



PLACEMAKING

Building the Social Landscape

Monona Terrace Community & Convention Center
Madison, Wisconsin

Monday, September 23, 2013

8:00 AM - 6:30 PM

Sponsors

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Hosted by 1000 Friends of Wisconsin with support from Downtown Madison, Inc.

MONDAY, SEPTEMBER 23

8:00 - 8:30 REGISTRATION AND CONTINENTAL BREAKFAST

8:30 - 10:00 WELCOME & OPENING PLENARY Lecture Hall



Conference Welcome: Steve Hiniker - 1000 Friends of Wisconsin & Susan Schmitz - DMI

Welcome to Madison: Mayor Paul Soqlin

Plenary Speaker: Fred Kent, President - Project for Public Spaces

Fred Kent will highlight recent implementation projects with a focus on strategies for Place Governance and the building of strategic partnerships using the four agendas for transforming any city: *Toward an Architecture of Place, Building Communities through Transportation, Public Markets and Local Economies, and Creating Public Multi-use Destinations.*

10:15 - 11:30 PLACEMAKING WORKSHOPS

1 - Rm O 2 - Rm P 3 - Rm Q 4 - Rm R

**1 The "Art" of Neighborhood Innovation:
Engaging Communities in Placemaking
Through Art, Design and Play
- Sam Dennis & Alex Wells**

During this interactive workshop, participants will (re)discover the importance of creative action in placemaking. Combining TED-type talks with hands-on activities, we will share our passion for engaging people in placemaking projects right where they live.

**2 Working with the City:
Partnering and Working with Local
Government to Create Great Places
- Steve Cover**

This session will focus on how developers, architects and community leaders can work with City of Madison architects and planners to create better design and more exciting public spaces.

**3 Principles of Placemaking:
Power of 10 and Lighter Quicker
Cheaper - Fred Kent**

LQC describes a local development strategy that has produced some of the world's most successful public spaces and the Power of 10 offers an easy framework that motivates residents and stakeholders to revitalize urban life, and shows that by starting efforts at the smallest scale you can accomplish big things.

**4 Designing Healthy Communities:
Placemaking Matters for Health -
Creating healthy spaces to live, work,
learn and play - Panel**

As part of the Healthy Communities Panel, community leaders will discuss their work in creating innovative spaces to engage the community from parks to events.

11:45 - 1:00 LUNCH & FEATURED SPEAKER

Community Terrace

Introduction: Steve Cover - Director of Planning & Economic Development, City of Madison

Featured Speaker: Katherine Cornwell - Director of Planning, City of Madison

Urban Ecotones: Place Intention

1:15 - 2:30 CONCURRENT SESSIONS

A - Rm O B - Rm P C - Rm Q D - Rm R

**TRACK A Neighborhood Design:
Eat-Play-Bike at the Villager Mall
- Natalie Erdman**

This session will outline the nature of community building events and the lessons learned.

**TRACK B Transformative Development:
Bassett Neighborhood & Findorff
Yards - Paul Meunch, ULI**

A look into one of the most exciting and transformative developments in an overlooked corner of the Bassett Neighborhood.

**TRACK C Downtown:
Walk Appeal - Matt Covert**

Walk Appeal is a tool for analyzing and understanding the pedestrian environment and how public spaces can encourage pedestrian activity.

**TRACK D Healthy Design: New forms of
Community Outreach - FIT2GO
Van & the Water Wagon -
Lucy Chaffin & Amy Barrilleaux**

Through play and offering a healthy drinking option, both invite people to experience health choices in a fun way. Learn how it was conceived, funded and implemented.

2:45 - 4:00 Walk Appeal Tour

Meet at the Main Entrance Level 4

2:45 - 4:00 CONCURRENT SESSIONS

A - Rm O B - Rm P C - Rm Q D - Rm R

TRACK A Neighborhood Design: Vauban Project in Freiburg, Germany - Ted Petith

The explanation of urban and territorial policies that have been implemented in Freiburg in the past and that have turned it into a perfect example of a green city with a the focus on eco-district of Vauban.

TRACK B Transformative Development: Emerging Tech Sector of Madison: StartingBlock & Sector 67 Scott Resnick

StartingBlock is a local nonprofit organization seeking to become the heart of Madison's entrepreneurial ecosystem and to provide a centralized location for entrepreneurial resources that serve local entrepreneurs and startups in the Greater Madison area.

TRACK C Downtown: The Growth of the Food Cart Scene - Warren Hansen & Dane County Farmer's Market - Larry Johnson

The story behind the beginnings of street vending in Madison through the present day, when food vendors play an increasingly larger role in placemaking around Madison and an overview of the DCFM as a Place.

