

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

FROM THE CHAIR

James A. LaGro, Jr.



Another academic year comes to a close. This was a challenging and productive year. Last Fall our Masters program was re-accredited through 2007.

The final report from the Planning Accreditation Board (PAB) identified several program strengths, including our dedicated alumni. Along those lines, our Alumni Advisory Council (AAC), in conjunction with our Curriculum Committee, is evaluating options for further strengthening our Masters program.

I'm also happy to report that Professor (emeritus) Jerry Kaufman has been coaxed out of retirement to return to the classroom in the Fall. Jerry will teach Central City Planning (URPL 761). One feature of this course, a three-day field trip to Chicago, has been a valuable (and memorable) experience for many URPL students and alumni.

In the last issue of *Connections* I wrote that we've been exploring ways to expand and improve our facilities. High on our wish list is improved instructional space. Our modest computer lab, for example, shares space with our library. Moreover, we have no studio space, which limits our ability to offer courses in physical planning and urban design. We're taking steps to improve this situation by collaborating with three other units on campus.

URPL is partnering with the Gaylord Nelson Institute for Environmental Studies (IES), the Department of Landscape Architecture, and the Land Information and Computer Graphics Facility (LICGF) to secure campus support for a green building. Locating these units in one building would have multiple benefits for our students, faculty, and staff. I am particularly excited about the potential for synergy among our various research, teaching, and outreach activities. In April 2003, we presented a proposal for this project to the Campus Planning Committee. Our proposal received a favorable reception, and we were encouraged to proceed with preliminary planning. Read more about this exciting prospect in the "Moving into the Future" article in this issue of *Connections*.

Recently, the Wisconsin Student Planning Association (WSPA) launched a new student mentoring program. Mentoring can take many forms: from

traditional one-on-one contacts (in person or by phone or email) to hosting a group of students for a visit to your firm or department. Please review the invitation (in this issue) and consider donating your time to this worthy cause. This information is also available on the URPL website (www.wisc.edu/urpl) at the "What's New?" page.

Our recent graduates often ask about URPL alumni in different geographic areas and types of planning practice. Our URPL alumni have a wealth of experience and knowledge from which our recent graduates might benefit. The department would like to provide contact information for our alumni. If you do NOT want us to release your contact information, please notify Rose Lapiz (rclapiz@wisc.edu).

Finally, we hope to launch a new feature in the next issue of *Connections*. "Alumni News" will be a space for brief updates of milestones and other events in your personal and professional lives. This is one way to keep track of old friends and colleagues, so I hope you will contribute a sentence or two. Send items to Pat Cantrell (pacantre@wisc.edu), and we'll get them into the next issue.

Have a great summer!

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URPL WELCOMES NEW DEPARTMENT ADMINISTRATOR



Jason Josvai accepted the position of Department Administrator with URPL in January of 2003. He holds his degree in Art History from the UW-Madison and worked for the Wisconsin Veterans Museum for six years. Prior to his current position, Mr. Josvai was the Executive Director of the Rock County Historical Society where he was responsible for the financial development and management of the organization, as well as working towards the reaccreditation of the institution. Josvai has received awards from the Helena Rubinstein Foundation, the American Law Institute, the American Association of Museums and the Flagler Museum of Art. In addition, he has participated in programs sponsored by the Ministry of Education of Japan and the U.S. State Department.

URPL 912: SPRING 2003 PLANNING WORKSHOP

Developing a Model "Smart Code" for 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.

This year's student workshop expanded upon the work of earlier URPL research into barriers to smart growth within subdivision ordinances and upon the work of the Smart Codes Working

Group and related Great Neighborhood educational efforts in Dane County. Sponsored by the Dane County Better Urban Infill Development (BUILD) program, the Spring 2003 workshop evaluated the consistency of current Dane County land development regulations with the following eight elements of smart growth planning: compact development, land use mix, affordable housing, transit oriented development, pedestrian-scale design, open space and environmental quality, street network connectivity, and community sense of place. In addition to the development of code inventories for the sixty-one cities, villages, and towns in Dane County, the twenty student participants developed a literature review of national best development practices, performed a physical inventory of land use change between the years of 1992 and 2001, and compiled a set of code recommendations to

assist municipalities in updating zoning and subdivision regulations found to be incompatible with smart growth principles.

The results of the workshop were presented to regional planners, academics, and other interested parties at a public forum held in May and may be found on the URPL website: www.wisc.edu/urpl/smart-growth.



