the URPL network, and to rookie alums just starting out in the wild, wonderful world of planning.

Some of the Advisory Council idea evolved out of a long conversation I had with Steve Born at the New York APA 2000 Conference. Standing in Times Square, under the ABC Studios canopy in a rain storm (or was it a brain storm), we talked of the need to strengthen ties with active alums, reconnect with those that have lost contact, and more importantly help out a small UW program that has a huge impact on communities around the world. A year and half later New York City experienced the tragedy that has made all of us think about the need to reconnect with those we care for and those who have had positive impacts on our lives.

With a small staff and limited resources, the department is still doing great things. The merging of URPL and some Landscape Architecture faculty is now accomplished, the need for a new facility grows, and the next generation of planning professors is coming on line to walk in the big shoes of Jerry, Jack, and Steve.

The Council has already assisted URPL with publicity about the conference and department. In early February 2002, several alums provided input to the Planning Accreditation Board’s review of the department. Meetings were also held with UW Alumni Association representatives to begin to explore how we can take advantage of the UWAA’s extensive resources. Most recently we helped the Department organize the successful and well-attended alumni reception at the APA National Conference in Chicago.

Please take a minute to look over the Mission Statement and Work Program. Comments and suggestions are still welcome on the Work Program, which will evolve and breathe like a good bottle of wine or a good comprehensive plan. Some items are short range and others will be addressed over time. Either way, we are going to give it the “old college try.”

If you know of or have discovered UW grads that might not be on the URPL mailing list or in the “network”, call, email or send them a copy of this newsletter. Getting local alums together for Badger lunches and networking events would be great, too. Your help and input will also be welcome as the Council and department activate various work tasks and studies.

On behalf of the Council and Department, I would like to thank the alums and faculty who helped shape the initial AAC structure. A special thanks goes to Steve Born, URPL’s outgoing chair, for his inspirational leadership.

As the mission statement says ...*let’s do what we can to maintain and enhance the Department as a leading planning school.*

John LaMotte (*M.S. 1980*)

## DEPARTMENT OF URBAN & REGIONAL PLANNING UNIVERSITY OF WISCONSIN-MADISON ALUMNI ADVISORY COUNCIL 11-15-01

### MISSION STATEMENT:

The Alumni Advisory Council has been established as a formal network for the alumni of the University of Wisconsin Department of Urban and Regional Planning. It will take advantage of the wide range of interests, knowledge, and experience of our alums to:

- ▶ Strengthen ties between URPL alumni, the Department and University.
- ▶ Reconnect URPL alumni to the Department and University.
- ▶ Reestablish URPL alumni friendships and contacts.
- ▶ Facilitate information exchange about Department activities and needs.
- ▶ Facilitate information exchange about the planning profession.
- ▶ Enhance the professional development of URPL students and alumni.
- ▶ Increase the Department's visibility within the University and profession.
- ▶ Advise the Department on curriculum and faculty matters.
- ▶ Provide input to the Department on the educational needs of the profession.
- ▶ *Maintain and enhance the Department as a leading planning school....*

### WORK PROGRAM: Short-Term Actions

#### Alumni Directory – Mailing List

Faculty will work with Department and University staff to continually update the URPL alumni directory. *Connections* will include a plea to alums to update job changes/addresses and will be used to reach out to other alums that may not be on the list.

#### Faculty Recruitment

The Council may be able to assist the Department with faculty recruitment, including identifying people (from academia, public/private sectors) that would be potential candidates for faculty positions. This is a key initiative as the Department will continue to have open positions as faculty retire.

#### URPL Background Information

Faculty will organize and send a progress report/briefing package of URPL information to the Council so that they can relate to the who/what/where/why of the Department. This will also be done so we can take a fresh look at the materials and how the Department is marketed to potential faculty and students as well as the general public. The materials will include information on how many faculty and students are in the Department, faculty/student backgrounds, course offerings, program specialties, etc. The Council will provide its feedback based on the informational materials and prepare suggestions, ideas, etc.

#### Planning Accreditation Assistance

The Council will serve as a resource to the Department in preparing for accreditation reviews, which occur every five years.

#### APA National Conferences

The faculty, with Council assistance, will organize an URPL presence, table, party or some event for APA Conferences. These will be opportunities for us to get together, and should be promoted throughout the URPL family.

