

1000 FRIENDS OF WISCONSIN

LANDSCAPES

SUMMER 2005



“ The downtown vacancy rate was over 30% and many of the finely crafted brick buildings were in shambles from years of neglect... ”



Sheboygan Falls: *A City Revitalized*

What Difference Does Planning Make?..... cover story on page 6

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Please visit our new 1000 Friends website:
www.1kfriends.org

Smart Growth Alert!

Our website has daily
 updates:
www.1kfriends.org

The Director's Desk

Kermit the Frog acknowledges that "it isn't easy being green." Well, as tough as it might be for the lime-colored Sesame Street puppet, it's been even tougher being green in Wisconsin for the past several years.

Once known nationally for its leadership in wise stewardship of its natural resources, Wisconsin is becoming better known for its hostility towards the environment.

The political elite in Madison have taken a course that is decidedly anti-green. Last year it was the "Jobs Creation Act" that had nothing to do with jobs but a lot to do with lowering standards of protection for Wisconsin's lakes, rivers and streams. That was followed up by a budget that took direct aim at the state's primary defender of the environment: the Department of Natural Resources.

This year, there has been more of the same. A "Jobs Creation Act 2" bill featured more talk about creating jobs while, again, doing absolutely nothing to create jobs. "Jobs Creation Act 2" takes direct aim at a constitutionally derived authority used by the state and municipalities to regulate public nuisances. Public nuisance law has been used in Wisconsin since the state was created to regulate activities that pose a risk to public health and welfare when there are no other existing laws to regulate that risk.

For example, if a city does not have a specific ordinance that deals with a blighted property, it may use public nuisance authority to take control of that property to eliminate the blight. Likewise a community that does not have a specific ordinance regulating adult entertainment may use public nuisance law to take control of that business or close it down. (The town of Pine Bluff is facing just that situation: A striptease club legally opened up right next door to a church. One of the options the town has is to use public nuisance law to close the club. Under "Jobs Creation Act 2," the community would no longer be able to have that option.)

Every week, there seems to be a new attack on what Wisconsin had once held precious. No longer can Wisconsin claim

that it is a national leader in environmental protection standards. Quite the reverse is true. The political elite in Madison have put us on a race to the bottom. (As we went to press, the Assembly leadership came up with a new bill that prohibits the DNR from issuing any rules that set general policy to conserve or enhance navigable waters. Apparently the DNR would be free to lower standards of environmental protection.)

What's more, the legislature has done what it can to silence the voice of the public. Bills are drafted in secret, sometimes released less than 24 hours before a "public" hearing. The legislature has been very, very clear about one thing: They do NOT want to hear from you.

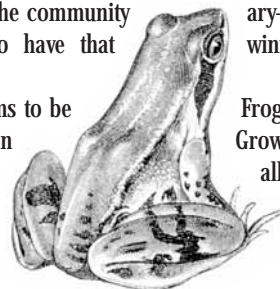
Yet, despite the antics of the legislature, there is reason for considerable optimism for those of us who call ourselves green.

Local activism on behalf of environmental concerns may be greater than at any time since "Silent Spring": was penned over 40 years ago. Communities across Wisconsin are building a future for the state that has less to do with lobbyists and more to do with their own residents. The state's comprehensive planning law (a.k.a. Smart Growth) is only five years old but already more than 40% of the state is on track to meet the 2010 deadline for completed plans.

Unlike Capitol politics, Smart Growth actively involves citizens in shaping their community's future. It is the ultimate act of democracy. There are seats at the table for everyone and everyone's voice counts the same. The results shine as a beacon and as a warning to state lawmakers. While residents are proud of their own achievements, their exposure to democratic decision-making might make some lawmakers think twice about ignoring local concerns. Smart Growth planning is a fertile breeding ground for a new generation of leaders. These homegrown activists are visionary—and the state will become a clear winner from their leadership.

It's hard to say whether Kermit the Frog would like Smart Growth. But Smart Growth does make it easier to be green. We all benefit from that.

—Steve Hiniker





LEGISLATIVE UPDATE

Lisa MacKinnon with transportation analysis by Ward Lyles

2005-2006 BIENNIAL BUDGET: Joint Finance Committee Action on the Budget

SMART GROWTH LAW REPEALED BY JOINT FINANCE COMMITTEE!

