

# WISCONSIN LANDSCAPES

## Citizens United for Responsible Land Use

A Quarterly Newsletter of 1000 Friends of Wisconsin  
& 1000 Friends of Wisconsin Land Use Institute

Volume 5, Issue 1  
Winter 2001

Almost 200 communities across Wisconsin are now writing Smart Growth plans with the help of state planning grants, created in response to lobbying by 1000 Friends of Wisconsin. They're just getting started. Now is the time for those of you who are interested in your community's land use future to get involved.

Under the new Smart Growth law, which was written and passed in 1999 with the support of a broad coalition led by 1000 Friends, every Wisconsin community is eligible for state financial support to pay about half of the costs of preparing a comprehensive plan as required in the new law. The first 40 grant awards were made last Fall and another 150 communities will benefit from awards that were made at the end of January. Overall, \$3.5 million has been awarded.

The grant awards are made in a competitive process under which communities need to demonstrate how they will meet the goals of the program, which include redevelopment of existing urban areas and main streets, protection of natural and historic resources, protection of farm and forest lands, providing transportation options beyond just the automobile, and building community identity.

Communities also need to address the interests of their neighboring communities, plan for Smart Growth Areas to which public infrastructure will be directed, develop ordinances to implement the plan, complete the plan within two and a half years, and provide opportunities for public participation

### *Smart Growth Takes Off Your Chance to Take Control Of Your Community's Future*

throughout the process.  
**And the Winners Are**

Among the 150 communities that were winners in the most recent grant competition were Green Lake, Clark and

### **Get Involved Now**

Here's how you can get involved. First visit our website at [www.1kfriends.org](http://www.1kfriends.org) for the complete list of grant winners. If your community is on the list, contact your city, village or town hall or your county courthouse to find out who is in charge of coordinating the planning process.

The law requires maximum public participation, so ask what their plan is for public involvement (the law required them to spell that out in the application for the planning grant).

Use our new website to help with information about planning and the Smart Growth law, examples of innovative approaches from other communities, and links to other helpful sites. Finally, consider attending our Smart Growth Workshop this Spring. You'll find more information on page 5 in this newsletter.

Portage counties, the cities of Madison, Antigo, Bayfield and Platteville, and the Towns of Menasha, Watertown, Liberty Grove and Franklin. Overall, 19 cities, 33 villages, 92 towns, four counties and two regional planning commissions received grants. For the complete list, visit our website at [www.1kfriends.org](http://www.1kfriends.org).

We were especially encouraged that many communities decided to work together with their neighbors or their county in submitting proposals to do

joint planning efforts. This is an indication that the regional thinking that we are trying to encourage with the new law is starting to take root.

### **More To Do at the Capitol**

While Smart Growth is getting off to a strong start, there is more to do. There was \$3.4 million in grant requests for the \$2.5 million available in the last competition. As a result, about 25 applicants had to be rejected. With the support of Sen. Brian Burke, the legislative author of Smart Growth, and the Smart Growth coalition we will work to get the program doubled in size to \$5 million per year in the next state budget. That work will begin this Spring when the state budget is introduced.

### **Your Turn**

While funding needs to be increased, an early evaluation of the law is that Smart Growth is getting off to a strong start. Still, this is a locally driven process. The law will succeed or fail based on the quality of involvement by local citizens. 1000 Friends can provide information, guidance and support, but ultimately the law puts the future of each community in the hands of its own citizens.

We hope that 1000 Friends members will get involved early in the planning efforts in their communities.

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**So, You Want to Buy a Vacuum Cleaner?**

After years of faithful service, my family's usually reliable vacuum cleaner succumbed to the pressures of sucking up our Shetland Sheepdog's discarded fur every week. We needed a new vacuum cleaner and we decided to go to Wal-Mart to get one because we figured they would be cheap there. (I actually have no idea if vacuum cleaners or anything else really is cheaper at Wal-Mart. My idea of shopping is a four-step process: decide what you want, go to someplace that has it, buy it, leave. I am not a comparison shopper.)