#### UW Alumni Association

The Council will contact the UW Alumni Association to determine if there are activities, events, programs, and publications that can help make the new URPL alumni group more effective. The Council will also explore ways to increase URPL's visibility and outreach through the existing University-wide alumni structure, for example articles in *On Wisconsin*, lectures, and special events. Other, more established department alumni groups, such as Real Estate and Engineering, also will be contacted to learn from their activities.

*continued on next page*



#### CONNECTIONS STAFF:

Co-editors:

Barb Klein

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Please send submissions of material for possible inclusion in future issues of *Connections* to 110 Music Hall, Department of Urban and Regional Planning, Madison, WI 53706 or to [rclapiz@facstaff.wisc.edu](mailto:rclapiz@facstaff.wisc.edu).

**U.S. MEMBERSHIP**

- Marcel C. Acosta (MS 1986)  
Washington, DC
- Stephen M. Born, URPL Chair  
Madison, WI
- W. Merritt Bussiere (MS 1988)  
Kewaunee, WI
- Stephen C. Butler (MS 1983)  
Seattle, WA
- Michelle Rae Casale (MS 1992)  
Chicago, IL
- Sabrina D. Charney (MS 1995)  
Danbury, CT
- Lisa Roden Clemens (MS 1980)  
Minneapolis, MN
- Darren T. Fortney AICP (MS 1998)  
Madison, WI
- Susan M. Fox (MS 1998)  
Madison, WI
- Rand W. Frahm AICP (MS 1982)  
Spring Hill, FL
- George E. Hall (MS 1978)  
Madison, WI
- John V. LaMotte AICP (MS 1980)  
Chicago, IL
- Andrew B. Lewis (MS 1982)  
Middleton, WI
- Michael J. Mathews (MS 1984)  
Madison, WI
- Tyler R. Meyer AICP (MS 1995)  
Greensboro, NC
- Catherine B. Swanson AICP (MS 1983)  
Coral Gables, FL
- Lucy A. Thompson (MS 1981)  
Minneapolis, MN
- Kevin R. Tyjeski AICP (MS 1984)  
Orlando, FL
- Mark E. Vander Schaaf (MS 1985)  
Saint Paul, MN
- Tracy Zafian (MS 1995)  
Amherst, MA

**INTERNATIONAL MEMBERSHIP**

- Denise F. Church (MS 1983)  
Wellington, New Zealand
- Kenshi Itaoka (MS 1992)  
Tokyo, Japan

**ALUMNI ADVISORY COUNCIL *continued***

**COUNCIL WORK PROGRAM: Long Term Actions**

**Curriculum Development**

The Council will assist the faculty in reviewing the URPL curriculum and other academic and research issues. A procedure for providing input on a regular basis will be developed.

**Student Prospects/Recruitment**

The Council will reestablish a reference system in which alums are designated contacts for people considering attending the Department. Such a system was informally organized by city/region a few years ago. The Council will also assist the faculty in determining ways to recruit students at the high school and undergraduate levels.

**URPL "Extended Family"**

The Council and faculty will explore the potential of reaching out to and networking with people who are "extensions" of the Department. This could include people who have received associated degrees and who took substantial coursework in URPL, i.e., Real Estate, GIS, and IES grads.

**Job Search/Recruitment**

The Council will explore ways to increase alumni awareness regarding students seeking internships and full time jobs through Web sites, networks, and newsletters. This task could include exploring the feasibility of an on-campus job fair and mock interviews for students. It also could include helping alums that are job hunting or relocating to a new community.

**Mentoring Program**

The Council will explore the feasibility of establishing a mentoring program in which students could team up with alums for advice regarding specialties, papers, career direction, job possibilities, and job locations.

**Lecture Series**

The Council will consider establishing a more regular visiting alumni lecture/round table program in which local and traveling alums would stop by the Department and share professional experiences, projects, etc. with students on a regular basis. Distance learning and videoconference ideas could also be explored. This initiative may also include lectures by URPL faculty that are traveling outside Madison. Such an approach could be organized as a regional lecture and networking event for alums, hosted by the Alumni Council, with a local AAC member acting as the organizer.

**Library Donations**

The Council will work with URPL's Library Committee to explore the potential of establishing a more regular program for donating important plans, studies, reports, and articles prepared by alums or others that they encounter in their daily work life.

**UW Foundation and URPL Fund Raising**

The Council will assist in reviewing the Department's current fund raising activities and develop approaches/strategies for future funding campaigns (for general purposes, equipment, scholarships, fellowships, new building, etc). This will include outreach to the UW Foundation, which is planning a major capital campaign beginning in 2003.

