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# Land Use Tracker

*A quarterly publication of the Center for Land Use Education*

## PRINCIPLES OF COMMUNITY PLACEMAKING

*By Rebecca Roberts, Center for Land Use Education, and Steve Grabow, University of Wisconsin-Extension, Jefferson County*

*“One of the most important ingredients for successful planning is for people to believe that planning matters – that taking the time to think through and envision the kind of places we want our communities to be in the future is important, and that time spent developing plans aimed at fulfilling our deepest aspirations is not wasted.”*

*– Gene Bunnell, Making Places Special*

Over the last 15 years, concepts such as new urbanism, traditional neighborhood design, livable communities, and community placemaking have emerged to take center stage in the fields of community planning and design. While planning has traditionally focused on the physical layout of a community, these newer approaches focus on less tangible and often hard to define aspects of a community such as ‘sense of place’ and ‘community livability’. But what do these terms really mean? And how can they be communicated to local officials, aspiring citizen planners, and design professionals?

This article attempts to describe, primarily through visual means, 19 principles of community placemaking that represent key characteristics of quality places. These principles were derived from the research of leading planning scholars, refined through practice, and illustrated through photos gathered at a community placemaking imagery forum held with some of the most prominent planning and design organizations in Wisconsin. The article begins by exploring the meaning of community placemaking and wraps up with potential applications for the 19 principles.

## Definition of Placemaking

Several definitions and concepts relate to the notion of placemaking, place identity and community livability. A few of these ideas are explored below:

- ▶ **Place.** A place is a geographical space that is defined by meanings, sentiments and stories (Hague, 2005). Places are places (and not just spaces) because they have identity (Hague, 2005).
- ▶ **Planning and Placemaking.** We see community planning as being about placemaking; that is to say that a key purpose of planning is to create, reproduce or mould the identities of places through manipulation of the activities, feelings, meanings and fabric that combine into place identity (Hague, 2005).
- ▶ **Placemaking and Public Places.** Creating a vision around the places that citizens view as important to community life and their daily experience based on community needs and aspirations (Project for Public Spaces website).
- ▶ **Quality Urban Design and Place Identity.** New developments should accentuate the features

that people inherently use to navigate their way through their surroundings including paths, nodes, landmarks, districts and edges (Lynch, 1960 in Hague, 2005). Practical design aims at meeting the needs of users of space including: ease of finding one's way around, connections between places, variety and interest, robustness, interest, personalization and visual appropriateness (Bentley, et. al., 1985 in Hague, 2005).

- ▶ **Community Livability.** A dimension of a sustainable and livable place that reestablishes the relationships between the art of community building and the making of community (Godschalk, 2004).

## 19 Principles of Placemaking

The 19 principles of community placemaking are organized into five 'functional areas' or themes. These themes include: effective and functional physical configuration, user-friendly and efficient circulation, preserved natural and cultural resources and environment, enhanced local identity and sense of place, and attributes that instinctively draw us to places. A brief description of each principle is provided followed by a representative image:

### Functional Area I: Effective and Functional Physical Configuration

- ▶ **Principle 1:** Compact development that doesn't sprawl, enabling urban and rural areas to be clearly differentiated from one another.



*Figure 1: Compact development on the north side of Fort Atkinson illustrating a clear division between city and countryside.*

- ▶ **Principle 2:** Urban places with a strong center, where multiple uses and activities are clustered in fairly close proximity (strong city and village centers).



*Figure 2: Downtown La Crosse offers many opportunities on its Main Street.*

## Functional Area I: Effective and Functional Physical Configuration

▶ **Principle 3:** City-centered redevelopment and infill.



Figure 3: Downtown Minocqua's redeveloped Gaslight Square shopping mall.

▶ **Principle 5:** Vital, distinctive and varied neighborhoods in close proximity to the urban center.



Figure 5: Homes with views of Rock Lake in Lake Mills vary in size, materials and style.

▶ **Principle 7:** A mixture of housing types that meet the needs of a variety of households with different income levels.



Figure 7: A classic house tastefully converted into student rentals at UW-Whitewater..

▶ **Principle 4:** Integration of housing, employment and shopping areas, so that communities contain places to live, work and shop.



Figure 4: Middleton Hills incorporates employment and shopping with residential development nearby.

▶ **Principle 6:** Avoidance of low-density residential development on the urban fringe.



Figure 6: Conceptual plans for the Jefferson County Countryside Farm with higher density residential.

## Functional Area II: User-Friendly and Efficient Circulation

► **Principle 8:** Pedestrian friendly environments (a pattern of development that supports and encourages sidewalk pedestrian activity and bicycle path travel).



Figure 8: Glacial River Trail in Fort Atkinson allows pedestrians and bicyclists to explore the city.

► **Principle 9:** High quality and convenient public transit coordinated with land use and development, and concentrated development along transit corridors and proximity to transit stops.



Figure 9: Kenosha's trolleys travel throughout the city's central business district.

## Functional Area III: Preserved Natural and Cultural Resources and Environment

► **Principle 10:** Environmental resources, natural amenities, scenic qualities, parks, recreation and open space that are preserved and consciously integrated into the fabric of the community.



Figure 10: Community members enjoying the natural amenities at Cravath Lake Park in Whitewater.