MOVING INTO THE FUTURE

by Olivia Parry

URPL, together with three other university units, hopes to be in a brand new, state of the art, sustainable green building facility by 2009. The proposed project would bring together URPL, the Land & Computer Graphics Facility (LICGF), Gaylord Nelson Institute for Environmental Studies, and Department of Landscape Architecture (LA) all under one roof. It would expand interdisciplinary and cross-program collaboration and enhance the campus capacity to understand how the earth's environmental systems function, and how they respond to human activities. These four units could also help to integrate

research results more fully into public policy and land planning, management, and design.

Many faculty members in the three CALS units (LICGF, LA, URPL) are affiliate faculty in the Nelson Institute. This project could enhance the national prominence of all four units. Efficiencies of scale (e.g., shared computer labs, with full-time technical support) are obvious benefits of locating all four units in one building. A common location would also potentially facilitate excellence in collaborative research and related scholarship.

The U.S. Green Building Council, a coalition of industry leaders promoting sustainable design, has developed the LEED Rating System. A small number of green buildings on academic campuses

KAUFMAN'S VISION FOR THE FUTURE OF PLANNING FEATURED AT APA NATIONAL CONFERENCE

by Heather Stouder

Drawing from over 40 years of planning experience as practitioner, author, and educator, URPL Professor Emeritus Jerry Kaufman shared his vision for the future of planning with nearly 5000 people this spring at the APA National Conference in Denver, Colorado.

One year after his Fall 2001 retirement speech to 115 students, alumni, faculty, and friends at Madison's Monona Terrace, Kaufman received a telephone call from APA Executive Director Paul Farmer. Farmer, who had been impressed by a written copy of Kaufman's 2001 speech, asked Kaufman to set the tone for the 2003 National Conference by giving the opening keynote address. Honored by the request, Jerry accepted, and began working to structure a speech entitled, "*Looking Ahead: Major Planning Challenges Moving into the 21st Century*".

On March 30th at the Colorado Convention Center, APA President Bruce McClendon introduced Kaufman and stressed that among his many awards and accomplishments, the two which stand out are his *establishment of ethical standards* for planning in the AICP Code of Ethics, and his *active integration of scholarly work into practice*. After a healthy round of applause, Kaufman provided an overview of the historical landscape of planning since the mid 20th century, and then



Acosta, Kaufman and Mazur-Berg
in Denver.

focused on what he feels are six important challenges for the future of the planning field, summarized below:

1. *Continue the effort to tame sprawl*, despite resistant fiscal and political structures in the U.S.
2. *Revitalize older central cities*, including the importance of quality education.
3. *Achieve effective regionalism*, while retaining the benefits of localism.
4. *Understand globalization with regard to its impacts in the U.S.*
5. *Plan for the community food system* by recognizing its connections to other planning issues.
6. *Resurrect the role of the planner as a visionary* to reinvigorate the soul of the planning profession as this century takes shape.

URPL students and alumni were among those attending the conference. They were inspired by the speech and proud to be associated with Kaufman, who truly does integrate visionary thinking, scholarly work, and planning practice.

To read Kaufman's speech, please visit the following web-sites:

Synopsis—<http://www.planning.org/conference-coverage/2003/sunday/kaufmanspeech.htm>

Full transcript—<http://www.planning.org/conferencecoverage/2003/pdf/keynote.pdf>

across the country meet the LEED standards. These buildings have received substantial media attention, and they have become prominently utilized in public relations campaigns and student recruiting. Recently constructed green buildings at other universities include: Adam Joseph Lewis Center for Environmental Studies (Oberlin College), Donald Bren School of Environmental Science & Management (U.C. Santa Barbara), Whitehead Biomedical Research Facility (Emory University).

This project could have significant positive impacts for the campus. A world class, and perhaps unprecedented, research and instructional facility would be created. This green building could be a model for low-impact development and sustainable

design. The new mechanical engineering building is used to teach engineering students how buildings "work." This green building could play a similar role in education on the environment and sustainable design.

Alumni, faculty and students interested in this project can contact Jim LaGro (jalagro@wisc.edu) to find out more about it, or how you can help make this project a reality.

Making this project a reality will take time, commitment, and financial support. You will be hearing more about this exciting vision for the future.



CONNECTIONS STAFF:

Jessica Bullen
Dana Jensen
Brea Lemke
Olivia Parry
Laura Stauffer
Heather Stouder
Pat Cantrell
Rose Lapid
Rich Chenoweth,
faculty advisor

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 rclapid@wisc.edu

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.