**Department Newsletter and Website**

The Council will review the organization, format, and timing of the Department's Connections newsletter and other URPL correspondence to maintain and improve information exchange. This includes exploring ways to reach out to alums to get them more involved in the Department and Alumni Council. The newsletter is sent out two times a year.

**Marketing and Public Relations**

The Council will review the Department's existing marketing and public relations activities and suggest ways to increase URPL visibility and identity.

**Professional Development**

The Council will research professional development programs provided throughout the University to determine what short course, program, and certificate options are available that may benefit alums in their careers.

**Facility Needs**

The Council will assist the faculty regarding URPL facilities, as there is a need to evaluate facility needs in the near future.

**Publications List**

The Council together with faculty might organize a list of faculty publications which alumni might find useful as references in their practice of planning

**International Trip**

A long-range idea came up regarding the possibility of organizing an URPL overseas trip to visit a country or countries (and URPL alums) for fun and professional development. The UW Alumni Association sponsors vacation trips on a regular basis.

## ALUMNI ADVISORY COUNCIL *continued*

### COUNCIL ORGANIZATION

The Council will have 24 alumni with wide representation considerations, including year graduated, public/private sector balance, and geographic location. Initially, John LaMotte will be the Council's central contact person. After the Council is established, a chairperson may be designated, if needed. Council sub-committees or teams may be formed to address tasks, issues or activities.

After two years, the size and format will be revisited to determine if it is working.

The Department chair will be an ex-officio member of the Council and a faculty member (who could also be the chair) will be assigned to be alumni liaison. The Council contact and Department liaison will coordinate the activities of the Council. If there is such a role or need, the Council contact will be a liaison to the UW Alumni Association. This will be determined after meeting with the Association.

The Council will communicate with the Department via email, teleconferences, and periodic meetings. The potential for establishing an URPL Alumni Council chat room will be explored. Department staff will provide assistance,

and Council activities will be reported through the newsletter.

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**Jim LaGro**, Chair 608/262-1004  
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#### COUNCIL CONTACT:

**John LaMotte** 312/654-5440  
[jlamotte@thelakotagroup.com](mailto:jlamotte@thelakotagroup.com)

### PH.D. PROGRAM REVIEW

During the 2001–2002 academic year the Ph.D. degree in URPL was reviewed by a three person on-campus faculty committee appointed by the Graduate School (non-accredited degree programs undergo regular 10 year internal reviews). The committee conducted their review based on materials provided them by the Department, and through extensive interviews with faculty and students.

The committee found many things to praise about the doctoral program: students noted high levels of camaraderie, strong mentoring and overall satisfaction with their training; faculty report a strong sense of collegiality; interdisciplinary work is valued and encouraged; and the ability to bring new faculty into the Department (through interdepartmental transfers and hiring) has kept the program vigorous.

Not unexpectedly, the review committee also found several areas in which they offer suggestions for improvement. These included: initiating one or more Ph.D. exclusive courses, commencing a facul-

ty seminar series for the presentation of current research, a reexamination of several aspects of how the program is administered and how students can move towards completion in a timely fashion, and a more concerted effort to raise the program's and Department's national visibility.

The review comes at a propitious time for the Department. Throughout the year the faculty have been engaged in wide ranging discussions about the program – its place within our curriculum, student recruitment strategy, and what a Ph.D. in planning is and should be, given the expanding knowledge base of the field. With the review as one input, the faculty expects to make changes in the program throughout the upcoming academic year.

The review committee urged the Department to “set its sights on becoming one of the best departments of urban and regional planning in the United States.” We believe we can do this, and we expect that with the continuing support of the two deans/colleges to whom we report, we will be able to meet our goals for the doctoral program.

### A CALL FOR E-MAIL ADDRESSES

Help us keep in touch with you, our greatest resource – URPL alumni! We'll be using email more often to update you on happenings at URPL. Make sure we have your email address, and as always, your current postal address.

## 1000 FRIENDS

URPL continues to have a high degree of symbiotic involvement with 1000 Friends of Wisconsin, the statewide nongovernmental organization founded in 1996 to educate citizens and policy makers about the importance of sound land use planning and to promote sound land use policies. Prof. Brian Ohm, a principal in developing Wisconsin's Comprehensive Planning and Smart Growth law, is a founder and current Board of Directors member of 1000 Friends, and is joined on the Board by Steve Born and Emeritus Professor Bud Jordahl (who also serves as President of the Board of Gathering Waters, the statewide land trust organization). Two URPL graduate students are currently working as project assistants with 1000 Friends in reviewing planning grant applications. Ohm and Prof. Marcus Lane are engaged in research and extension programs pertaining to implementation of the comprehensive planning and Smart Growth law in the state.

