Spring is a hopeful season on campus. Winter is behind us, and summer is still before us. Moreover, we are always delighted to launch another class of URPL graduates into the planning profession.

Earlier this year, U.S. News & World Report selected “urban planning” as one of the professions included in its Best Careers 2007 guide. The magazine’s staff considered trends in the economy and the workplace, and identified 25 professions “that will be in growing demand as baby boomers age, the Internet becomes ubiquitous, and Americans seek richer, simpler lives.” Urban planning fared quite well in a number of criteria, including quality of life, prestige, and job market outlook.

Instructional technology is increasingly important to our planning curriculum, and we are continually striving to provide cutting-edge learning experiences for our students. For example, geographic information systems and three-dimensional modeling programs are now integral tools in the education of future planners—particularly those who are interested in shaping the built environment. Thanks to the continuing support of our two colleges—and gifts from our friends and alumni—URPL continues to adapt and provide our students a high quality planning education.

Well, we have come to the close of another productive year—as you will read about in this issue of Connections. Yet we are already planning the fall issue of this newsletter. So please contribute to our “Alumni News” column, or nominate an URPL alum to be the focus of a future “Alumni Spotlight.”

On behalf of our faculty and staff, I hope you have a great summer!

STATE-OF-THE-ART THINKING ON RURAL DEVELOPMENT POLICY

In late April, a special issue of the department-sponsored Journal of Regional Analysis and Policy (www.jrap-journal.org) was released that focused on rural development policy. Guest edited by professors Andy Isserman and Ed Feser of the University of Illinois, this issue contains a literal who’s-who of regional scientists providing plain-speak about state-level policy addressing current rural development issues. In addition to policy briefs by Andy and Ed, Gerrit Knapp writes about comprehensive rural planning, Ann Markusen contributes on arts-based development, and Bruce Weber dissects rural poverty policy. Other notable authors include Roger Bolton, Amy Ando, Scott Loveridge, Mark Partridge, Dan Rickman and Stephan Weiler, among others.

For those whose responsibilities include priming the rural policy-making pump, this issue provides a unique outreach tool that connects the rural development policymaker with state-of-the-art thinking by university academics. A true example of the Wisconsin Idea, it exists as a tribute to the late Ron Shaffer who was an original instigator of URPL’s concentration in community development.

Available in open-access format, the Journal is edited by URPL Professor Dave Marcouiller and URPL Affiliate Professor Steve Deller of the Department of Agricultural and Applied Economics. It is the official peer-reviewed journal of the Mid-continent Regional Science Association, one of several regional affiliates of the North American Regional Science Council. For more information on this special issue, JRAP in-general, the MCRSA, or NARSC, contact Dave at dwmarcou@wisc.edu or 608/262–2998.
In January, a group of five URPL students—Bill Holloway, Rachel Jacques, Jennifer Keeley, Briana Meier, and Kristy SeBlonka—spent a week working with Phoenix of New Orleans (PNOLA), a neighborhood (re)development group formed by medical student Paul Ikemire after Hurricane Katrina hit the city in 2005. We knew, driving south from Madison, that the Gulf Coast Katrina disaster had become one of the great planning issues of our time and that recovery efforts were still underway, but none of us had been to New Orleans before, and none of us had really any idea what type of problems there were left to work on.

We reached New Orleans on Sunday, January 7. We arrived at the Tulane Gravier neighborhood to buildings still marked with black-smudge water lines and dirty sea shells scattered in the yards, along with nails and other debris.

On Monday we began work with PNOLA. We spent the morning with an AmeriCorps crew picking up trash in a residential area. Our efforts were an attempt to encourage the City to make scheduled pick-ups of trash in the neighborhood, as it had not been doing so regularly. After four hours of work, our group of twenty had cleared about four square blocks.

For two days we worked on a house that had not been touched since the flood water had stood seven feet deep in the living room. Four Americorps volunteers worked with the five of us to remove everything from the house, from the dishes that had been drying in the sink to shirts hanging in the closet. We dumped everything on the street so it could be shoveled up with City garbage equipment. We smashed out all of the plaster on the walls, pulled the nails from the studs that were left standing and brushed each down with a mixture of soap and chlorine bleach to kill the toxic mold growing on the boards. Lastly, we sprayed all of the remaining surfaces with insecticide to keep termites away.