ALUMNI SPOTLIGHT

Marcel Acosta (M.S. 1986)

Interviewed by Olivia Parry



Marcel Acosta is the Deputy Executive Director of the National Capital Planning Commission, (NCPC) the federal government's planning agency for Washington, D.C. He arrived at this position a month before 9/11—what a

beginning! The Commission oversees planning for federal lands and buildings in D.C. and the surrounding counties in Maryland and Virginia. NCPC reviews and approves the location and design of federal construction projects (including new monuments), oversees long range planning for future federal development and monitors capital investment by federal agencies. The website is www.ncpc.gov.

The biggest issue today for NCPC is planning for security in D.C.; a lot of the federal agencies are erecting lots of temporary makeshift security devices like jersey barriers around monuments, the capitol and federal buildings because of 9/11. They recently released an urban design plan to integrate building perimeter security into consistent, coherent and welcoming streetscapes that are truly worthy of our nation's capital. The first project is a redesign of Pennsylvania Avenue in front of the White House, which is supposed to be completed before the next presidential inaugural parade.

Prior to NCPC, he was appointed a Loeb Fellow at the Harvard Design School, where he was in residence in 2000–2001. The Fellowship is a post professional award for planners, architects and landscape architects for independent study at Harvard. Before the Loeb Fellowship, he was the Senior Vice President of Planning and Development with the Chicago Transit Authority and a Deputy Commissioner with the Chicago Department of Planning and Development.

He decided to move to Chicago for his first job after Jerry Kaufman's Central Cities field trip...Marcel recalled that they almost didn't make it to Chicago because Jerry almost hit a deer on the way there! Reflecting on his URPL experience, Marcel said, "I had a great experience at URPL and the training that I received is more helpful today than it was right after I graduated (and that's a good thing!)." I think it's a program that not only produces good planners out-of-the-box, but one that really equips you with the tools to become an effective leader.

Rae Casale (M.S. 1992)

Interviewed by Laura Stauffer



While in the department, Rae Casale took courses in a variety of planning disciplines including environmental planning, transportation planning, zoning and site development. These areas gave her the background to work as a transportation planning consultant for Edwards and Kelcey, Inc. in Chicago. Her job allows her to work on many aspects of transportation planning. Her responsibilities include developing bicycle and pedestrian plans, assisting with the development of facility designs, preparing environmental permits and documentation for transportation projects and assisting with Feasibility and Phase I studies on bicycle, pedestrian and highway projects.

As a member of the Alumni Council, Rae is especially eager to help give insight and advice regarding the department's transportation curriculum. Rae hopes to share her experiences in the field and lend support to new graduates searching for jobs in the transportation field.

Reflecting back to her days at URPL, Rae remembers that UW–Madison's planning program was one of the most esteemed programs in the nation. "My goal is to help the school stay at the top of its league, to show my appreciation to my professors and let them know I really valued their support and encouragement while I was in school".

Sabrina Charney (M.S. 1995)

Interviewed by Dana Jensen



Sabrina Charney graduated in the environmental/natural resources concentration with an emphasis on water resources management. She holds the position of Principal Planner/Deputy Watermaster for the Westchester County

Department of Planning in White Plains, New York where her principal responsibility is watershed planning and protection. Sabrina engages the municipalities throughout the county to achieve water quality protection goals through new program creation, outreach, and education. She manages a staff ranging from three to five full time employees, as well as volunteers, interns, and administrative assistants. When asked how URPL prepared her for her planning career, Sabrina responded, "(URPL) provided me with the technical training related to water quality and regional planning needed to be an effective decision maker." In addition, the interdisciplinary nature of the program allowed her to connect with

other departments, such as IES, in order to focus on her specific area of interest. Sabrina credits the strong student-alumni connection as being partially responsible for her current position: “I received my first job through contact with an alumni — without her effort, I would not have the job I have today. Networking is the best way to enter your field of choice and determine whether or not it is where you want to be.” In addition, she recommends acquiring a broad range of planning experiences. “There are so many options in the field of planning. Experiencing as many of these options will make you a better planner in the concentration of your choice.”

Darren Fortney, AICP (M.S. 1998)

Interviewed by Brea Lemke

Not many people have made it through three of Jerry Kaufman’s classes, but Darren did: Ethics, Planning Thought and Practice, and Workshop without ever falling asleep! “It was my greatest accomplishment in academia,” Darren Fortney explained with a bit of a reminiscing chuckle.

Darren Fortney is a planner with the drive to make the world a better place through his commitment to the transportation-land use connection. He is a Principal and Senior Project Manager of Short Elliott Hendrickson Inc. (SEH), a planning, engineering and architectural firm, in Madison.