TRACK D Healthy Design Lab: Working Together to Create Healthy Communities - Angela Russell & Sarah Mroz

This panel will provide insight regarding how planners and public health professionals can work together to foster and create healthy communities.

4:15 - 5:30 CONCURRENT SESSIONS

A - Rm O B - Rm P C - Rm Q D - Rm R

TRACK A Neighborhood Design: Traffic Garden: interactive & diverse public spaces - Bill White, Erin McWalter, Diego Calderon, Lori Wirth, Koffi Dogbevi & Periuza U. Wegner

Madison Traffic Garden embodies concepts of "PLACE" from around the world. It incorporates public safety and family oriented activities along with community-centered placemaking.

TRACK B Transformative Development: Wisconsin Institutes for Discovery - George Austin & Laura Heisler

From its earliest conception, the Wisconsin Institutes for Discovery was envisioned as a new direction in collaborative research, community engagement and research facility design. We'll discuss why this facility is already becoming a beloved part of the urban landscape.

TRACK C Downtown: 800 Block - Capital East District's Future Landmark Steve Cover & Aaron Olver

Learn about the city's efforts to reinvent an old factory district near its downtown core through smart development and reimaging of place. (800 block of East Washington Ave.)

TRACK D Healthy Design: Hot Spot for Shots - Jenny Lujan & Jeffery Lafferty, Public Health Madison & Dane County

PHMDC will present neighborhood level data and a pictorial on how 'places' shape the interplay between alcohol licenses, violent crimes and poverty.

5:30 - 6:30 RECEPTION & NETWORKING

Community Terrace

Meet in the lower level Community Terrace to continue the conversation over drinks and appetizers.



Presentation Descriptions

10:15 - 11:30 am - Placemaking Workshops (you will sign up for one on registration page)

**1. The "Art" of Neighborhood Innovation: Engaging Communities in Placemaking through Art, Design, and Play
Sam Dennis & Alex Wells**

During this interactive workshop, participants will (re)discover the importance of creative action in placemaking. Combining TED-type talks with hands-on activities, we will share our passion for engaging people in placemaking projects right where they live. Together, we will encounter the theory behind creative placemaking, the research evidence that supports participation, and the lessons learned from our field experience. There will be time for discussion throughout, but we will conclude the session with a discussion of what's next in creative placemaking.

Samuel Dennis, Jr., PhD, ASLA - Geographer, landscape architect and Research Director of Environmental Design Lab
Alex Wells, MS - Managing Director of the Environmental Design Lab at UW-Madison

2. Working with the City: Partnering and Working with Local Government to Create Great Places - Steve Cover

This session will focus on how developers, architects and community leaders can work with City of Madison architects and planners to create better design and more exciting public spaces. The discussion will include how to create great spaces within development projects, and also on adjacent public streets and plazas.

Steve Cover - Director of Planning & Community & Economic Development, City of Madison

3. Principles of Placemaking: Power of 10; Lighter, Quicker, Cheaper - Fred Kent

The founder and CEO of Project for Public Spaces will talk about Lighter, Quicker, Cheaper (LQC) and the Power of 10. LQC describes a local development strategy that has produced some of the world's most successful public spaces and the Power of 10 offers an easy framework that motivates residents and stakeholders to revitalize urban life, and shows that by starting efforts at the smallest scale you can accomplish big things.

Fred Kent - President, Project for Public Spaces, Inc.

4. Designing Healthy Communities Panel: Katherine Cornwell, Mary Michaud, Matt Hendricks, Jordan Bingham

As part of the Healthy Communities Panel, community leaders will discuss their work in creating innovative spaces to engage the community from parks to events. Each panel participant will briefly describe a Placemaking project that they guided. They will discuss the impetus for this project and the response of the community. Participants will answer questions about the impact of Placemaking on health, social innovation, economic development and community engagement/empowerment.

Katherine Cornwell - Director, Planning Division, City of Madison Dept. of Planning & Community & Economic Development

Matt Hendricks - Recreation Director, Village of Marshfield Parks Dept.

Mary Michaud - Director, Community Health Division, Public Health Madison & Dane County

Jordan Bingham - Health Equity Coordinator, Public Health Madison & Dane County

Lorri Wendorf-Corrigan - Neighborhood Services Coordinator, City of Madison Community Development Division

1:15 - 2:30 pm - Concurrent Sessions (you will sign up for one on registration page)

Track A: Neighborhood Design: Eat-Play-Bike at the Villager Mall - Natalie Erdman

On Thursday nights in June of 2013, the South Madison Promise Zone, Sustain Dane, Planet Bike, the Community Development Authority of the City of Madison and many others collaborated to turn the parking lot at The Village on Park into a community gathering space. This session will outline the nature of these community building events and the lessons learned.