Again and again, we experienced the personalization of the catastrophe. After two days we had managed to tear up one house. Reconstruction would come later, after the homeowners received their insurance settlement and their federal aid, if they had either.

The house we worked on was surrounded by abandoned houses, and the abandoned houses were surrounded by large swaths of the neighborhood in which no houses were left at all.

In much of the city, half of the homes were uninhabited, streets and sidewalks were crumbling, and broken glass, nails and other rubbish littered the sidewalks and streets. Many parking lots were filled with identical trailer homes packed in against a backdrop of blighted buildings virtually untouched since the storm. The widespread poverty and desperation that characterized much of New Orleans stood in stark contrast to pockets of undisturbed wealth.

During our stay, we encountered all sorts of volunteers. We met people who had moved across the country to work with groups like PNOLA—some were with AmeriCorps, others worked for free while holding full-time jobs or going to school. We also met people who were helping out because they had lived their whole lives in New Orleans, as had their parents and grandparents. (New Orleans has the highest percentage of native residents of any city in the United States—or did, prior to Katrina.)

Non-profit organizations across the city are working on rebuilding efforts in any way they can and seem to be doing the majority of the work since aid has not reached most residents. The mere mention of government assistance would elicit groans. The federal “Road Home” aid program was a sore spot with residents, as was relations with the City and FEMA. It can be argued (not wrongly) that administering aid and relief is a tough task, and it is true that the city was hurt badly by what began as a natural disaster. However, the continued suffering goes beyond any storm; it is the result of a human disaster. Problems existed prior to Katrina, and the tough problems that persist are, in part, problems of a lack of planning.

PNOLA continues to welcome volunteer assistance of all kinds. Contact: www.pnola.org or Paul Ikemire at pnola@pnola.org.
COMMUNITY-BASED SOCIAL MARKETING —
WATERSHED MANAGEMENT FOR LAKE RIPLEY, WISCONSIN

With the help of URPL and Nelson Institute water-resources students, communities around Lake Ripley in southeastern Wisconsin are among the first in the state to use an innovative social strategy known as community-based social marketing (CBSM) to deal with an environmental problem.

Students in Professor Rick Chenoweth’s Human Behavior and Environmental Problems course this spring semester teamed up with the Lake Ripley Management District to create a plan centered on CBSM—an approach to promoting social behaviors that draws heavily on social psychology. CBSM has shown promise in medical campaigns, but its use in advancing environmental goals has outreach professionals around the state taking notice.

In the Lake Ripley watershed, water-quality concerns stem largely from the runoff of phosphorous, a nutrient commonly used in fertilizers. The students set out to find a set of behaviors that would decrease the amount of phosphorous that reaches the lake. They settled on the planting of rain gardens and use of phosphorous-free fertilizer as tangible target behaviors that they could promote, and then used CBSM techniques to discern how to help people adopt these behaviors.

The class created two plans for the Lake Ripley district—one for each target behavior—that identify the problem and suggest strategies to change residents’ actions. But the plans also spell out the steps and logic behind CBSM, which has drawn the interest of many other state and local agencies. Even before the reports were finished, nearly 40 people — including staff at the Wisconsin Department of Natural Resources, UW extension agents and watershed managers — signed up to receive copies.

Professor Chenoweth sent the reports to Don Wayne, outreach director for the Non-Point Source Control Branch in the U.S. Environmental Protections Agency. Wayne’s reaction was that “they are impressive... [and] they will be useful additions to the next update of our [U.S. EPA Non-point Source] Toolbox.”

Copies of the reports are available for viewing and downloading through the URPL Web site.
Professor Jack Huddleston was a Visiting Fellow with the Lincoln Institute of Land Policy in Cambridge, Massachusetts, in March of this year. This reflects his long-term relationship with the institute dealing with development of research and training materials related to the fiscal dimensions of planning. In April, he gave a Lincoln Lecture in Cambridge on “Evaluating the Fiscal Impacts of Land Development: The Source and Size of Estimation Errors.”