## SPRING 2002 STUDENT WORKSHOP A SITE-LEVEL ANALYSIS OF TRANSIT STATION AREA REDEVELOPMENT IN DANE COUNTY

The purpose of the annual student workshop is to provide students with an opportunity to fully engage in an ongoing planning issue within the University's local and regional community. Through the development of a plan to address an applied community issue, students develop and sharpen marketable planning skills while assisting a local community group, government agency, or non-governmental organization in advancing an identified planning goal. More than a class project, the product of a workshop has the potential to directly shape public policy and, as such, workshop projects are selected and carried out with both an educational and civic purpose in mind.

Led by Professors LaGro and Stone, this year's student workshop focused on the development of commuter rail within Dane County and the City of Madison. Confronted with a rapidly growing regional population, Dane County is currently developing a long-range transportation and land use plan. As part of this planning process, the city and county are studying the feasibility of commuter rail development within the Madison metropolitan region to serve growing regional and local transportation needs. The URPL Spring

Workshop was retained by the City of Madison and Dane County to assess the potential for transit-oriented development along the proposed rail corridor.

The goal of this year's workshop was to develop a detailed physical plan for the redevelopment of four proposed rail transit stations within the rail feasibility study region. The performance of the workshop entailed four primary components, including a literature review of transit-oriented development projects in other regions, the creation of four station area redevelopment plans, the development and presentation of a project visualization tool, and participation in public forums to inform plan development and solicit community feedback on the workshop's proposals. The workshop concluded with a public presentation of the redevelopment plans in early May. The station area redevelopment plans were well received by local stakeholders and project sponsors, and will be posted on the Department's website later this summer.



## APA NATIONAL PLANNING CONFERENCE IN CHICAGO

The thousands of planners gathered in April in Chicago enjoyed sultry summer-like weather, the turbo-charged energy of a great city, and a marvelous conference. A strong complement from URPL took in the opening reception at the Field Museum. The UW-Madison Alumni Reception the next evening was a gala event, with more than 50 alumni, faculty and students in attendance. Chicago Planning Commissioner Alicia Mazur Berg (URPL

M.S. 1990) welcomed the Badgers to Chicago, and John La Motte (URPL M.S. 1980) extended the best wishes and hopes of the Alumni Advisory Council. Jerry Kaufman shared remarks as well as a bouquet of roses with the assembled multitudes! Jerry was honored at a symposium on "An Overview of Professional Ethics," recognizing his career-long involvement with writing and teaching about ethics, including helping to create the professional code of ethics for planners. For senior faculty such as Jerry, Jack Huddleston, Steve Born and Harvey Jacobs, it was a chance to reconnect with a host of alumni, including Lee Brown (URPL M.S. 1982), Steve Friedman (URPL M.S. 1971), and Lee Schoenecker (URPL M.S. 1964), among others. For those with stamina, the evening continued over a good dinner at a local brew pub. All in all, a wonderful rendezvous; we'll look forward to seeing other alumni at the ACSPP Annual Meeting in Baltimore this fall!



*John LaMotte, Steve Born, George Hall, and Amanda Goebel enjoy roses shared by Jerry Kaufman.*

## NEWS IN A NUTSHELL . . .

*Steve Born* will be co-chairing a statewide public forum on the future of our aquatic ecosystems and resources. The Waters of Wisconsin Forum is sponsored by the Wisconsin Academy of Sciences, Arts and Letters. The event is scheduled for October 21–22, 2002 at the Monona Terrace in Madison, Wisconsin.

In January, *Herman Felstehausen* visited Kellogg Foundation project sites in Mexico to evaluate worker success in adopting sustainable income strategies. Mexican laboring classes (about two-thirds of the country's 100 million population) have redefined the concept of sustainable development to mean multiple income sources by multiple wage earners, supplemented with back-yard food production including poultry and small animals. A news article with more details is in the works.

URPL held a retirement reception celebrating *Herman Felstehausen's* retirement and 41 years of service to UW–Madison. Among his many accomplishments, he taught Environmental Management for 22 years to nearly 1,000 graduate and undergraduate students. The course became a testing ground for a combining social, economic, and environmental knowledge in the quest for more sustainable development.