Figure 11: Preserved farm within the rolling countryside west of Lake Mills.

► **Principle 11:** Preserved farmland and related open space, wildlife habitats and environmental corridors. (top right)

► **Principle 12:** Historic and cultural resources consciously preserved and integrated into contemporary settings. (bottom right)



Figure 12: Milwaukee's historic Third Ward preserves a rich history of warehouse buildings.

## Functional Area IV: Enhanced Local Identity and Sense of Place

► **Principle 13:** Strong local character, community identity and a sense of place.



Figure 13: The Julia Belle Swain riverboat in La Crosse conveys the grand river lifestyle.

► **Principle 14:** Well-designed public buildings and public spaces that strengthen community sense of place, often reinforced by works of art and sculpture.



Figure 14: Fort Atkinson municipal building with bronze sculptures adorning the front.

## Functional Area V: Attributes that Instinctively Draw Us to Places

► **Principle 15: Connectivity:** Vehicular, pedestrian and transit connectivity and ease of movement from one part of the community to another.



Figure 15: Bike and pedestrian trails provide a connection to the Mississippi River in La Crosse.

► **Principle 17: Variety and Whimsy:** Expressed in architectural forms and design details.



► **Principle 16: Drama and Dignity:** Landmarks and building façades providing evidence that it is a real place, not just superficial.



Figure 16: Dramatic view of the Capitol in Madison looking from Monona Terrace.

Figure 17 (left): Pizzeria Tazza in Milwaukee still adorns the cup that belonged to a former coffee house.

## Functional Area V: Attributes that Instinctively Draw Us to Places

### ► Principle 18: Reflection of Local Values:

Appropriate architectural styles, materials and vegetation.



Figure 18: The covered bridge south of Fort Atkinson was built using boards from a nearby obsolete barn.

► Principle 19: Many Choices and Many Things To Do: Not just consumerism and shopping; not just a workplace or a bedroom community.



Figure 19: Milwaukee's riverfront connecting restaurants, shops, festivals and the downtown.

### Applying the 19 Principles

The 19 principles of community placemaking have many applications related to community planning, economic development, downtown redevelopment, and design. The principles have been tested and used extensively in Jefferson County, Wisconsin. They have been used with planning commissions, community groups, and downtown organizations to launch planning and visioning efforts. They have been used to inform and inspire a vision with a high standard of what a community or place could be. They have been used to assess the quality of an existing community vision. They have also been adapted as background materials and guides for a community tour and First Impressions exchange.

The 19 principles are also finding applications outside of Jefferson County. In May 2010, an in-service training was used to introduce UW-Extension community development professionals to the principles of community placemaking. Several educators have used these principles to assist neighborhood planning, visioning and economic development efforts within their respective counties.

### Accessing the 19 Principles

The 19 principles of community placemaking have been organized into a Professional Guide and four PowerPoint presentations. The 40-page Professional Guide provides a research-based rationale for the 19

principles, and approximately 5 to 10 message points for each principle. The PowerPoint presentations contain graphic images intended to visually prompt a better understanding of the 19 principles. A "Graphics Library" with 700 images, organized by principle, is available on CD. The Guide and PowerPoints are available at: [www.uwex.edu/ces/cty/jefferson/cnred/CommunityVitalityandPlacemaking.html](http://www.uwex.edu/ces/cty/jefferson/cnred/CommunityVitalityandPlacemaking.html)

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## FARMING ON THE EDGE: LAND USE AND ECONOMIC IMPACTS OF AGRICULTURAL LAND CONVERSION

*By Rebecca Roberts, Land Use Specialist, Center for Land Use Education*

Wisconsin’s landscape, economy and history are closely tied with agriculture. In 2007, Wisconsin’s 78,000 farms produced \$9 billion in sales on 15.2 million acres of land. Together with the food processing industry, agriculture contributes 353,991 jobs, \$20.2 billion in income, and \$59.16 billion in sales. These values equal 10 percent of total state employment, nine percent of total income, and 12.5 percent of total industrial output.

As shown in Figure 1, Wisconsin agriculture is undergoing dramatic changes. The number of farms in Wisconsin peaked at 200,000 in 1935 and has been declining ever since. The amount of land dedicated to farming is also declining. Despite losing nearly two-thirds of all dairy farms over the last 25 years, dairy remains Wisconsin’s largest agricultural sector. Dairy farms account for 4.8 million acres of all farmland and \$5.2 billion in sales. Farms geared towards livestock production (such as cattle, hogs and poultry) account for 2.8 million acres and \$1.5 billion in sales. Farms dedicated to crop production account for 7.6 million acres and \$2.5 billion in sales.

While cows and crops cover much of Wisconsin’s landscape, the dinner plate is how people intimately connect with agriculture. Farming of specialty crops (such as sweet corn, potatoes, snap beans, peas and cranberries) account for 400,000 acres, or just four percent of the state’s total cropland. Expansion of farmers’ markets, community supported agriculture, roadside stands, and on-farm sales represent growing opportunities to connect Wisconsin farmers directly with consumers. In 2007, agricultural products

sold directly to consumers for human consumption accounted for \$43.5 million or 0.5 percent of total agricultural sales. Between 2002 and 2007, the number of farms selling directly to consumers and the acreage in direct sales production doubled.