Professor Harvey M. Jacobs has had a busy winter–spring of invited lectures and teaching.

In February he gave a lecture called “Social Conflict Over Property Rights: Domestic, European and Global” at MIT’s Department of Urban Studies and Planning under the sponsorship of the Special Program for Urban and Regional Studies.

In early March he was in Taiwan to give two lectures at the Department of Real Estate and Built Environment at the National Taipei University, and he continued URPL’s longstanding relationship with the International Center for Land Policy Studies and Training, teaching a one-week short course as part of their 102nd Regular Session on Land Policy for Sustainable Rural Development.

In late March he was in Spain, where he taught a short course at the University of Santiago de Compostela and assisted his host in the design of a new master’s program in planning.

In April, he delivered the keynote address at an invitational conference for print journalists at the Lincoln Institute of Land Policy in Cambridge, Massachusetts, and then went immediately to the Institute for Housing and Urban Development Studies at Erasmus University in Rotterdam, The Netherlands, to teach a short course as part of their one-year master’s degree in urban studies. Also, Harvey’s article “Social Conflict Over Property Rights” was featured in the April issue of Land Lines, the Lincoln Institute’s quarterly magazine: (available for free download from www.lincolninst. edu/pubs/PubDetail.aspx?pubid=1222).

Professor David Marcouiller continues his research program focusing on tourism, recreation, and rural redevelopment. His article “Rural Tourism Promotion as Public Policy: Panacea or Pandorus Box?” will be published in volume 37 of the Journal of Regional Analysis and Policy, and with his colleague S. A. Bowe published the article “Natural Resources and the Tourism-Timber Tradeoff: Issues of Regional Dependency and Economic Diversity” in Forest Policy and Economics (volume 9, page 653–670). In addition, he is working on a co-edited book to be titled Rural Housing and the Exurbanization Process, scheduled for publication in 2008, as part of the Ashgate series on Rural Planning. He continues work on a project that looks into recreational resource compatibility on multiple-use trail systems. The project is supported by a variety of funding sources.

Professor Brian Ohm, together with URPL Affiliate Associate Scientist Dr. David Hart of the Aquatic Sciences Center, is principal investigator in evaluating local strategies to manage Great Lakes coastal hazards and to develop model ordinances for local Great Lakes communities. The resulting ordinances will incorporate recent innovations in methodologies for understanding bluff stability and computer visualization of Great Lakes coastal hazards. The project is supported by a $58,483 grant from the National Sea Grant Law Center.

Brian, along with Professor Emeritus Mike Adams of Botany, is also the co-principal investigator of a trans-Atlantic comparison of education about U.S. and European institutions involved in environmental policy. Ohm and Adams will compare the lower Elbe River in Germany with the Wisconsin River. The work, which is supported by a $65,000 grant from the United States Department of Education, will culminate in an international conference in Madison in 2008.

Together with Robert Sitkowski, Brian co-authored “Form-Based Land Development Regulations” in the Winter 2006 issue of The Urban Lawyer (volume 38, no. 1, pages 163–172); the article was reprinted in the 2007 Zoning and Planning Law Handbook.
Assistant Professor Ken Genskow continues his research and outreach efforts regarding the human dimensions of nonpoint source water pollution. Ken’s leadership in a multi-state project is helping USEPA water-quality agencies and university extension programs across the Midwest identify and use social indicators to help focus and assess their watershed management initiatives. Over the next several years, Ken and colleagues from across the region will work with pilot projects in Wisconsin, Michigan, Minnesota, Illinois, Indiana, and Ohio to test and refine this new approach.

Assistant Professor Alfonso Morales co-edited the recently published book *Street Entrepreneurs: People, Place, & Politics in Local and Global Perspective* (Routledge). The book uses a range of international case studies to explore street vending and street markets, including studies from India, Russia, the USA, Ghana, New Zealand, Ethiopia, Mexico, Turkey, and other countries. The contributors speak of the merchant’s struggles and the practical roles merchants and markets play in social and economic institutions. This study demonstrates the importance of markets and merchants and provides insights into planning, economic anthropology, urban studies, post modernism, geography, political sociology, and globalization theory.