Natalie Erdman - Executive Director, Madison Community Development Authority

Track B: Transformative Development: Bassett Neighborhood & Findorff Yards - Paul Meunch

A look into one of the most exciting and transformative developments in an overlooked corner of the Bassett Neighborhood. See how placemaking has helped transform a struggling neighborhood into a destination for Madisonians.
Paul Meunch - CFO, Urban Land Interests

Track C: Downtown: Walk Appeal - Matt Covert

Walk Appeal is a planning and design concept suggesting that the quality of the walking experience can help determine how far people will walk to destinations. In this session, Matt Covert will introduce Walk Appeal as a tool for analyzing and understanding the pedestrian environment and how public spaces can encourage pedestrian activity. Participants will discuss what makes the pedestrian experience safe, interesting, comfortable, and quantifiable.
Matt Covert - Green Downtown Program Manager, 1000 Friends of Wisconsin

Track D: Healthy Design: New forms of community Outreach - FIT2GO Van & the Water Wagon, Lucy Chaffin & Amy Barrilleaux

MSCR's FIT2GO Van, carrying mats, hoola hoops and huge foam building blocks inviting kids to move, build and play, and the Madison Water Utility's Water Wagon, a fun water fountain with tapper handles and drinking fountain, will be available and on-display on MLK Jr. Blvd. for viewing and play. Community outreach can take many forms. Both MSCR and the Madison Water Utility have hit the streets this summer with innovative tools for community engagement. Through play and offering a healthy drinking option, both invite people to experience health choices in a fun way. Learn how it was conceived, funded and implemented.
Lucy Chaffin - Executive Director, Madison School & Community Recreation (MSCR)
Amy Barrilleaux - Public Information Officer, Madison Water Utility

2:45 - 4:00 pm - Concurrent Sessions/Tour (you will sign up for one on registration page)

Track A: Neighborhood Design: Vauban Project in Freiburg, Germany - Ted Petith

Vauban is a new neighborhood planned for 5,000 inhabitants and 600 jobs 4 km to the south of the town center in Freiburg, Germany. It was built as "a sustainable model district" on the site of a former French military base. The project is an example of multi-faceted innovation, where several public and private sector stakeholders reinterpreted traditional developer roles and developed an overall delivery model that achieved an integrated best practice sustainability outcome.
Ted Petith - Consultant, Greenlink Projects, LLC.

Track B: Transformative Development: Emerging Tech Sector of Madison: StartingBlock & Sector 67 - Scott Resnick

Sector67 is a non-profit collaborative space in Madison dedicated to providing an environment to learn, teach, work-on, build, and create next generation technology; including software, hardware, electronics, art, sewing, pottery, glass, metalwork, iPhone/Android applications, games, etc. A new project in the works - StartingBlock Madison's goal is to create a centralized location for the Madison region's entrepreneurial activities. The facility will provide Madison-based startups with affordable, flexible office and co-work space, accelerator support, peer and mentoring resources, education and training, and community building activities.
Scott Resnick - Vice President & COO, Hardin Design & Development

Track C: Downtown: The Growth of the Food Cart Scene in Madison Street Vending & Dane County Farmer's Market - Wayne Hansen & Larry Johnson

Dane County Farmers Market Manager Larry Johnson will provide an overview of DCFM as a Place. Warren Hansen, Madison Street Vending Coordinator, will discuss the beginnings of street vending in Madison through the present day, when food vendors play an increasingly larger role in placemaking around Madison.

Wayne Hansen - Street Vending Coordinator, City of Madison Office of Business Resources

Larry Johnson - Manager, Dane County Farmer's Market

Track D: Healthy Design Lab: Beyond Silos: Working Together to Create Healthy Communities - Angela Russell & Sarah Mroz

What do walkability studies and having children take photos of their walk to school have in common? They are both examples of engaging communities in conducting a Health Impact Assessment. This session will describe the benefits of a Health Impact Assessment on Placemaking with examples from across the country on the creation of healthy places. Various examples of the assessments will be discussed. Participants will then engage in a design lab scenarios will be given and the group will discuss community engagement strategies, and the impact of the plan on health, economic viability, and sustainability of place.