In our last newsletter we reported on the Governor's budget recommendations. Since then, the Joint Finance Committee has held hearings around the state and they are now meeting in "executive session" each week to make decisions on each specific budget item (i.e., to decide whether to accept the Governor's budget recommendations or to substitute their alternative recommendations). *The most significant and surprising action they have taken so far is to completely repeal the Smart Growth comprehensive planning law.*

The following is a synopsis of Governor Doyle's budget proposals on a number of our key legislative agenda items, followed by Joint Finance Committee action, if any, and our proposed goals for action:

Comprehensive Planning Grants Repealed by Joint Finance Committee

Governor's Budget

The Governor's budget maintained the \$2 million per year funding for the comprehensive planning grants program.

Joint Finance Committee Action

In a move that was not anticipated by the large coalition of smart growth supporters, the Joint Finance Committee passed an 11th hour motion to repeal the smart growth comprehensive planning law in its entirety. This move by the Joint Finance Committee was not based on any public hearings or testimony and took everyone

by surprise. In fact, over the last few months, numerous citizens, local officials and a wide range of interest groups have repeatedly encouraged legislators to maintain strong support for the Comprehensive Planning Law and Planning Grants in this budget. Outside of the opinions of a few radical extremists, there is a strong consensus that Smart Growth planning is good for economic development, good for public participation, and good for the State of Wisconsin.

The motion to repeal the law was made by Representative Dan Meyer from Eagle River and was seconded by Representative David Ward from Fort Atkinson. The motion passed 10-6. Six members of the Joint Finance Committee voted *against* the repeal. They are Senators Cowles, Decker, Olsen, and Taylor and Representatives Colon and Pocan. We appreciate their willingness to stand up for stronger communities and citizen involvement in local decisions.

1000 Friends' goal

Our immediate goal is to get the Joint Finance Committee's action reversed in order to restore the smart growth planning law and the \$2 million annual planning grant funding for communities.

1000 Friends is working with the broad coalition of groups that have supported the law from the beginning to call on the legislature to reverse this shortsighted and misinformed decision.

Our position is being reaffirmed in editorials and letters to the editor in newspapers around the state. Please visit our website to see these editorials and other resources.

How can you help to restore the Smart Growth Law and planning grant funding?

 **Call or write a letter to your State Assembly Representative and your State Senator ASAP! Tell them:**

To restore all provisions of the Comprehensive Planning Law (a.k.a. Smart Growth law).

To restore the \$2 million in planning grant funding.

Smart Growth requires public participation in planning and open government.

Without Smart Growth, local plans can be done secretly by a small group of people without public input and with no expectation that the plans have to be used.

(See contact information below and please note that an email should be sent only as a supplement to a phone or personal letter in this situation.)

You can find your legislator's contact information at

<http://165.189.139.210/WAMI/> or
www.legis.state.wi.us

For helpful hints on effective communication with your legislator, visit our Government and Policy page on the 1000 Friends Website:

http://1kfriends.org/Government_and_Policy/Govt_&_Policy.htm

You can find *email* contact information for your particular legislators at

<http://www.legis.state.wi.us/leginfo/senmail.asp> (Senators)

<http://www.legis.state.wi.us/leginfo/asmmail.asp> (Assembly)

The Stewardship Fund

Governor's Budget

The Governor maintained his commitment to the Stewardship Fund by preserving the current funding level of \$60 million per year for the program.

Joint Finance Committee action

As of the deadline for this newsletter, the Committee had not taken action on the funding level for the Stewardship Program.

1000 Friends' goal

The Warren Knowles-Gaylord Nelson Stewardship Fund was established by the State Legislature in 1989 to protect recreational lands, wildlife habitat, and other natural areas. More than 225,000 acres of the most ecologically important land in Wisconsin have been protected for future generations due to the Stewardship Fund. *1000 Friends will continue to urge lawmakers to maintain full funding of the Stewardship Fund.*

Ensuring Sustainable Forests for the Future

Governor's Budget

The good news is that the Governor has included \$9.5 million in new funding during the biennium for forest management on state forests and other state lands. These resources will enable the Division of Forestry and its partners to advance several important initiatives to protect and sustainably manage Wisconsin's forest resources. The bad news is that the Governor's budget cuts one-third of the Division of Forestry's private forestry employees, making it more difficult to do the work needed to protect Wisconsin forests from fragmentation and parcelization.