Our nearest Wal-Mart is about five miles away in an indescribably ugly discount merchandise ghetto. The Wal-Mart building sat on this cold, black winter night in the back of a ludicrously oversized parking lot built for the Friday after Thanksgiving and left mostly vacant the rest of the year (see our report on parking lots on page 4). The huge gray box that is the Wal-Mart is reminiscent of the factories in the old Soviet Union. I half expected soldiers in fur hats, carrying AK-47s to check our identification cards as we entered. Instead we were greeted by a "Greeter," a man whose job it is to welcome you to the store and to do, apparently, nothing else.

Once inside you understand why they need these guys. The Greeters are the last pleasant things you see. The place is full of *stuff*, unattractively displayed in a jumble of pure consumerism. Giant bags of circus peanuts next to stacks of huge boxes of laundry detergent next to stereos. Women's lingerie? Over by the tires.

We found the vacuum cleaners. Next to the pasta. We stared for awhile at a bewildering display of choices. Eight amps. Twelve amps. This one's got swivel things. This one's got fancy attachments. None of them said anything about the hair of Shetland Sheepdogs. We looked at each other, the light gone out of our eyes. My wife, who actually likes to shop, said something to me that I have never heard her say before. "Let's just pick one and get out of here."

The next day we tried out our new vacuum cleaner. It turned out that it had no interest in picking up any dog hair whatsoever. The upshot of this is that we now own a machine that does not do what we bought it for and, as a result, each week I will have to not only vacuum but also use a "miracle broom," which we bought at the State Fair (and which, by the way, really, really works!) to remove the dog hair from our rugs.

Now to the point. I will not return the vacuum cleaner. I would rather sweat for an hour every Saturday with the miracle broom than return to the Wal-Mart. I have learned my lesson. Cheap stuff sold at god-awful places just isn't cheap enough. I should have paid a little more at the neighborhood hardware store where the friendly old guys would have given me a demonstration of the vacuum cleaner they like best. And if it didn't work, I wouldn't mind returning it because it wouldn't require a trip to hell and back.

Each Saturday morning as I struggle with the miracle broom our dog will watch me from her comfortable pad. Head down between her front paws she'll look up at me with those intelligent Sheltie eyes and I will feel her condescension. "Yeah, I know. Leave me alone," I'll say.

**David Cieslewicz**

## Just Say “No,” Or At Least Say, “Not Like That”

In a couple of months, my family is coming to visit us in Madison. Although my parents and my sister have been here before, this is my brother-in-law’s first visit to Wisconsin and I am anxious to show off this state that I have come to adore. We live downtown, therefore, we will undoubtedly spend part of the long weekend shopping and eating our way around State and King streets, but we also wanted to give my east-coast family a flavor of the Wisconsin countryside.

As my husband and I were thinking of where to go, he suggested we look through the recently published 2001 Wisconsin Visitor’s Guide. One of the first sentences I noticed read, “enjoy Wisconsin’s quaint and unique villages.” Happily, many of Wisconsin’s quaint and unique villages and towns retain their local flavor and claim to statewide fame (Cambridge — The Pottery Capitol; Mt. Horeb — Home of the Mustard Museum). Unfortunately, others are making the slow transformation to places that look more and more like many other cities and villages throughout the country as the McDonald’s, Hardees, Wal-Marts and Targets proliferate and help create what author James Howard Kunstler has called a “geography of nowhere.” Kunstler feels “the landscape is littered with cartoon buildings and commercial messages. We shiz by them at fifty-five miles an hour and forget them. There is little sense of having arrived anywhere, because everywhere looks like no place in particular.”

But this need not be their fate. As you will read about in the “Around Wisconsin” section of this newsletter (on page 5), 1000 Friends is designing a special three-day seminar on local implementation of our state’s new comprehensive planning law, Smart Growth. The keynote speaker for this conference, Ed T. McMahon (no relation, I’m told) — planner, author and director of the American Greenways Program, has among his many claims to fame success working with communities on chain store design. These communities wanted to preserve their unique character in order to protect their social, psychological and economic well-being. They allowed the retail operations to set up shop but stopped short of allowing them to erect the exact same golden arches, giant hamburgers or single-floor, sprawling big boxes that can be found in thousands of other communities nationally. These communities developed design guidelines and special ordinances so that incoming businesses would have to respect their local aesthetic concerns.