One of Darren’s most rewarding opportunities was the award of a two-year contract and position as Project Manager of a transportation corridor study along State Trunk Highway 26 from Janesville to Waupun. The corridor study extends seventy-miles and is one of the largest highway planning studies in the history of Wisconsin. Darren is enthusiastically studying local communities and working with them to identify and address the impacts that planned highway improvements will have on adjacent land use and transportation systems.

Along with several professional affiliations, Darren is also a member of the URPL Alumni Advisory Committee. Darren sees his participation on the Alumni Council as an opportunity to continue and build upon the relationships between private practice and the URPL program. He also sought this as an opportunity to assist in finding ways to further integrate transportation issues into the URPL curriculum.

In looking back over his career, the biggest professional challenge that Darren faced was establishing effective discussions with transportation and land use advocates. Until recently, the two divisions rarely came together in productive dialog. More often than not, more questions were raised about whether transportation or land use caused the first problems. It has given Darren a sense of satisfaction to be part of and to emphasize the importance of intergovernmental coor-

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dination to find collaborative solutions. He applauds URPL and Brian Stone for their recent addition of a course on transportation-land use connection.

Outside of the professional arena, Darren continues to enjoy life with his wife and two children, a three and one and a half-year old. A love for travel and recent Caribbean cruises also have served as a stress reliever and definite source of enjoyment.

Susan Fox (M.S. 1998)

Interviewed by Laura Stauffer

Susan Fox graduated from URPL through the Experienced Individual Program. Susan was able to continue working as an environmental analyst in the Bureau of Environment at WisDOT while she worked on her planning degree and put her two daughters through college. Much credit is due to her Bureau Director, Carol Cutshall (also an URPL grad), for supporting and encouraging her to go to planning school. She is now able to assist WisDOT with land use and transportation planning decisions.

While at URPL, Susan took a variety of classes and found that “Land Use Policy and Planning”, “Regional Planning” and “Rural Planning” were among the classes particularly helpful in her career. Susan states, “I am not a traditional planner, but my courses gave me the necessary background to engage in conversations about land use choices”. WisDOT has supported Susan in her interest in involving the traditionally unheard sectors of society, youth and minorities, in transportation project planning.

Susan volunteered for the Alumni Council because she wants to share her positive experience at URPL with others. Many of her URPL friendships are still a part of her life and she enjoys talking about planning issues and community development with many of her former classmates scattered across the country.

CHECK OUT OUR WEBSITE

We invite you to visit the URPL website at www.wisc.edu/urpl. Now more than ever, the site provides the most complete up to date information about:

- ▶ Happenings at URPL—*New positions available*
Projects, publications and research
Academic programs and courses
faculty
students
- ▶ Alumni news

WSPA SIMULATION

by Jessica Bullen

On February 8, 2003, WSPA held its second Planning Simulation. Thirty-four students, faculty, and alumni participated in intensive daylong event. The simulation was developed with extensive assistance from recent URPL alumnus, Rich Kedzior, who organized WSPA's first Planning Simulation two years ago. The purpose of the Simulation was to provide students with experience with how some of the political aspects of planning play out in decision. Participants were given scripts embedded with conflicts, hidden motives, and ethical dilemmas. Faculty members filling important roles such as the Governor (Rick Chenoweth), City Council Chair (Jack Huddleston), Arcadia Power & Light CEO (Steve Born), City Councilman (Jerry Kaufman) and God (Marcia Caton Campbell) as well as alumni, Dan Rolfs, Chuck Strawser, and Marjorie Ward, helped provide important real world experience and insight into the simulation.

Our day started with an explanation of problem of redeveloping our hypothetical neighborhood, Fairview. As role players got to know each other, alliances, bargaining, and even headhunting began. By lunchtime, City Council members Jerry



Kaufman and Olivia Parry had thrown the city's New Urbanist plans for Fairview in disarray by announcing an alternative plan for an ecological development complete with green buildings, eco-industry, and urban agriculture. A wide spectrum of interests joined to form the Coalition for Healthy Fairview and began to develop a unified agenda. As deals coalesced over lunch and cookies, Canada threw a wrench into the plans and the Mayor and his planning staff had to scramble to present a plan to the city council that was ultimately unsuccessful because City Council members felt they needed more time to develop a plan. At the end of the Simulation, students reflected on what they had learned and faculty provided feedback to students on the lessons they thought the Simulation provided.

WSPA hopes that the simulation can become an annual event.

NEWS IN A NUTSHELL...

Beard Receives NIAR Grant

Assistant Professor Victoria Beard received a National Institute of Aging Research Grant to fund her research project entitled: Intergenerational Support for the Elderly in Indonesia. The research analyzes the relationship between individual characteristics associated with family change and the type and level of support adult children provide their elderly parents in Indonesia. The grant provides support for two years (2003–2005).