Joint Finance Committee action

The Joint Finance Committee recognized the value of having staff on the ground to manage our natural resources by restoring all but 6 of the 40.75 forestry staff positions that had been cut by the Governor's budget. The Committee also voted to adopt the Governor's recommendation on sustainable forestry certification, which provides funding from the forestry account to acquire and maintain sustainable forest certification for state-owned forests, county forests, and private forest land enrolled under

the managed forest law. The vote also allocated additional money for maintenance of roads and trails within state forests.

1000 Friends' goal

Forested land covers 16 million acres, or nearly half the land area, of Wisconsin and is an important part of the identity of the state. Our forests are treasured resources for biological diversity, recreation and the timber, paper, and pulp industries. They also enhance our air and water quality and provide wildlife habitat. Our ability to preserve the many benefits of our forests depends on how we plan to prevent and manage the impacts of fragmentation caused by the increasing changes in land use and forest ownership. *1000 Friends will continue to work with our partners to advocate for policies and programs that support sustainable forestry and prevent forest fragmentation and parcelization in the state.*

Creating a Balanced Transportation System

Governor's Budget

Governor Doyle has included an unprecedented increase of \$6 million to Elderly and Disabled Transportation Aids, a program that has been under-funded for two decades. The Governor's budget proposal also includes modest increases to transit funding, highway maintenance and repair and a commuter rail study. It also partially restores the funding for bicycle and pedestrian projects that was cut by the legislature in the last budget. Despite a recent DOT report showing \$1.36 billion in wasteful cost overruns on highway expansion projects, large increases to Major Highway Projects (expansion projects) and the Marquette Interchange are also included.

Joint Finance Committee action

As of mid-May the Joint Finance Committee had not taken action on any major transportation items. It appears that the JFC will handle the transportation section of the budget in the same manner that it handled it in the 2003-2005 budget by dealing with all transportation issues at once in a package deal.

1000 Friends' goal

Over the past year, 1000 Friends has worked with a coalition including AARP Wisconsin, the Coalition for Wisconsin Aging Groups, and the Survival Coalition of Wisconsin Disability Groups to

Many thanks
to our members' overwhelming
response to save Smart Growth.
You showed your legislators that
citizens take our mission seriously.




increase funding for Elderly and Disabled Transportation by \$6 million. This increase is an important first step to providing access to jobs, medical services and community life for older adults and people with disabilities.

We also continue to promote a Fix-it-First policy to fully fund all repair and maintenance needs before funding expansion projects, as well as a Balanced Transportation System policy to diversify our transportation portfolio by dramatically increasing funding for transit, local transportation, rail, and bicycle and pedestrian projects. *1000 Friends will continue to urge lawmakers to maintain and build on the positive steps forward the Governor has made, as well as encourage greater fiscal responsibility in highway funding.*

What's Next?

The Joint Finance Committee's adopted budget will make numerous changes to the Governor's budget. Once all proposed changes have been considered, the Committee will direct the Legislative Fiscal Bureau to work with the Legislative Reference Bureau and draft (in bill form) the Committee's recommended budget. Typically, the Committee's recommended budget is a "substitute amendment" to the Governor's budget bill rather than a separately identified "new" bill. It will then go through both houses of the legislature and on to the Governor's desk for final approval.

Between now and the end of the budget session we will contact members with updates and when action is needed on specific issues.

 Please contact Lisa MacKinnon at 608-259-1000 ext. 107 or Ward Lyles at 608-259-1000 ext. 103 if you need more information in order to effectively support these programs.

2005-2006 Legislative Session— Non-Budget Bills

Assembly Bill 292—School Building & Transportation Planning *1000 Friends SUPPORTS*

1000 Friends of Wisconsin has been working with Representative Steve Wieckert of Appleton, who authored this bill, to encourage local school boards to integrate good transportation planning into their school site plans whether they are building new schools or adding to existing facilities.

We worked with Representative Wieckert's office to introduce an amendment to the bill that requires any locally requested DOT review of school site plans to include an analysis of the effect on existing or planned pedestrian, bike and public transportation facilities in addition to highways.

AB 292 makes the important connection between school planning and transportation safety and we believe it will result in safer school grounds and a wider variety of safe transportation choices being made available to schoolchildren and others who use school facilities around the state.