We will soon be including a special section on our website ([www.1kfriends.org](http://www.1kfriends.org)), called Picture Smart Corporate Design. This section will show images and provide examples of how communities have won the design battle with chain retailers — in other states and in Wisconsin. If a community feels it is economically important to attract a Wal-Mart or a McDonald’s, they do not have to accept the corporate design these operations bring with them. They do not have to accept buildings that will detract from their local identity and charm.

So, as we proudly take my family on a tour of Wisconsin’s urban and rural sights, I will quietly hope that the community members of these villages, towns and cities know the power and influence they wield in protecting the unique characteristics their homes offer.

*Andrea J. Dearlove*

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*Forest Fragmentation Specialist*

## Wastelands: The Price We Pay For Free & Ample Parking

*Wastelands* is another in a series of Land Use Institute research papers addressing different aspects of sprawl. Our other papers include: *Deer & Development*, *Tax Incremental Financing*, *The City Ethic — Urban Conservation & the New Environmentalism*, and *Closing the Campsite Gap*. All the papers can be found on our website at

Parking lots may be a necessary evil, but how much of that evil is necessary? That's the question that a new 1000 Friends Land Use Institute report tries to answer.

The Institute's 2000-2001 research intern Christie O'Brien spent three months pouring over national studies and local regulations and data from ten Wisconsin cities. She found that cities typically require a minimum number of parking stalls per 1000 square feet of retail space. (The report focuses on retail parking as opposed to business, residential or publicly-owned parking.)

Developers and business owners are generally not allowed to go below the minimums. So, our own government regulations mandate over-sized lots. But it gets worse. Businesses, entranced with the idea of free and ample parking, often provide even more parking than required by local minimums.

The resulting lots are so big that they fill up only on a handful of the busiest shopping days of the year. The rest of the time they just sit there – looking ugly, contributing to runoff pollution when it rains and adding little to the value of the city.

### Less Parking, More Value

So, we asked what would happen if just a small percentage of that wasted space was put to better use. We chose East Towne and West Towne malls in Madison for our case study. We found that if we took just 10% of the parking lot acreage around those malls and converted half of it to green space and the other half to commercial buildings, there would be

significant benefits for taxpayers, the environment and the enjoyment of city life.

Under this scenario, annual tax revenues would increase just under a million dollars, even if we assume that all of the new green space would come off of the tax rolls. If the green space were strategically placed, it could slow and filter polluted runoff and provide some cooling effects during the summer. Finally, the look of the city would be improved because buildings and green space add to the urban environment while parking lots only detract from it.

### A Better Way

Our report concludes with several recommendations.

- First, cities should consider eliminating minimum parking requirements, or better yet, turning their minimums into maximums. This is one case where less government regulation would be better than the outdated and ill-conceived requirements we have now.
- Second, cities should consider

requiring that some portion of large lots be converted to "parking fields." Currently in place in a few progressive cities around the country, parking fields employ porous surfaces that support the weight of cars while allowing water to infiltrate beneath them, instead of rushing unfiltered into lakes and streams.

- Third, cities should consider creative alternatives such as shared parking, where a business with evening customers (like a restaurant) could share parking with an office building that has mostly day time users. To ease congestion for customers on the few days when they actually use all that parking, retailers could offer free transit passes to their employees or reward them for car pooling.

Cars will always represent a difficult problem for cities, but they can be accommodated in ways that are less wasteful of land and better for our environment and our tax burden. For a complete copy of the report, visit our website at [www.1kfriends.org](http://www.1kfriends.org) or call

**Madison's sprawling West Towne parking lot is typical of over-sized commercial parking lots across**



## *Supreme Court Ruins Wetlands Protections, but Help is on the Way*

The United States Supreme Court has, with one decision, eliminated protections on as much as four million acres of wetlands in Wisconsin and millions more across the nation.

In a case decided in early January, the court on a 5-4 vote struck down the "migratory bird rule," on which the protection of perhaps 80% of Wisconsin wetlands depended. The migratory bird rule said that wetlands that were isolated from larger open bodies of water fell under federal protections because migratory birds, which travel across state boundaries, used them.