URPL PhD alumnae Assistant Professor Mary Edwards (PhD 1997, now at the University of Illinois at Urbana-Champaign) and Assistant Professor Samina Raja (PhD 2002, now at the University of Buffalo), along with Assistant Professor Kurt Paulsen, have been awarded a $65,000 research grant from the Lincoln Institute of Land Policy for the project “Critical Examination of Fiscal Impact Analysis.” This “all-URPL” team won the competitive grant in a national competition under Lincoln’s ongoing project, the Fiscal Dimensions of Planning. The research will assess the current use of fiscal-impact analyses in planning, the development of a theoretical framework to understand the effects of land development on municipal finance, and an evaluation of the accuracy and reliability of fiscal analyses. Fiscal-impact analyses are increasingly used to evaluate comprehensive plans, evaluate alternative land-use scenarios, and make development decisions. Despite their widespread use, most fiscal-impact analyses utilize a number of methodological assumptions which makes their application to development and planning decisions problematic. Professors Edwards, Raja, and Paulsen will present their research findings at meetings of the Association of Collegiate Schools of Planning, the American Planning Association, and at the Lincoln Institute.

In May 2006 Senior Scientist Dr. Susana Lastarria-Cornhiel participated in an Advisory Group Working Meeting organized in Rome by the International Land Coalition and the International Development Research Council. An issues paper she authored for the working group is being published by the ILC: “Women’s Access and Rights to Land: Gender Relations in Tenure.”

Susana is also co-author with Renee Giovarelli (University of Seattle) of *Shared Tenure Options for Women: A Global Overview*, prepared and published by UN Habitat. It is also available on the internet: www.unhabitat.org/pms/getPage.asp?page=bookView&book=2304

The Working Group on Property for the UN Commission on Legal Empowerment of the Poor asked Susana to participate in the group’s deliberations. This commission is part of the UN’s Millennium Development Goals effort, and is the first global initiative to focus specifically on the link between exclusion, poverty, and law. The Working Group on Property meets periodically to look at how the poor can be legally empowered and poverty reduced when the poor have enforceable rights over property and other assets in a transparent, functional system. The Working Group will explore what has been learned to date about inclusive systems of rights, which include collective rights and customary rights, and how these lessons can be applied in the creation of new policies targeting legal empowerment.

NEW FACULTY IN URPL

**Alfonso Morales** joins the URPL faculty as an assistant professor as of August 2007. He is not, however, new to Madison, having previously served at UW-Madison as a visiting assistant professor in sociology. Alfonso is originally from New Mexico, and has a background in family farming. He received his PhD in sociology from Northwestern University, and has two masters degrees: one in sociology from the University of Chicago, the other in political economy from the University of Texas-Dallas.

Alfonso’s research focuses on legal, economic, agricultural, and social aspects of street markets and street vendors (see Faculty News, and his Web page openair.org, the Wikipedia of street markets). He is using this summer to complete a monograph on Chicago’s Maxwell Street Market. Alfonso consults for private and public entities on street markets and his teaching will make applied research/planning experience available to students. In the spring semester, Alfonso will teach his version of Jerry Kaufman’s classic URPL class Central City Planning. In subsequent semesters, he is expected to offer a methods seminar, contribute to doctoral student theory courses, and develop other appropriate courses for master’s students. Alfonso seeks to make his research and teaching relevant to policy processes so he is thrilled to be a part of the Wisconsin Idea by way of URPL.

Being a native of New Mexico, Alfonso is seriously considering purchasing a snow blower! He enjoys most everything in moderation, but takes particular pleasure in his son Cruz, reading, cooking, and tinkering around his house (including some gardening). He is a sports fan, particularly golf and college football and basketball. His wife Manuela Romero is also employed at the UW. Their son Cruz is turning 12 this summer. Alfonso, Manuela, and Cruz enjoy food, drink, and friends, and they delight in the variety of activities Madison offers.
Your Gift Makes a Difference

Gifts to the Department of Urban and Regional Planning are critical to our success. Contributions through the UW Foundation's gift funds help us attract top graduate students and provide vital resources for planning education enrichment. Gifts support the URPL library (journal subscriptions) and computer lab (planning support software), and strengthen the URPL community in a variety of other ways. Recent gifts, for example, have funded URPL alumni receptions (at ACSP and APA meetings), the publication and mailing of this newsletter, and travel subsidies for URPL's students to attend planning conferences.