1000 Friends testified in support of this bill before the Assembly Transportation Committee on May 19th. We thank the members of the Bike Fed of Wisconsin, Wisconsin Walks, Planet Bike and the Madison Department of Public Health, as well as several citizens and parents of school kids, for coming to the hearing to testify in support of the bill. The Committee has not yet taken a vote on the bill but we hope they will soon and then it will go to the full Assembly for a final vote.

What you can do to encourage passage of this bill:

- ✓ Contact members of the Assembly Transportation Committee and tell them this is a good bill and should be voted out of committee so that the full Assembly can vote on it.

Assembly Transportation Committee members: Representatives Ainsworth, *chairperson*; Petrowski, *vice chairperson*; Representatives Hahn, Suder, Friske, Ott, Lamb, Van Roy, Davis, Steinbrink, Gronemus, Sherman, Vruwink, Molepske and Nelson. Find contact info at: www.legis.state.wi.us

- ✓ Write a letter to the editor of your local paper in support of the bill and urging its passage.

- ✓ For more talking points, please see our testimony on AB 292 on the government page of our website.

Assembly Bill 155 / Senate Bill 89— Billboard Bill *1000 Friends OPPOSES*

This bill would prohibit local governments from requiring that unsightly, non-conforming billboards be made to conform to local regulations or be removed by the owner after a certain period of years. It would allow non-conforming billboards to be maintained and operated as if they were legally-placed billboards unless the local governments initiate a condemnation process. It was approved by the Assembly Committee on Property Rights and Land Management in April and was referred to the Assembly Committee on Rules. No further action has been taken.

Assembly Bill 254—Forestry Bill *1000 Friends testified for information only and will only support if certain amendments are made.*

This is an omnibus forestry bill that makes a number of policy changes to the forestry program.

1000 Friends supports expanding the availability of public information about the state's forest land holdings through an inventory. The state's recent sustainable forest certification would be complemented by this practice, as well.

Regarding the requirement for a report every 15 years on the health and economic impact of lands that have no active management, we believe that in order to fully inform decision makers and the public, the report should include a discussion of any public benefits received from areas where active timber harvesting is prohibited (i.e., where the decision is made in order to preserve riparian buffers, maintain historic and cultural sites, etc.).

1000 Friends opposes the bill's shifting of management authority over all state forest lands from the Department to the Forestry Division. It sounds logical on its face, but in fact we think it would further complicate the ability to efficiently manage and comprehensively plan for the state's forest lands.

1000 Friends testified for information only on March 24th. The bill was passed out of committee but the bill's sponsors are currently working on amendments to address the concerns mentioned above.

Assembly Bill 278—Public Nuisance Prohibition *1000 Friends OPPOSES*

This bill would prohibit the state, as well as counties, cities, villages and towns, from bringing an action to abate a public nuisance if the activity or use of the property alleged to be a nuisance is not violating any statute, rule, permit, approval, or local ordinance or regulation. According to long established legal authority, a public nuisance is defined as an injurious effect on the safety, health or morals of the public or use of property that creates substantial annoyance, inconvenience, or injury to the public. In essence, this bill would legalize all unregulated public nuisances.

The Assembly passed this bill and then it went to a Senate hearing on May 4th where we testified against it. No other action has been taken.

Transportation-Related Bills

Assembly Bill 303 / Senate Bill 156 *1000 Friends SUPPORTS*

1000 Friends supports these two bills, which will amend state statutes to repeal the annual adjustment of the motor vehicle fuel tax rate. Otherwise known as gas tax indexing, the automatic increase of the motor vehicle fuel tax occurs every year on April 1st, without a vote of the legislature or the approval of the Governor. Indexing has been opposed on philosophical grounds because it is taxation without representation and has been opposed on fiscal grounds because it has provided an automatic upper in the neighborhood of \$15 to \$30 million per year to the transportation fund.

The end result of the lack of accountability and automatic increases in revenue, many claim, is the type of excessive cost overruns that have been reported over the last few years, including \$1.36 billion in overruns on 27 of the state largest highway expansion projects over the last 15 years.



cover story

Brickner Woolen Mills is on the National Register of Historic Buildings. Today it offers 34 affordable housing units along the Sheboygan River.



What Difference Does Planning Make?