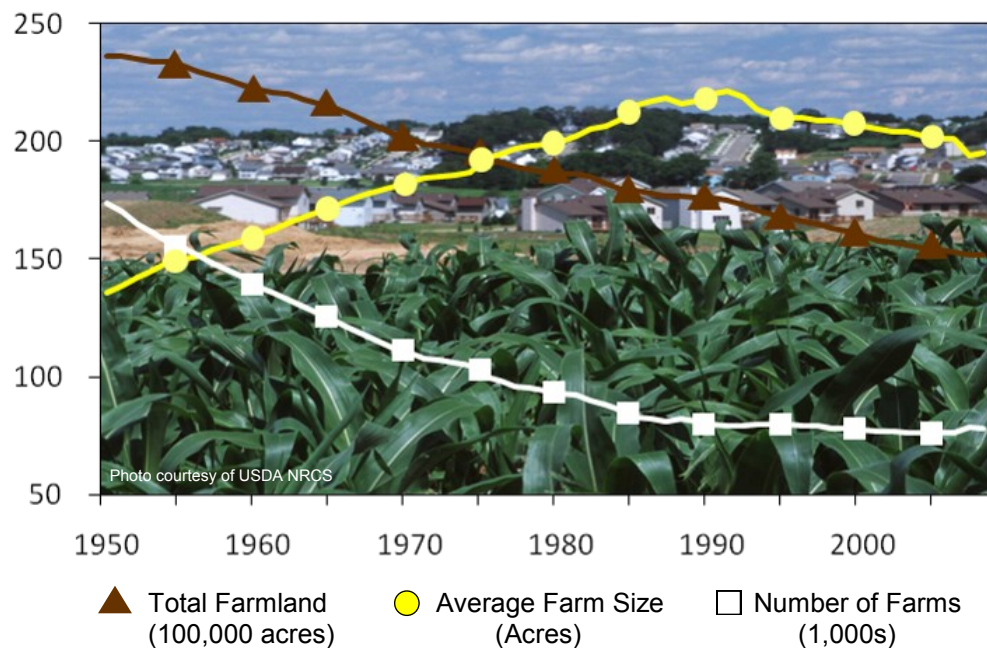
### Threats to Agriculture

#### ► Farmland Loss

Over the last 25 years, Wisconsin has lost over 2 million acres of farmland. Figure 2 shows the amount of agricultural land lost or gained by each county between 2000 and 2009. Inflated agricultural land values, increased rates of land speculation, and land use conflicts between farmers and their suburban neighbors are strong indicators of future agricultural land conversion. Researchers estimate that for every acre of prime farmland lost to scattered residential or urban development, another one-half to one acre becomes idle. In anticipation of future land conversion, farmers may begin to reduce production or delay investments in farm buildings, machinery, livestock or land conservation practices.

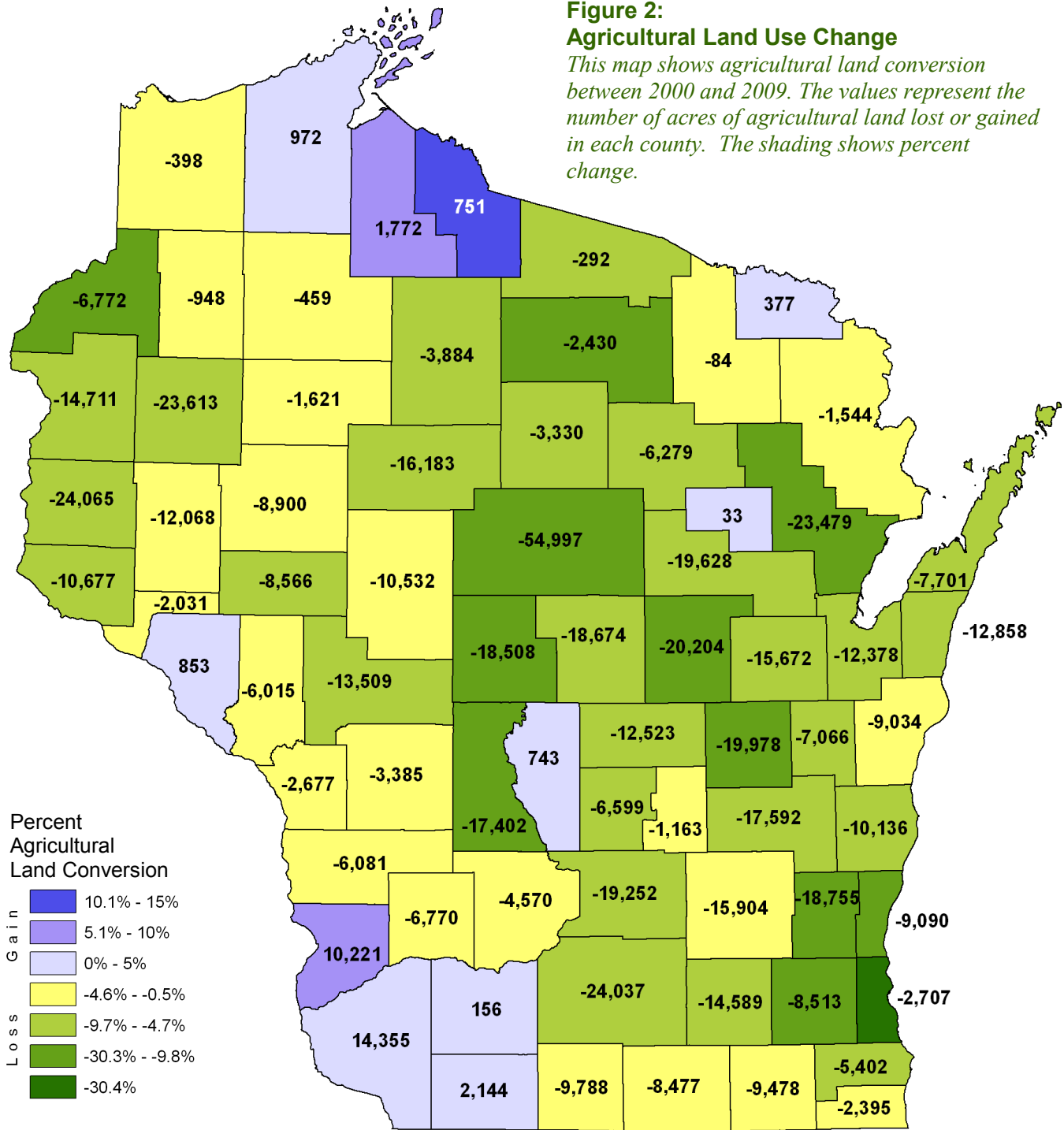
**Figure 1:**  
**Wisconsin Farm Trends, 1950-2008**