In the case before the court, a group of Chicago area municipalities had sought to use an abandoned quarry, now home to some 100 species of birds, for a landfill. Lower courts had used the migratory bird rule to stop

them, but the Supreme Court overturned those decisions, allowing the landfill to go forward and eliminating federal protections on all isolated wetlands throughout the country.

In Wisconsin, it has been estimated that eight in ten acres of wetlands are isolated and therefore now unprotected, thanks to these five justices. But help is on the way.

State Representative Spencer Black (D-Madison) and State Senators Rob Cowles (R-De Pere) and Jim Baumgart (D-Sheboygan) have introduced legislation to save these wetlands under state law. Their legislation (Senate Bill 37) would protect every acre of wetland that had been protected before the Supreme Court decision. No more and no less.

*Please contact your legislators and urge*

*them to support Senate Bill 37.* To review the bill or to find out who your legislators are, visit our website ([www.1kfriends.org](http://www.1kfriends.org)) or go directly to the Legislature's site at [www.legis.state.wi.us](http://www.legis.state.wi.us). If you don't have email access, you can get a message to your legislators toll free via the Legislative Hotline at 1-800-362-9472.



**Biologically valuable wetlands can now be filled according to the U.S. Supreme Court.**

## *Upcoming Conferences Around Wisconsin (and Europe...)*

**Wisconsin Lakes Convention, March 8-10, Stevens Point, Stevens Point Holiday Inn.** If you are concerned about the future of the lakes and rivers in Wisconsin and you are looking for an opportunity to learn and network with others, please register for this conference. This year's conference will feature the Ten Year Strategic Plan, setting the direction for the Wisconsin Lake Partnership for the next decade. For registration information, please contact UWEX-Lakes, 1900 Franklin St., CNR-UWSP, Stevens Point, WI 54481.

**1000 Friends 5th Annual Conference, Thursday April 12, Marquette University, Milwaukee.** See page 7 for details.

**Celebrating Community-Based Conservation in Wisconsin 2001, April 20-22 at the Pioneer Inn Resort and Marina in Oshkosh.** A statewide conference hosted by Gathering Waters Conservancy and the River Alliance of Wisconsin. Look for conference registration materials in early March on the following web sites: [www.gatheringwaters.org](http://www.gatheringwaters.org) and [www.wisconsinrivers.org](http://www.wisconsinrivers.org). To reserve a hotel room at the special rate (\$52/single, \$72/double), please call the Pioneer Resort and Marina by March 20, 1-800-683-1980. (Be sure to mention that you are with the statewide conference.)

**1000 Friends Smart Growth Spring Training Seminar. Thursday, May 3 through Saturday May 5. Inn on the Park, Madison.** This conference is designed to offer hands-on training to a small number of Wisconsin citizens (60 maximum) concerning how to implement the state's new Smart Growth Law locally. Two-and-a-half days of seminars will focus on the law and the implementation process; from where to find baseline data, to an overview of rural and urban preservation tools, to a discussion of property rights and zoning ordinances. The conference will be offered by application to ensure geographic representation. Costs for the conference will be approximately \$250 and will include hotel, meals and all materials. Those interested in participating in the seminar should contact our offices in order to receive application materials (608/259-1000).

**1000 Friends Visits Austria.** Europe has been grappling with the challenges of growth and development for far longer than we have in the United States and have often taken different approaches to land use decision making. Join 1000 Friends for a tour of Austria to learn how they keep their rural areas rural and their urban areas vibrant. The 10-day trip will be in

**Welcome New 1000 Friends Institute Members!****Friends Circle (\$1000 or more)**

Bostrom, Betty, 1969  
The Lux Foundation, 2050  
Uihlein, Lynde B., 2002

**Friends Society (\$500 to \$999)**

Alexander, Kristin & David, 2060

**Friends Fellowship (\$250 to \$499)**

Fibich, Howard & Carrol, 1967  
McEnany, Gina & Terry, 2040  
Trzaskoma, Theresa, 1996

**Friends (\$100 to \$249)**

Baldwin, Tammy, 1942  
Boyd, Karen J., 1943  
Boyer, Dennis, 19  
Christopher, Michael, 1228  
Clapp, James L., 1948  
Coughlin, Martha, 2016  
Cullenward, Michael & Joan Knoebel, 2030  
Damos, Linda, 2032  
Druckery, Dale, 2021  
Elsner, Barbara, 1977  
Hodulik, Charles, 2029  
Hurtado, Geoff, 1918  
Lagerroos, Dorothy, 2036