Kevin Pomeroy, Planning Director

Nearly one half of Wisconsin's communities are currently working on locally driven comprehensive plans for future growth. Much of the flurry in planning is to meet the January 1, 2010, deadline of Wisconsin's "Smart Growth" law, which requires all communities that make local land use decisions to base those decisions on a comprehensive plan.

Are communities better places because of it?

Literally thousands of studies and expert opinions say yes. They point out that planning defends property rights, helps conserve natural resources and boosts economic development and job growth. Planning can also save taxpayer dollars by assuring the more efficient delivery of government services as well helping communities preserve and enhance their quality of life.

Wisconsin's Smart Growth law requires public participation, enabling citizens to set forth a vision for their community's future. Studies and expert opinions provide invaluable insight into the benefits of planning but the real difference can be measured by the stories of planning's impact in individual communities.

Sheboygan Falls: From Challenge to Opportunity

Sheboygan Falls is a small city of 6,800 located about an hour north of Milwaukee, between the tranquil rolling hills of the Kettle Moraine and the Lake Michigan shoreline. Like thousands of other downtowns across America in the 1980s, Sheboygan Falls had seen much better times. Nearly a third of all stores in the once vibrant downtown were vacant. Many of the finely crafted brick buildings were in shambles from years of neglect and one too many "cover-it-up-and-make-it look-like-the-mall" renovations. The downtown had become a place to drive through as quickly as possible on the way to the new strip mall. By the late 1980s, Sheboygan Falls had hit rock bottom.

While many might have given up hope, Joe Richardson III of Sheboygan Falls saw opportunity. As CEO of Richardson Industries, a family-owned furniture and woodworking business that started in Sheboygan Falls in 1848, Richardson has deep roots in the community. While most other businesses had already left Sheboygan Falls for an office park or a strip mall in a cornfield, Richardson put his faith and dollars into the dilapidated downtown. His first project was a careful restoration of a vacant grocery that he converted into a furniture store. That store established a retail foothold for a boom in downtown redevelopment.

The restoration of Richardson's Furniture Emporium helped start a local downtown revitalization initiative that helped create the Sheboygan Falls Chamber Main Street Program (SFCMS). The SFCMS is a not-for-profit, volunteer-driven organization working to boost economic development and

The Main Street Four-Point Approach

In 1980, the National Trust for Historic Preservation established the National Main Street Center to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements. There are no quick fixes for declining downtowns, but success can be realized through the comprehensive and incremental approach of the Main Street Program.

Four elements combine to create this well balanced program:

Organization involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

Design enhances the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of private and public dollars into the downtown.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

Promotion creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Downtown Development Sources

Center for Community Economic Development–UW Extension

<http://www.uwex.edu/ces/cced/>

Services and publications for communities including the Downtown and Business District Market Analysis Toolbox, Community Indicators, and the Let's Talk Business Newsletter.

International Downtown Association

<http://www.ida-downtown.org/>

The IDA sponsors many training sessions and conferences on a wide range of downtown topics.

National Main Street Center

<http://www.mainstreet.org/>

The NMSC is a clearinghouse of information on the Main Street Approach to downtown revitalization.

Wisconsin Historical Society

<http://www.wisconsinhistory.org/>

Collecting, advancing, and disseminating knowledge of Wisconsin through the archives, library, museum, historic sites, and preservation assistance.

Wisconsin Main Street Program

<http://www.commerce.state.wi.us/CD/CD-bdd.html>

The Wisconsin Main Street Program provides technical assistance and downtown revitalization information to Wisconsin communities.



Sheboygan Falls offers low-interest loans for burgeoning downtown businesses.

the quality of life in Sheboygan Falls. Matt Wagner, the former executive director of the SFCMS program, credits the Richardson project with “showing other retailers and the community that there was a link between saving and restoring old buildings and economic benefits through increased sales and exposure.” The SFCMS recognized the seriousness of the local problem and also the importance of outside expertise and the experiences of other communities in finding creative solutions.

The pivotal first decision of the SFCMS was to seek assistance from the newly formed Wisconsin Main Street Program. Established in 1987, the Wisconsin Main Street Program is modeled after the National Main Street Center programs in Washington, D.C. The Main Street approach helps communities to develop local solutions to restore the economic vitality that has been drained from downtown.