*As the number of farms and total amount of farmland in Wisconsin declined, average farm size grew, peaking in the early 1990s.*



**Figure 2:  
Agricultural Land Use Change**

*This map shows agricultural land conversion between 2000 and 2009. The values represent the number of acres of agricultural land lost or gained in each county. The shading shows percent change.*



**► Inflated Agricultural Land Values**

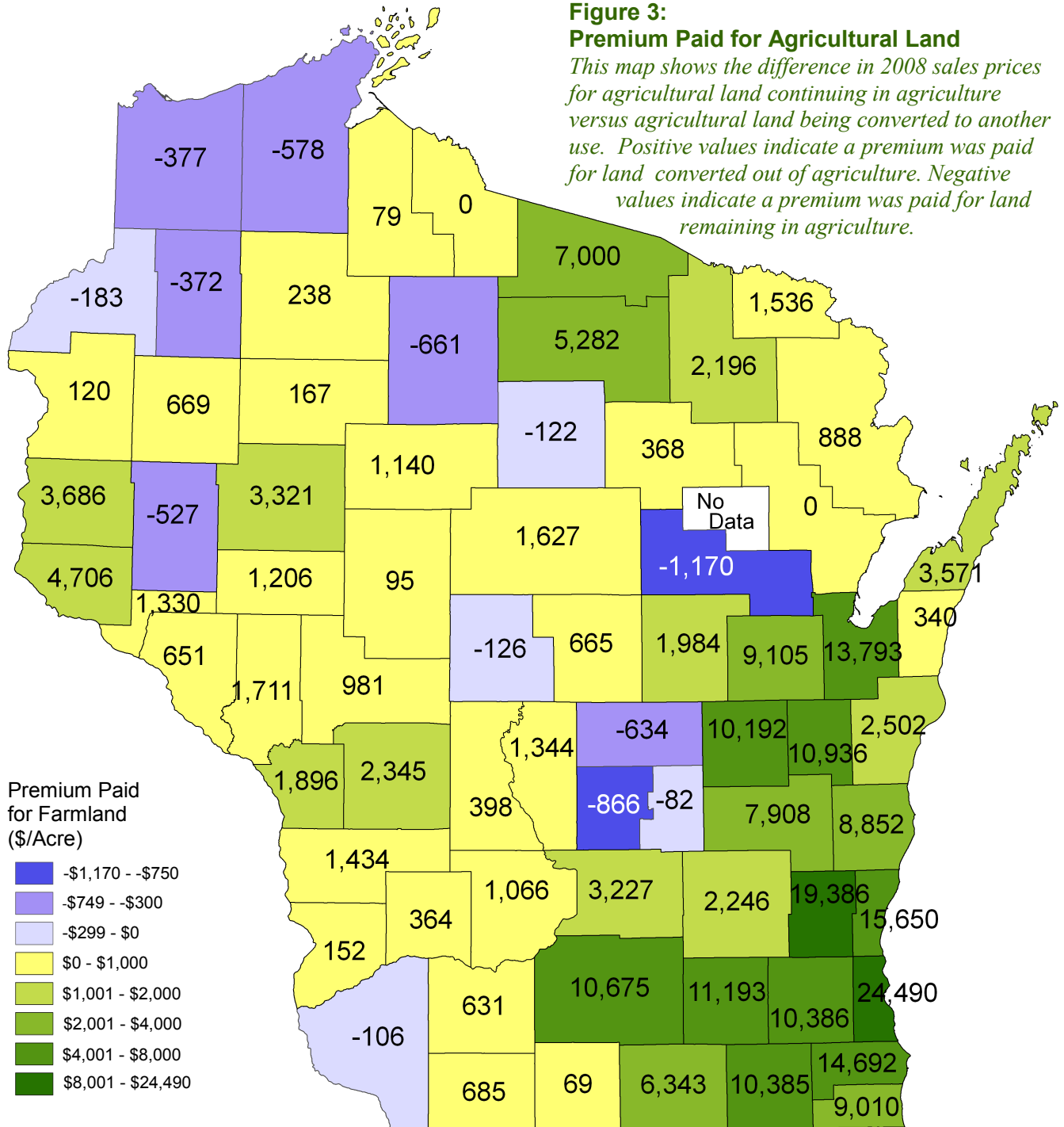
Figure 3 shows the difference in agricultural land sales prices for land remaining in agriculture versus land being converted to another use. Positive values indicate a premium was paid for land converted out of agriculture. Negative values indicate a premium was paid for land remaining in agriculture. Not surprisingly, premiums on agricultural land conversion are highest in the