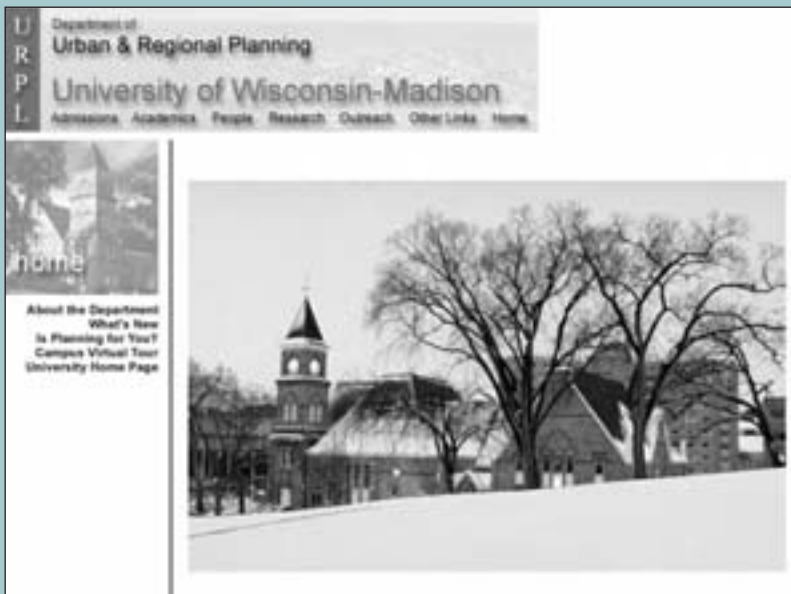
*Harvey Jacobs* has been selected to be part of the first roster for the Fulbright Senior Specialists Program, a new initiative of the Fulbright Scholar Program. He will be available to work with international colleagues at their home institutions for two six-week periods, and will remain on the roster for a five year period.

*Jim LaGro* presented a research paper on subdivision development practices and hydrologic impacts at the annual conference of the International Association for Landscape Ecology (U.S. Region).

We congratulate *Jim LaGro* on his recent promotion to Full Professor!!!

*Brian Ohm* organized a session at the 2002 American Planning Association National Conference in Chicago, highlighting the development of traditional neighborhood development ordinances by Wisconsin cities and villages in response to the State's smart growth law.

VISIT US AT OUR NEW WESITE: [www.wisc.edu/urpl](http://www.wisc.edu/urpl).



*Sandra Pinel* has won a David L. Boren Fellowship from the National Security Education Program for her doctoral studies on decentralized environmental management in URPL. Dr. Marcus Lane is her faculty advisor.

*Brian Stone's* grant proposal to the U.S. Forest Service was approved — "Modeling the Relationship between Regional Landscape Change and Tropospheric Ozone Formation" (\$87,000.00).

*Stone* is an invited speaker at the North American Heat Island Summit in Toronto. The title of his presentation is "Residential Land Use and the Urban Heat Island Effect: How the American Dream is Changing Regional Climate."

The department was successful in obtaining two *AOF Fellowships* and one *University Fellowship* for students who will join the master's program in Fall 2002.

## ALUMNI SPOTLIGHT

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**Stephen B. Friedman (M.S. 1971)**  
**President S.B. Friedman Company**

*Interviewed by Kate Strom*

Stephen B. Friedman is an URPL graduate who earned his masters degree in 1971. Originally from New Jersey, Stephen did his undergraduate work at Goddard College in Vermont researching urban and community studies. He is currently president of S.B. Friedman Company, a development advisory firm with twelve people in Chicago (www.friedmanco.com). His business



**Stephen Friedman**  
**is president of**  
**S. B. Friedman company**

involves down-town revitalization, deal structuring, developer recruitment, TIF related work and other planning and development assignments. He often works with design firms, as well as other URPL graduates such as John LaMotte of the Lakota Group. Stephen also has his hands in developing affordable housing, serving as president of

the board of Interfaith Housing Development Corporation, a not-for-profit developer working in and around Chicago.

URPL helped Stephen to develop a strong conceptual framework for understanding how cities work, focusing on how principles work in the real world. He also stresses that as a student it is key to build relationships with others in the field.

Stephen enjoys living in Chicago. He describes Chicago as “a beautiful city, full of energy, multi-ethnic, fun to walk in, be in and live in.” He resides in the Lincoln Park neighborhood with his wife and two dogs. His son is a Peace Corps volunteer in Honduras.

**connections**  
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place  
stamp  
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