The Wisconsin Main Street Program has now grown to 34 active communities that receive intensive training and technical assistance from the program's staff. An important ingredient of success is also the informal network of camaraderie and support among the Main Street communities. Nationally, there are over 1200 communities that are using the Main Street Approach to downtown revitalization. Back in 1988, however, Sheboygan Falls was one of just five communities that were accepted in the first year of the Wisconsin Department of Commerce's Main Street Program.

Planning in Action

Typically, newly formed Main Street organizations are advised to complete a couple of small projects in their startup years and then tackle the big projects when the organization is more established. The Sheboygan Falls Chamber Main Street program did it the other way around.

Master Plan

Immediately after its successful application to the Wisconsin Main Street Program, the SFCMS Design Committee, which was responsible for developing a Downtown Master Plan, set out to cajole building owners into making positive changes to their buildings in the district. They pointed out the benefits of redevelopment for economic growth. Extensively illustrated by local historic preservationist Al Pape, the plan showed what could be done and described in plain language appropriate building restoration techniques and tips that could make downtown Sheboygan Falls a better place to live, work and shop. As a testament to the planning efforts of the SFCMS Design Committee, many of the



Case 1. The Temple Theatre: Viroqua, Wisconsin

The Temple Theatre in the heart of downtown Viroqua was built in 1922. Movie-going habits changed as did the movie industry and the Temple Theatre struggled to survive during a series of openings and closings.

The theatre was in serious disrepair and it closed again in the early '90s and was in danger of demolition. A group of community leaders purchased the building; sold the adjoining storefronts, and donated the main theatre to the Historical Society to save it from the wrecking ball.

The Historical Society deeded the theatre to the newly formed group of volunteers known as Associates of the Restored Temple Theatre (ARTT). Water damage from the leaking roof and walls had mildewed the interior and ruined the plaster. The orchestra pit was filled with water and the carpet runners in the aisles were soaking wet and rotting.

Volunteers worked hard to make the theatre useable for Viroqua's Sesquicentennial Pageant in 1995. The seats were upholstered and refinished, the lobby was repainted, and general cleaning helped show the audience that the restoration was a real possibility. A successful \$1.6 million fund raising campaign was completed in 2001, which included a \$437,000 Jeffris Family Foundation grant.

The theatre's marquee was restored, a costly roof was replaced, and cornices and moldings were restored. The original Wurlitzer organ that provided accompaniment to the silent films was located, purchased by AART, and restored. The building was placed on the National Register of Historic Places in 2000 and the restoration was completed in November of 2002.



Osceola Bluff overlooks the town

Case 2. Osceola Bluff Preservation: Osceola, Wisconsin

The Osceola Main Street Program successfully spearheaded an effort to purchase the Osceola Bluff that overlooks downtown Osceola. As early as 1979, the Village of Osceola expressed interest in preserving this 19 1/2-acre natural bluff that serves as one of the defining elements of the image and character of both downtown Osceola and the entire community. In the spring of 1998, the bluff was still privately owned and was a prime target for development.

Over the next 2 years, the Osceola Main Street Program successfully applied for a \$300,000 Wisconsin Department of Transportation ISTE A Grant and negotiated the cooperative agreements and conservation easements needed to purchase and protect the Osceola Bluff. Their efforts not only preserved the character of downtown Osceola but also protected one of the most fantastic views along the St. Croix National Scenic Riverway.

This area was used by the Ojibway Indians as a ginseng trail and is an important part of Native American History. The bluff also served as an important Native American lookout since the St. Croix River separated the Chippewa and Dakota Territories.

Case 3. The Korger's Project: Chippewa Falls, Wisconsin

In 1991, a serious fire destroyed buildings in a prime location in downtown Chippewa Falls. Until recently, the parcels
(continued page 9)

projects described in the 1990 Downtown Master Plan have now been completed and are vital components of a vibrant downtown.

Redevelopment

Following in their pattern of thinking and acting big, the SFCMS set out to tackle the most substantial redevelopment project on the horizon rather than cut their teeth on a smaller project. The dilapidated Brickner Woolen Mill sat on the most prominent site along the Sheboygan River in downtown Sheboygan Falls. Recognizing the tremendous potential of the building overlooking the falls on the Sheboygan River, SFCMS initiated negotiations with the owner who in turn donated the building to SFCMS.