Perloff, W. H. & Barbara B., 1931  
Pfluger, Greg & Connie McElrone, 2024  
Reinl, Glenn, 2000  
Riehemann, Rita & Paul, 1997  
Sauer, John & Christina, 2004  
Sierra Club, 2006  
Snively, Karla & Harold, 2062  
Squier, Connie, 2034  
Tans, William, 1972  
Wright, Kim, 2003

**Regular (\$35 to \$99)**

Bennett, Elena, 2063  
Betz, Carolyn & Richard, 2012  
Blakely, Irene H., 2010  
Blecker, David, 1990  
Boland, Jr., John & Susannah Lloyd, 2061  
Burstyn, Judith & Stephen Deutsch, 2053  
Champeau, Randy, 2008  
Croatt, Mary Lee, 2027  
Golden, Mary & Marty, 2014  
Hanson, Mark, 1933  
Helgeson, Paul, 2046  
Hopkins, Jim & Deb, 1956  
Houston, Kate, 2033  
Jirous, Tom & Rose, 1982  
Keggi, Jane, 1924

Keough, Walt, 2011  
Krause, Kristine M., 1964  
Krueger, Raymond & Barbara, 2065  
Laux, Joan, 2019  
Loertscher, Gary & Sue, 1983  
Lohrentz, Matt, 1939  
Maciejewski, Rich, 2005  
McAvoy, Jr., Peter, 2020  
McCabe, Mike, 1959  
McCarthy, Rosemary, 1947  
Mueller, Dean, 2007  
Nelson, Gloria, 1917  
Ouren, Richard & Christine, 1985  
Radcliffe, Samuel J., 1994  
Rosenzweig, David, 1968  
Russell, David, 1915  
Schabacker, Phyllis, 1975  
Shay, Gordon, 1941  
Simmons, Jerry, 1998  
Stora Enso North America, 2037  
Tanner, George & Margaret, 2043  
Taylor, Tom & Linda, 1955  
Turba, Jerry, 2069  
Waldmer, Eric, 1988  
Whelan, Maura, 1984  
Wojnowski, Robert, 1930

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Kohler, Marie, 2009  
Uihlein, Lynde B., 2002

**Friends Society (\$500 to \$999)**

Hoffman, Jeanne, 2074

**Friends Fellowship (\$250 to \$499)**

Mandel, Barry, 1999

**Friends (\$100 to \$249)**

Dillard, Jackson, 1962  
Gray, Lyle, 1944  
Heath III, Ralph S., 1916  
Hudson, James F., 1934  
Kedzior, Richard, 2057  
Kidder, Marie, 1923  
Latousek, Rob, 2067  
Matthews, Ed, 1936  
Robins, Celeste, 2041  
Saucier, William J., 2015  
Shillinglaw, Fawn & John, 2026  
Smith, Thomas, 1986  
Spitzer-Resnick, Jeffrey & Sheryl, 2031  
Tilsen, Kenneth, 1932  
Wahl, Leonard, 2073  
Young, David & Abigail, 1960

**Regular (\$35 to \$99)**

Breitbach, Virginia, 1989  
Brezinski, Steven, 1991  
Buser, Dale & Shelly, 1976

Daly, Peter, 1953  
Davenport, Nancy, 2042  
Donner, Robert M., 1925  
Eager, Richard, 2035  
Emch, David, 1919  
Erickson, Dave, 1951  
Filomanowicz, Steve, 1950  
Flisram, Winifred, 1957  
Foote Jr, Charles, 1913  
Fort, Mike, 1938  
Fulford, George, 1922  
Gallagher, Jim & Jan, 2054  
Greenley, Dianne, 1992  
Habel, Anne, 1993  
Hahn, Clayton R., 2072  
Hanson, Mark, 1933  
Harper, Sally, 2052  
Huffman, William, 2070  
Ireland, Marjorie & Richard, 1921  
Jacobs, Deb, 1949  
Jenks, Jim, 2051  
Johnson, Collin B., 1970  
Kallick, Ingrid, 1940  
Keller, Peter, 2045  
Knight, Margaret M., 1935  
Kuhn, John, 1954  
Lacey, Martha J., 1945  
Lemke, David & Cheryl, 1920  
Lindgren, Bruce, 1980  
Love, Carla, 2028  
Lubbers, Elaine J., 2022