Milwaukee, Green Bay, Fox Valley and Madison metropolitan areas. Strong development pressure has combined with population growth and already high farmland values to drive up premiums in this region. In much of the rest of the state, premiums on agricultural land conversion have remained relatively low or are actually negative, meaning there is a higher value placed on keeping land in agriculture.



**Figure 3:  
Premium Paid for Agricultural Land**

*This map shows the difference in 2008 sales prices for agricultural land continuing in agriculture versus agricultural land being converted to another use. Positive values indicate a premium was paid for land converted out of agriculture. Negative values indicate a premium was paid for land remaining in agriculture.*



**► Land Speculation**

Wisconsin’s use value assessment law was designed to reduce urban sprawl while providing property tax relief for farmers. Under this program, property taxes are assessed on land that is used primarily for agricultural purposes based on the land’s productivity rather than its full market value. In 2008, approximately 12 million acres of agricultural land, or 35 percent of all land in Wisconsin, was assessed under use value. While this program has been successful in moderating

agricultural land values, it has come under criticism in recent years. A 2010 analysis by the Legislative Audit Bureau looked at a cross-section of 14 communities across the state. In nine of the 14 communities, more than 50 percent of the land under use value assessment was zoned for non-agricultural purposes. In seven of the 14 communities, more than 20 percent of the land was owned by a real estate or property development company. Both of these trends suggest that agricultural land is being used as a low-cost holding zone for future development.

## Tools to Protect Farmland and the Agricultural Economy

Wisconsin counties and municipalities are using a variety of planning, regulatory and incentive-based tools to manage farmland and protect the agricultural economy. A few of these tools are described below:

### ► Purchase of Development Rights

A Purchase of Development Rights (PDR) program allows willing landowners to place agricultural land into an easement in exchange for a one-time payment. The farmer retains full ownership of the land but is restricted from developing the land for nonagricultural purposes. Through this program, participating farmers can augment their income while continuing to farm the land.

#### *Town of Dunn*

The Town of Dunn in Dane County created one of the state's first PDR programs in 1996. Since that time, the Town of Dunn Land Trust Commission has acquired development rights to 24 properties covering over 2,800 acres of land. The purpose of this program is to preserve farmland, support farming operations, protect sensitive natural resources, and maintain rural character. Easements restrict non-farm development and subdivisions and include language to protect sensitive natural areas and other important resources. To fund the program, the town voted to increase its levy by \$0.50 per \$1,000 of equalized value. In 2000, it undertook a \$2.4 million bonding initiative to increase money available for purchasing easements. Other organizations have also preserved land in the town for a total of almost 5,500 acres, or 25 percent of the town.

#### *Waupaca County*

In 2009, Waupaca County adopted an ordinance establishing the Working Land Conservation Easement Program. This program is designed to preserve working farms and forests while supporting the local economy through agriculture and tourism. In its inaugural round of funding, Waupaca County was successful in garnering six of the 16 grants distributed by the state as part of the Working Lands Initiative (WLI) Purchase of Agricultural Conservation Easements (PACE) program. Through this program, the state works with local governments and non-profit organization to fund up to 50 percent of the cost of purchasing agricultural easements from willing landowners.

### ► Local Planning and Zoning

At the local level, counties and municipalities are making innovative use of zoning and subdivision regulations to enforce minimum and maximum lot sizes, density limits, clustering, and other development standards.

#### *Jefferson County*

Jefferson County has taken a multi-pronged approach to protect agricultural land. The county's Agricultural Preservation and Land Use Plan works in conjunction with corresponding zoning and subdivision ordinances to direct development to urban areas, to limit lot splits on prime agricultural soils, to enforce a maximum two acre lot size for residential lots in A-1 zoning, and to cluster new development. To date, Jefferson County has preserved 27,000 acres of land using these techniques.

### Conclusion

Agriculture is a vital component of Wisconsin's social, cultural and economic fabric. Many people work on farms and rely on income generated from farming and its affiliated processing and manufacturing jobs. Despite the importance of agriculture, Wisconsin farmland is under threat. Declining farm profitability, inflated agricultural land values, and land use conflicts between farmers and their residential neighbors are just a few of the factors pushing farming to the edge. While there are a variety of tools available to local governments to protect farmland and the agricultural economy, leadership is needed at the local level to encourage the adoption of these tools. Local officials can play a critical role in this process.