Heartland Properties, a developer specializing in affordable housing was recruited, as was a commitment for \$2.5 million in low-income housing credits through the Wisconsin Housing and Economic Development Authority. The Brickner Woolen Mill was converted into 34 affordable apartment units at a total project cost of \$3.3 million. The apartments include all of the modern conveniences yet retain a sense of the past with exposed timbers and brick.

Attracting Investors

SFCMS financed the purchase and renovation of the Brickner Square properties, adjacent to the Brickner Woolen Mill, by securing funds from six private investors, \$60,000 from SFCMS and \$123,000 from the local bank. The SFCMS Program established the *Falls Facelifters*, a volunteer wrecking crew that removed inappropriate building improvements prior to the restorations thus saving thousands of dollars in demolition costs. The organization then recruited 12 businesses to occupy the completely renovated first floor spaces and filled the upper stories with businesses needing office space.

Marketing Business Clusters

Key to the success of downtown Sheboygan Falls is a marketing program based on a strong niche of businesses featuring home improvements and furnishings. The SFCMS Program recruited new businesses to complement and expand the existing cluster of home furnishing businesses. The economic development program was guided by research that indicated that the region has a strong orientation on home and family. Many new middle and upper income families are relocating to the area.

A relatively low tax rate and a strong real estate market have helped boost retail sales figures for home furnishings and improvements. Additionally, the annual Home and Hearth retail promotion features these businesses and brings customers from throughout the region. Sheboygan Falls is now a regional marketplace of home furnishing businesses.

But the benefits of planning didn't stop there.

Local Development Incentives and Toolbox

Sheboygan Falls also offers an impressive collection of downtown development programs that are available to assist the needs of local businesses. Specific programs that benefit both new and existing businesses are:

- Low-interest loans of up to \$30,000 at 2% below prime for a 3-year-term are available for exterior downtown building improvements,
- \$1,000 facade grants for exterior downtown building improvements.
- Sign grants providing half the cost of a pre-approved sign design, up to \$500.
- Two hours of free interior/exterior design assistance by a pre-approved design consultant.
- Revolving Exterior Maintenance program of up to \$1500 for routine upkeep.

The incentive programs have encouraged building owners to complete over 41 building renovations in two downtown historic districts by addressing the specific needs of Sheboygan Falls. These incentives illustrate the value of place-based economic development programs. Good planning builds on and enhances local assets by involving the community, rather than applying one-size fits all solutions.

Wisconsin Main Street Reinvestment Statistics 1988—2004

Public Improvements	1,052
Public Investment	\$145,380,759
Building Rehabilitations	3,447
Private Investment	\$150,250,043
New Businesses	2,617
Business Relocations and Expansions	998
New Jobs	13,034
New Buildings	191
Private Investment in New Buildings	\$181,684,391
Buildings Sold	1,015
Private Investment in Buildings Sold	\$121,923,551
New Downtown Housing Units	392
Total Private Investment	\$ 453,857,985
Total Public and Private Investment	\$ 599,238,744

Main Street Return on Investment (ROI)

Estimated real estate taxes generated by rehabs and new buildings—\$50,769,095

Estimated state sales taxes generated by new businesses—\$171,570,000

Estimated state income taxes generated by new jobs—\$80,674,542

Return for every state dollar invested through Wisconsin Main Street Program—\$44.54

Return for every local dollar invested through local Main Street organizations—\$10.99

Return for every state and local dollar combined invested through Main Street—\$8.99

For Rehab Investment and New Building ROI, assume all improvements add to the property tax base at full face value tax rate.

For New Business ROI, assume each new business generates \$200K/year in revenue and pays 5% in state sales tax.

For New Jobs ROI, assumes each new job is 2080 hours/year and is paid \$7.5/hr. and generates 6% state income tax.

Reap What You Sow

Proper planning produces results, not just documents that sit on shelves and collect dust. The SFCMS Program has received the Great American Main Street Award. This award of national recognition is given by the National Main Street Center to only five communities each year that excel in downtown revitalization. The difference that planning makes is evident today in the 15-year project to transform downtown Sheboygan Falls into both one of the most picturesque downtowns in the nation and a prominent regional marketplace for home furnishings and improvements.

The City of Sheboygan Falls' involvement in the Main Street Program is just one example of the good planning at work across Wisconsin today. In this issue of Wisconsin Landscapes are examples of a few others: the purchase of a bluff in Osceola, new buildings on a fire-ravaged block in Chippewa Falls and the restoration of the Temple Theater in Viroqua. And not far from your home are other places made better by citizens working together to hammer out a vision and a plan that charts out a course of action. All of which sounds just like democracy, which is at the heart and soul of Smart Growth.