Angela Russell - Community Engagement Lead & Associate Researcher, University of Wisconsin Population Health Institute

Sarah Mroz - Outreach Program Coordinator with the Wisconsin Comprehensive Cancer Control Program

TOUR: Walk Appeal - Matt Covert

Meet Matt at the Main Entrance Level 4

In this session, Matt Covert will lead a walking tour of Downtown Madison that will expose participants to a wide variety of walking experiences, from the Capitol Square and State Street to areas of downtown that feature lower quality public streetscapes. Participants will take part in an interactive discussion of why people choose to walk where they do, what captures and holds attention, what makes public spaces feel comfortable and safe or not, and how the pedestrian environment can be improved.

Matt Covert - Green Downtown Program Manager, 1000 Friends of Wisconsin

4:15 - 5:30 pm - Concurrent Sessions (you will sign up for one on registration page)

Track A: Neighborhood Design: Traffic Garden: Interactive & Diverse Public Spaces - Bill White, Erin McWalter, Diego Calderon, Lori Wirth, Koffi Dogbevi, and Periuzza U. Wegner

The Madison Traffic Garden embodies concepts of "PLACE" from around the world. It incorporates public safety and family oriented activities along with community-centered placemaking. The proposed Madison Traffic Garden will be a private non-profit site within the City of Madison to bring these concepts to the community. The panel will discuss diverse views that celebrate the cohesion and diversity of our region.

Bill White - Partner, Michael Best & Friedrich (from Chicago, IL)

Erin McWalter - Placemaker (from San Diego, CA)

Diego Calderon - Veterinarian/researcher, University of Wisconsin-Madison (from Bogota, Columbia)

Lori Wirth - Community Education Officer, City of Madison Fire Department (from St. Louis, MO)

Koffi Dogbevi - Attorney, Community Organizer (from Togo, West Africa)

Periuzza U. Wegner - Community Organizer (from Uzbekistan, Central Asia)

Track B: Transformative Development: Wisconsin Institutes for Discovery - George Austin & Laura Heisler

From its earliest conception, the Wisconsin Institutes for Discovery was envisioned as a new direction in collaborative research and research facility design. Completed in 2011 and awarded R&D Magazines 2012 Lab of the Year, the project is a study in placemaking. We'll discuss why this facility is already becoming a beloved part of the urban landscape.

George Austin - President, AVA Civic Enterprises, Inc

Laura Heisler - Director of Programming, Wisconsin Alumni Association (WARF)

Track C: Downtown: The Evolution of E. Washington Corridor - Steve Cover & Aaron Olver

The Capitol East District is an example of the opportunity Madison has to reinvent an old factory district near its downtown core through smart redevelopment and a reimagining of place. The district is a 200 acre swath of old and often abandoned factory sites bounded by two of Madison's oldest neighborhoods. Built on a 10-year planning effort, implementation steps are now underway. In 2011 the City addressed a market failure by buying an old car dealership spread across three blocks and dividing the purchase up to make it available for development. Now numerous projects are underway including the attraction of Shopbop (an Amazon.com subsidiary), the construction of a 12-story mixed-use Constellation project, transportation enhancements, the creation of Madison's Central Park, brownfield clean-up efforts, and ongoing TIF investment. Steve Cover and Aaron Olver will discuss the planning that underpins the Capitol East District effort, the barriers to redevelopment, the City's actions to reinvent this area, and highlight the signs that transformation is taking place.

Steve Cover - Director of Planning & Community & Economic Development, City of Madison

Aaron Olver - Director, Economic Development Division, Planning & Community & Economic Development, City of Madison

Track D: Hot Spot for Shots - Jenny Lujan & Jeffery Lafferty

Public Health Madison & Dane County will present neighborhood level data and a pictorial on how places shape the interplay between alcohol licenses, violent crimes and poverty. This information will lead to a facilitated discussion on examining the root causes of health inequities, and guide participants toward finding solutions for improving neighborhood conditions as one strategy for addressing poor health outcomes.

Jenny Lujan, RN - Public Health Nurse, Public Health Madison & Dane County

Jeffery Lafferty, PhD - Environmental Epidemiologist, Public Health Madison & Dane County

5:30 - 6:30 pm - Reception & Networking



Thanks - hope you enjoyed the conference!

Thank you to our generous sponsors.



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Urban Land Interests



MICHAEL BEST
& FRIEDRICH LLP



Steve Born

Jim Matson



American Planning Association
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Making Great Communities Happen



Hosted by 1000 Friends of Wisconsin with support from Downtown Madison, Inc.