### For More Information

Portions of this article were excerpted from a new report from the Center for Land Use Education, *Wisconsin Land Use Megatrends: Agriculture*. CLUE developed the Land Use Megatrends series to help Wisconsin decision-makers – including legislators, local officials, and landowners – make informed decisions about the future of Wisconsin. Other publications in the series focus on climate change, energy, forests, recreation and housing.

The full report, including references, is available at: [www.uwsp.edu/cnr/landcenter/megatrends](http://www.uwsp.edu/cnr/landcenter/megatrends).



guidelines is the identification of soil types, such as sandy, wetland, shallow, and nutrient poor. At this point, it is physically and economically unfeasible to remove excessive amounts of harvest residue from most sites, so the potential for major long-term damage is not a major concern.

### Thinking Spatially

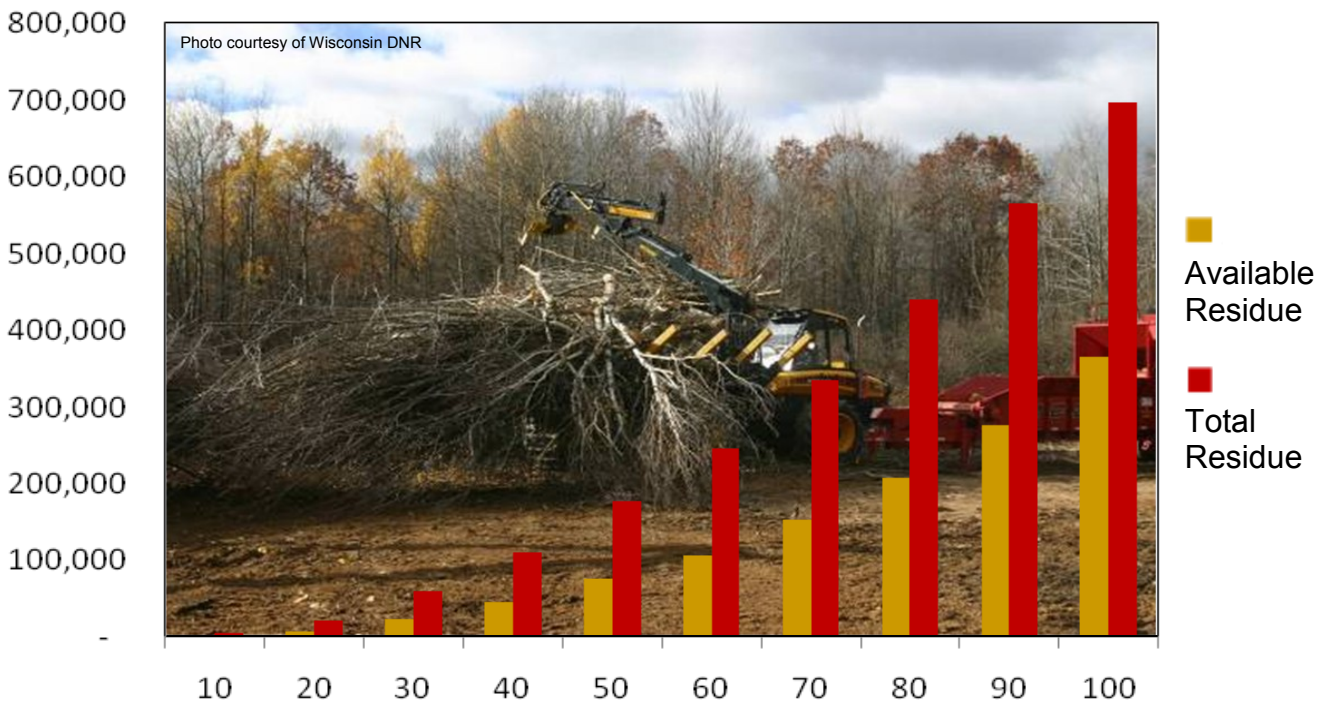
While there is much debate over the economic and environmental considerations of woody biomass for energy, there has been little attention given to the amount of land needed to meet energy demands. Much of the research supporting woody biomass aggregates quantities at the state level and assumes that all harvest residues are available. Because transportation of harvest residues is the most important factor in pricing, a more detailed, spatial representation of woody biomass resources would benefit communities and industries looking to convert to a more carbon-neutral future. It also remains uncertain whether or not current and future biomass potential exists in Wisconsin to support increased demand.

When the University of Wisconsin-Stevens Point (UWSP) campus was selected to become energy independent by Governor Doyle in 2006, campus officials soon began considering a woody biomass boiler system. The proposed system could produce

enough energy to replace the University’s coal and natural gas consumption, except on the coldest days of the year. Like most campuses, industrial facilities, and communities, UWSP is heavily reliant on fossil fuels for its energy use, spending over \$2 million annually to heat and cool the University’s 35 buildings. Because Wisconsin has no coal, oil, or natural gas deposits, this results in large amounts of money leaving the state.

To assess the feasibility of a biomass facility on campus, researchers from the Center for Land Use Education and the College of Natural Resources partnered to determine the UWSP ‘harvestshed’ – the area of land needed to meet energy demands using harvest residues. Using Geographic Information Systems (GIS) technology, publicly available data, and professional advice, the researchers created a model showing the spatial distribution of potential harvest residues. The model considers the amount of biomass needed to meet campus energy demands together with the availability of woody biomass in the region and related physical and environmental constraints. Figure 2 shows the amount of residue available at various distances from the University. Figure 3 shows a map of the UWSP harvestshed, or woody biomass footprint. The scenario is not a prediction, but rather a means to initiate dialogue about the spatial considerations of the University’s renewable energy future.