RECENT GIFTS TO URPL

We thank the following alumni, friends, and organizations for their very generous support:

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FOOD, PLANNING, AND URPL—Jerry Kaufman, Emeritus Professor

In March 2007, the Board of Directors of the American Planning Association adopted its newest policy guide titled “Community and Regional Food Planning.” The APA action represents a significant boost for food system planning by giving it greater credibility and legitimacy as an important addition to the contemporary planning tableau. Given APA’s stamp of approval, the field of community and regional food planning—a virtual stranger to planning practitioners, academics, and students before 2000—has emerged out of the shadows into the sunlight. In my biased opinion, URPL faculty and students deserve a bit of the credit for food planning’s sunnier disposition.

The APA Guide begins soberly with these words:

“Food is a sustaining and enduring necessity. Yet among the basic essentials for life—air, water, shelter and food—only food has been absent over the years as a focus of serious professional planning interest. This is a puzzling omission because, as a discipline, planning marks its distinctiveness by a claim of being comprehensive in scope and attentive to the temporal dimensions and spatial interconnections among important facets of community life.”

From there, things pick up. Several converging factors are identified that explain why the food system deserves more concerted and sustained attention by the broader planning community. Two overarching goals are offered for planners: to help build stronger,
LBCS, GIS AND MILWAUKEE’S FIFTH WARD

Sometimes it is hard to grasp all the possibilities a complex new technology offers. In those cases, examples help a lot. That was the reasoning behind Associate Scientist (and URPL Affiliate) Dr. David Hart’s decision to teach a special topics class (URPL 969) last semester. The class explored the ways that a sophisticated new land-use classification system and geospatial technologies could be harnessed in the service of understanding and analyzing land use in a complex urban neighborhood.

Hart is a GIS Specialist at the UW Sea Grant Institute. He and his students inventoried Milwaukee’s Historic Fifth Ward/Walker’s Point neighborhood and then performed a wide variety of analyses on the data they collected.

For their inventory, the class used the Land-Based Classification Standards (LBCS), a “multi-dimensional” land classification scheme released by the American Planning Association in 2001. The system is the first comprehensive update of land-use coding and classification since the 1960s. It characterizes land using five dimensions: activity, function, structure, site, and ownership. While some planning departments have adopted LBCS, many view it as too complicated, according to Hart.

“We wanted to document just how much time and effort an LBCS survey takes,” Hart said. “Also, we wanted to show the types of maps and reports we could create with the new system. We hope our work helps planners decide whether they should invest in LBCS.”

Milwaukee’s Historic Fifth Ward lies just south of downtown. It is bounded by the Inner Harbor, the Milwaukee River, I-94, and National Avenue. The complex, rapidly-changing neighborhood includes residences, retail outlets, and industrial sites. The neighborhood boasts one of the highest concentrations of jobs in the city, and it has a strong Hispanic presence. The City of Milwaukee has just started a development plan for the area, hoping to expand its job base while following smart growth principles.

“The complexity of the neighborhood and the fact that a plan is just getting started made the Historic Fifth Ward a perfect place to test out LBCS,” declares Hart.

On a sunny Saturday morning in March, Hart and his ten students piled into a van and headed to Milwaukee to conduct the land-use survey. Students tackled the challenge of documenting properties ranging from restaurants with apartments above them to loft buildings and vacant industrial sites. One team was even offered a product sample at a local brewery.

After boiling down the real-world complexity of the neighborhood into a database of LBCS codes, students set to work exploring and presenting the data in a variety of ways with GIS maps. The resulting images showed everything from parcels with mixed uses to the owners of multiple parcels. Other maps used LBCS to help identify coastal dependent uses and sites for “catalytic projects”—those that would spur desired development in the area. The students also mapped the “sense of place,” and preserving/expanding open space.