Maciejewski, Rich, 2005  
Mackmiller, Ted L., 2025  
Marsh, Marion, 2071  
McAvoy, Jr., Peter, 2020  
Middleton, Elizabeth, 1971  
Moore, Bruce, 1958  
Moore, William & Dianne, 2047  
Murphy, Janet, 2049  
Ochsner, John, 1952  
Orcutt, Pat, 1914  
Parejko, Ken, 1912  
Ries, Leo J., 1995  
Saunders, David & Emily, 1965  
Schultz, Gary, 1978  
Shults, Mark & Nancy Vedder-Shults, 2023  
Simmons, Jerry, 1998  
Sinderbrand, Carl, 2018  
Skavroneck, Steve, 1946  
Smith, Marie, 2048  
Swiontek, T.J., 2013  
Truttmann, Donna, 1974  
Vachuska, Peter & Colleen, 1963  
Vann, Mike, 1926  
Vermillion, Meg, 1937  
Waech, Donna, 2058  
Wagner, LaVonne, 1981  
Wagner, Paul & Cindy Schlosser, 2056  
Weber, Renee, 1987  
Wilmoth, David & Beth, 2055  
Zweizig, Douglas & Karen Krueger, 1973

**1000 Friends of Wisconsin & The Land Use Institute  
5th Annual Conference: Cities & Our Environment  
Thursday, April 12, 2001 — Marquette University, Milwaukee**

This year's annual conference will focus on Wisconsin's cities, in particular, the exciting land use developments underway in Milwaukee. Please join us to discuss the role healthy cities play in overall environmental protection, meet some of the authors from our new anthology about cities, and hear about our other initiatives related to the state's new Smart Growth law.

**Agenda**

- 10:30 — 11:00                    **Conference Registration**
- 11:00 — 11:45                    **Overview of the work of 1000 Friends of Wisconsin, Inc. and The Land Use Institute, Board Member Confirmation, Questions**
- 12:00 — 1:00                    **Lunch with an overview of 1000 Friends' Cities Project and an introduction to Milwaukee's development initiatives.**
- 1:15 — 3:00                    **Concurrent Sessions**
  - (1)     The Menomonee River Valley Redevelopment Project  
         Brian Riley, City of Milwaukee & Peter MacAvoy, 16th Street Community Health Center
  - (2)     Park East Freeway Spur Redevelopment  
         Mayor John Norquist (invited), City of Milwaukee
  - (3)     Neighborhood Planning — The Most Local Building Block in the Planning Process  
         Gaurie Rodman, Planning & Design Institute, Milwaukee
- 3:30 — 4:15                    **Author Panel Discussion: *In My Neighborhood — Celebrating Wisconsin Cities***  
Hear Milwaukee-area authors read from and discuss excerpts of their contributions to 1000 Friends' new anthology, celebrating and analyzing Wisconsin's urban communities. Books will be available for purchase at a special Annual Conference rate of \$20.
- 4:15 — 5:30                    **Author reception and book signing**

**DEADLINE FOR REGISTRATION IS THURSDAY, MARCH 22ND!**



Yes, I would like to attend 1000 Friends' 5th Annual Conference  
\$45/person includes materials, lunch and optional bus tour.

\_\_\_\_\_ # of people attending X \$45/person  
\$\_\_\_\_\_ TOTAL

Please indicate which afternoon session you would like to attend,  
in order of preference (1st, 2nd, 3rd):

\_\_\_\_\_ Menomonee Valley Tour     \_\_\_\_\_ Park East Redevelopment Tour     \_\_\_\_\_ Neighborhoods

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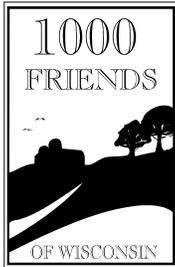
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  - *Supreme Court Ruins Wetlands Protections*
  - *Wastelands: The Price We Pay for Parking*
  - *Smart Growth Takes Off*
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