**Figure 2: Estimated Logging Residues Within 100 Miles of UWSP**



## Key Findings

Factoring in harvest and resource demand constraints, the model shows that 1.3 million oven dry tons of harvest residues are generated annually in Wisconsin. In comparison, the Wisconsin DNR estimated over 1.5 million dry tons of forest residue available at a 70 percent recovery rate for the entire state in 2008. Presently, the UWSP campus is considering a 600 horsepower boiler system. It is estimated that a boiler that size, running 50 percent green basis moisture content would consume about 34,000 green tons, or 17,000 oven dry tons of biomass per year. At that size, it is estimated that the University's biomass harvestshed would be somewhere between 30-40

miles. The model assumes that a biomass storage site would be located on the UWSP campus. Due to space and delivery challenges, campus officials are considering an off-site aggregation yard where harvest material would be chipped and dried before being transported to campus. The final location of such a site could dramatically change transportation costs and the harvestshed scenario presented here.

Localized renewable energy projects are popping up throughout the state. Many of these projects take advantage of distributed energy systems where heat and power are produced and used in close proximity. A good example of this is the Barron School District in northwest Wisconsin. Slash from recent timber harvests in the area is collected and burned on-site to heat and cool the elementary and high schools, hospital, medical center and nursing home. This

system works well because abundant forest residues are nearby, making it a cost-effective fuel source.

Even though wood is the most abundant biomass resource in the state, forests are not equally distributed. Forest ownership also plays a critical role in the availability of biomass feedstocks. While

**Figure 3: Biomass Footprint**  
*Nearly 7,000 acres of sustainably harvested forestland needs to be logged annually to meet campus energy demands.*



the cost of harvesting and transporting are always considered prior to constructing a woody biomass facility, the spatial considerations of such a project are also important. While it may appear economically viable for a community or facility to replace fossil fuels with renewable sources like woody biomass, it is important that officials consider the availability of biomass on a regional basis. Thinking

spatially about bio-fuel projects will help institutions and businesses prevent a situation where numerous facilities begin competing over the same biomass resources.

### For More Information

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Once published, the UWSP Biomass report will be available online:  
[www.focusonenergy.com/Enviro-Econ-Research/Research-Reports/Completed\\_Projects.aspx](http://www.focusonenergy.com/Enviro-Econ-Research/Research-Reports/Completed_Projects.aspx)

## STAFF UPDATE

The Center for Land Use Education is pleased to welcome two new staff members.



**Kristin Floress** is an assistant professor of Human Dimensions and a faculty member in the Center for Land Use Education. Kristin received her Ph.D. from Purdue University in 2008. Her research focuses on collaborative approaches to watershed management and on the adoption of environmental practices by landowners. She loves research methods, particularly survey design and analysis and qualitative data collection and analysis. Kristin enjoys working with watershed groups and lake management associations to develop and implement plans developed and supported by communities.



**Aaron Thompson** will be joining us in November as an Assistant Professor of Natural Resource Planning and faculty member with CLUE. Aaron received a Ph.D. from Purdue University in 2010 and an M.S. in Natural Resource Planning in 2007. His teaching and research focus on using social data to inform collaborative action to address issues facing the rural landscape including farmland preservation, habitat loss, and greenway development. Prior to graduate school, Aaron used his undergraduate training in Landscape Architecture serving as a design consultant around the globe. He also spent a year with AmeriCorps which ingrained the benefits of volunteer community action.

We are also excited to announce that **Eric Olson** has taken on a new position as Director of the UW-Extension Lakes Program. While working for CLUE, Eric worked with the Wisconsin County Code Administrators to create the Wisconsin Land Use and Zoning Leadership seminars. He also co-wrote the USDA grant application that funded the multi-year study of land parcelization trends in Wisconsin. To learn more about UWEX Lakes visit: [www.uwsp.edu/uwexlakes](http://www.uwsp.edu/uwexlakes). Eric may be reached at [eolson@uwsp.edu](mailto:eolson@uwsp.edu) or 715-346-2192.

### Call for Presentations



2011 WAPA / WI-ASLA Conference  
Frontier Airlines Center, Milwaukee, WI  
March 9-10, 2011

Theme: "Positioning for Success: Overcoming Challenges, Leading the Way"

If you are interested hosting a mobile workshop or giving a presentation, please fill out the conference solicitation form available at: [www.wisconsinplanners.org](http://www.wisconsinplanners.org).