Jacobs Designated A "Fulbright Senior Specialist"

In Fall 2002, **Harvey Jacobs** was awarded/designated a "Fulbright Senior Specialist" for a new program developed by the J. William Fulbright Foreign Scholarship Board of the Bureau of Education and Cultural Affairs of the U.S. Department of State and the Council for International Exchange of Scholars; the award covers the period 2002–2007. In May 2003, under the auspices of this program, he traveled to the Agricultural University of Norway, Department of Land Use and Landscape

Planning, to participate in a two week program.

In February he traveled to Taoyuan, Taiwan in February to participate in the 90th Regular Session on Land Reform and Rural Development of the International Center for Land Policy Studies and Training. His participation in this program continues an URPL relationship begun by Prof. Emeritus Ved Prakash, and which has included Profs. Jack Huddleston and David Marcouiller.

In March he traveled to Zimbabwe to participate in a symposium on post-independence land reform and resettlement, where he delivered a paper based on his research on devolution of land administration services.

In April he was the featured speaker to the Lincoln Lecture Series, Lincoln Institute of Land Policy, in Cambridge, MA. He gave a lecture titled "Private Property in the 21st Century," based on his forthcoming edited book from Edward Elgar Press.

The spring issue of the *Journal of the American Planning Association* carries his commentary: "The Politics of Property Rights at the National Level," in which he speculates on how the property rights issue is likely to unfold in the Bush administration.

A LETTER TO YOU FROM OUR STUDENTS

Dear Alumni and Friends,

We are writing to invite you to participate in a new mentoring program for graduate students in the Department of Urban and Regional Planning. This program is a new opportunity for URPL graduates to help shape the future of planning and to support the urban and regional planning program. It is also a way to help us continue building the URPL network. As friends and alumni, you have a unique connection with URPL and first-hand experience leaving school and beginning a planning career. You have a valuable perspective and a breadth of knowledge that, in many ways, could benefit URPL's graduate students.

The goal of the Mentoring Program is to foster relationships between practicing planners and students to help guide the students' professional development. The program will provide a platform for alumni to share their experiences and vision of the future of planning, and to provide students career advice. We would like to invite you to become a mentor to an URPL graduate student and to share your wisdom with someone who is just starting out.

There are several different ways that you can participate in the URPL Mentoring Program.

One-on-One Program—Planners in this program agree either to meet with a planning student, take a phone call, have correspondence through email or a combination of any of the above. Questions could address a range of issues from professional skills necessary for your field, "do's and don'ts," how you started your business, or what it is like to be a woman in the planning profession.

VIEW Program—Volunteer, Intern, Experience in Work is for planners who would like to have assistance in their workplace. The assistance can take the form of part-time assistance either through volunteer hours, a seasonal internship, or paid work. The student can participate on a project-by-project basis, over the summer, or during a student's academic career.

Presenter Program – This program is for planners who have limited time but would be interested in discussing their work, a planning issue or an aspect of their career

with a group of URPL students. An evening will be set aside for presentations and a Q & A session with one or two planners. URPL would provide pizza or snacks.

Spend the Day with a Planner – This would give one or more students the chance to visit the site or office of URPL alumni for a half or full day. Students would get to experience "a day in the life" of a planner in their field of interest. They could ask questions, sit in on a meeting (if appropriate), and get a more in-depth understanding of planners' work.

We believe the Mentoring Program can be a great opportunity for URPL students to

learn more about the profession. With your support and guidance they will be better prepared for career opportunities in planning. And by mentoring a student or students, you will also help build the professional network of URPL friends and alumni.

Once we receive names of alumni mentors we will have a committee match one current student with one alumna or alumnus by level of participation, similar professional goals and planning field.

If you would like to help, it is simple. Please select the Mentoring Program or programs in which you would like to participate, and fill out your contact information. One of our student representatives will contact you to discuss the details of your participation.

MENTORING PROGRAM

- One-on-One
- VIEW Program
- Presenter Program
- Spend the Day with a Planner
- Other, please explain:

Name: _____

Address: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Title: _____ Company: _____

Company Website: _____

Planning Interests / Field: _____

We look forward to hearing from you.

Sincerely,

Olivia O. Parry
Wisconsin Student Planning Association

Brea Lemke
Wisconsin Student Planning Association

Jim LaGro
Professor and Chair, Department of Urban and Regional Planning

Please return this form to:
*URPL – Attn: Mentor Program; University of Wisconsin;
110 Old Music Hall; 925 Bascom Mall; Madison, WI 53706
-or- email to brlemke@wisc.edu*