Students presented the results of their work twice at the end of the class—one on campus and again to planners in Milwaukee through a WisLineWeb session (WisLineWeb is UW Extension’s web collaboration software).

The final products of the course will include a report on the best methods for conducting an LBCS survey and a tutorial that demonstrates exactly how to use GIS and LBCS to conduct land-use analyses.

Course products will be available on the class web site: (http://coastal.lic.wisc.edu/urpl969-spring07/).

Hart says he and his students learned a lot—and he hopes others can benefit from their experience.

“I think the students really demonstrated the flexibility of the LBCS system and the power of GIS to display that data in helpful, insightful ways,” Hart said.

Continued from previous page

sustainable, and more self-reliant community and regional food systems, and to suggest ways the dominant industrial food system might interact with communities and regions to enhance benefits such as economic vitality, public health, ecological sustainability, social equity, and cultural diversity.

Seven core general policies, each accompanied by specific policies and roles for planners, are posited. Together these suggest concrete ways in which food issues can be woven into the fabric of comprehensive and current planning activities.

So how does URPL fit into all of this? URPL has been a spawing ground for experimentation in research, teaching, and service activities in food system planning for over a decade. In 1997, I co-led a planning workshop with visiting Assistant Professor Kuni Pothukuchi (now at Wayne State University), that made a tentative leap into the food turf. Focusing on the Madison-Dane County area, students in the workshop produced one of the first community-food-system assessments. Several URPL doctoral students found the area to be appetizing enough that they chose to make food system planning one of their central interests. A few like Branden Born (PhD 2003, now at the University of Washington) Samina Raja (PhD 2002, now at the University of Buffalo), and Martin Bailkey (PhD 2003) have developed national reputations in this emerging field. After Assistant Professor Marcia Caton Campbell joined the faculty, she and I developed one of the first graduate-level courses on community food system planning in 2001, and she continued to teach the course after I retired that same year. In addition, URPL began to attract master’s students who were interested in doing work in local and regional food systems.

The long and short of it is that some of us in URPL became key players in the events leading up to the APA Policy Guide. So URPL can justifiably take a bit of credit for the sunnier disposition of food planning nowadays.
During the last half of the spring 2007 semester, students in Jim LaGro’s Site Planning course, URPL 601, explored options for creating additional affordable housing on a city-owned site in south Madison. The ten-acre “Romnes” site currently accommodates 167 small one-bedroom apartments. The City’s Community Development Authority (CDA) hopes to increase the number of affordable, public housing units and, potentially, add market-rate units. With the CDA serving as client, the students collaborated in teams to examine the site’s potential for future infill and redevelopment.

The class began the project by examining relevant affordable housing precedents throughout the United States, ranging from single-room occupancy developments to mixed-use, multi-family projects. To better understand the site’s constraints and opportunities, the teams also completed site and neighborhood analyses. This information, along with the CDA’s guidance on programming, helped each of the six teams develop a long-range master plan for the site. Each team prepared a detailed report, describing all land use components and illustrating—with three-dimensional simulations—the proposed scheme. Reproduction costs were defrayed by a service-learning grant from the College of Letters and Science.

The Department has a long history of offering courses and workshops that engage students in real-world planning projects. These service-learning courses are not only excellent learning experiences, but they also extend the University’s expertise to the citizens of the state (i.e., the “Wisconsin Idea”).

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**Keep Us Posted!**

Please help! We are trying to modernize and update our alumni data. Your email address will help us keep track of you and facilitate communication when you want to contact your fellow alumni.

Have you moved? □ Yes □ No

When did you graduate from URPL? __________________________________________________________

Name: ____________________________________________________________________________________

Address: _________________________________________________________________________________

E-mail: ___________________________________________________________ Phone: ______________________

Where are you working? ____________________________________________________________________

Title: ____________________________________________________________________________________

Address: _________________________________________________________________________________

Any comments or news to share?: ____________________________________________________________________________________

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_________________________________________________________________________________________

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