For additional questions please contact the conference organizer:

Jessica Barman  
[jbarman@msa-ps.com](mailto:jbarman@msa-ps.com)  
608-242-6609

Proposal deadline: October 20, 2009

### Call for Papers and Presentations



18th Conference on The Small City and Regional Community  
University of Wisconsin-Stevens Point  
April 6-7, 2011

Theme: "Environmental Sustainability and Economic Development: Problems & Prospects"

To submit a presentation or organize a session, please send a brief abstract to:

Robert P. Wolensky	OR	Ed Miller
<a href="mailto:rwolensk@uwsp.edu">rwolensk@uwsp.edu</a>		<a href="mailto:emiller@uwsp.edu">emiller@uwsp.edu</a>
715-346-2708		715-346-3130
Center for the Small City		
University of Wisconsin-Stevens Point		
Stevens Point, WI 54481		

Proposal deadline: February 15, 2011  
Papers due to session moderators: March 15, 2011



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## CALENDAR OF EVENTS

### Public Records and Open Meetings Law

October 5, 2010 – Wausau, WI

October 12, 2010 – Green Bay, La Crosse, Racine and Rice Lake, WI

[www.doj.state.wi.us/dls/OMPR/seminars.asp](http://www.doj.state.wi.us/dls/OMPR/seminars.asp)

### Wisconsin Towns Association Annual Convention

October 3-6, 2010 – Radisson Hotel and Convention Center, La Crosse, WI

[www.wisctowns.com](http://www.wisctowns.com)

### Association of Collegiate Schools of Planning 2010 Conference

October 7-10, 2010 – Hyatt Regency, Minneapolis, MN

[www.acsp.org/conferences/annual\\_conference](http://www.acsp.org/conferences/annual_conference)

### League of Wisconsin Municipalities Annual Conference

October 13-15, 2010 – Marriot West, Middleton, WI

[www.lwm-info.org](http://www.lwm-info.org)

### Wisconsin Land Information Association Fall Regional Meeting

October 21-22, 2010 – Holiday Inn, Stevens Point, WI

[www.wlia.org](http://www.wlia.org)

### Zoning Board of Adjustment/Appeals Workshop

October 25, 2010 – Harrison Town Hall, Menasha, WI

[www.uwsp.edu/cnr/landcenter/workshops.html](http://www.uwsp.edu/cnr/landcenter/workshops.html)

### Wisconsin County Code Administrators Fall Conference

October 27-29, 2010 – Bridgewood Resort, Hotel and Conference Center,

Neenah, WI. [www.wccadm.com/First%20conferences%20page.htm](http://www.wccadm.com/First%20conferences%20page.htm)

### Wisconsin Association for Floodplain, Stormwater and Coastal Management Conference

November 3-4, 2010 – Wilderness Hotel and Golf Resort, Wisconsin Dells, WI

[wi.floods.org/Annual\\_Conference.htm](http://wi.floods.org/Annual_Conference.htm)

### ESRI - Wisconsin User Group Conference

November 3-4, 2010 – Madison Marriott West, Madison, WI

[www.ewug.org/Conference.html](http://www.ewug.org/Conference.html)

### Wisconsin Land and Water Conservation Association Conference

December 9-10, 2010 – Chula Vista Resort, Wisconsin Dells, WI

[www.wlwca.org](http://www.wlwca.org)

### World Town Planning Day – November 8

World Town Planning Day is celebrated in 30 countries on four continents each November 8. It is a special day to recognize and promote a broad-based awareness, support, and advocacy of community and regional planning among the general public and all levels of government. The American Planning Association (APA) and American Institute of Certified Planners (AICP) encourage their members to consider planning challenges and solutions around the globe on that day. For more information, visit: [www.planning.org/worldtown/index.htm](http://www.planning.org/worldtown/index.htm)

### Sign up for the Newsletter

To receive this newsletter by email sign up at: [www.uwsp.edu/cnr/landcenter/newsletters.html](http://www.uwsp.edu/cnr/landcenter/newsletters.html)

### Submit an Article!

If you would like to submit an article, please contact the managing editor, Rebecca Roberts. Your article should be 1,000 words or less, of statewide concern, and address a land use or community planning issue.

### American Planning Association Audio/Web Conferences

October 13, 2010 – Planning for Signs and Billboards in a Digital Age  
November 10, 2010 – Regulating Controversial Uses  
December 8, 2010 – Staying Out of Court by Avoiding Pitfalls  
January 19, 2011 – Retrofitting Corridors  
[www.planning.org/audioconference](http://www.planning.org/audioconference)

### American Planning Association Monthly Webcasts

October 8, 2010 – Redevelopment is in the Details  
October 22, 2010 – Fundamentals of Redevelopment Agreements  
October 28, 2010 – Blending Conservation Design and the New Urbanism  
November 4, 2010 – Planning Ethics  
November 12, 2010 – Urban Design Reclaimed  
November 18, 2010 – Economic Development Division: Topic TBA  
November 19, 2010 – Promoting “Green Building Design” to Municipalities  
December 3, 2010 – Leveraging Non-Profits in Planning  
December 10, 2010 – Supporting a Diverse Local Agricultural Economy  
December 17, 2010 – Economic Development Division: Topic TBA  
[www.utah-apa.org/webcasts.htm](http://www.utah-apa.org/webcasts.htm)

### Community Development Society Webinar Series

October 7, 2010 – Coaching for Community Change  
October 14, 2010 – Skills to Facilitate Engagement  
October 21, 2010 – Innovative Collaboration with Elected Officials  
October 28, 2010 – Strategic Visioning and Action Alignment  
[www.comm-dev.org](http://www.comm-dev.org)

For additional dates and information visit the online calendar of events

[www.uwsp.edu/cnr/landcenter/events.html](http://www.uwsp.edu/cnr/landcenter/events.html)



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