Korger building Chippewa Falls

had remained vacant as the City of Chippewa Falls and the Chippewa Falls Main Street Program worked to develop a suitable project for the Cobban Block.

The City acquired the property, held the land for the right project, and then sold the property 13 years later to the Korger family. The Chippewa Falls Main Street Program raised \$5,000 from local businesses for soil borings on the site and for exterior building design. The City completed the site work with TIF funding and offered the Korger family a low interest loan that included incentives from the Small Business Administration to help cover the \$1.6 million needed for the building.

The 25,000 square foot building incorporated 100 year old columns from the former Carnegie Library. The new building allowed the Korgers to expand their decorating business into a full-scale furniture store. The traditional building design complements other buildings in historic downtown Chippewa Falls.

Case 4. Hotel Hilton project: Beloit, Wisconsin

Once a prominent hotel visited by such luminaries as John F. and Jackie Kennedy, Eleanor Roosevelt, Frank Lloyd Wright, and Robert Frost, the historic Hotel Hilton in downtown Beloit had faded from its former glory. The three-story building built in 1904 originally contained 77 guestrooms, a dining hall, and a collection of retail shops. Long used as a rooming house, the building was seriously deteriorated and by the early 1990s was slated for demolition to make way for a surface parking lot.

(continued page 10)

In 1992 the Beloit Main Street Program commissioned the National Main Street Center to examine the potential reuse of the building and the study found it to be an excellent candidate. The study recommended a partnership between the City of Beloit, community residents, and the Beloit Main Street Program. The public/private partnership was a key to the success of the project. The restoration included the removal of aluminum siding, brick cleaning and tuck-pointing, window replacement, and the conversion of upper story guestrooms to luxury apartments. The original ground floor lobby and dining hall were converted into the Beloit College Turtle Creek Bookstore, and the basement is now used for classrooms by Blackhawk Technical College.



The \$3 million project was funded with historic rehabilitation tax credits, a Wisconsin Housing and Economic Development Authority loan, a City of Beloit revolving loan, tax increment financing, and a variety of tenant investments. The mixed-use project dramatically transformed the Historic Hotel Hilton and reenergized downtown Beloit.

Building Social and Economic Equity and a Healthy Environment



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Photo provided by WI Wetlands Association

Around the State

Imagine Madison



Madison Mayor Dave Cieslewicz elevated the community discussion of what the city of Madison should look like in 10, 20 or even 150 years, when he introduced his new initiative *Imagine Madison* this April. Timed to coincide with the city of Madison's sesquicentennial in 2006, *Imagine Madison* complements city-wide discussions on the direction of the city that will take place in the comprehensive planning process and upcoming capital budget.

In *Imagine Madison*, Mayor Dave (his moniker around town) sets out an ambitious plan for new public-private partnerships for construction over the next ten years, including two new swimming pools, 1,000 rain gardens to improve the quality of local lakes, a streetcar system, fifteen more neighborhood parks, and many other capital improvements.

In his speech unveiling *Imagine Madison* to Madison Rotary, Mayor Dave said, "we have been given much as a community: a stunning natural setting, abundant farmlands surrounding us, a world class university, the seat of state government. But from those who have been given much, much is asked in return. It is our challenge—and our opportunity—to do something that has not been done much in America: to not grow ungainly, ugly and unmanageable but instead to grow better, healthier, more fair, and more welcoming to everyone."

To learn more about *Imagine Madison*, or to provide your feedback to the Mayor on *Imagine Madison*, visit

www.ci.madison.wi.us/mayor.

To learn more about Madison's Comprehensive Planning process, visit

www.madisonplan.org.

(Cieslewicz is a board member of 1000 Friends of Wisconsin.)



Sharing a Community Car

There's a "missing link in transportation," according to Community Car executive director, Amanda White. For most Americans it is still impractical to completely "divorce the car." Yet, a growing number of people want to avoid owning their own car, or buying a second or third family car, and are looking to share a car with like-minded individuals.

Car-sharing, as this burgeoning industry is called, sprang up in Europe roughly 20 years ago and has taken off in the United States over the last decade. Today, there are more than 35 car sharing programs, with more than 50,000 members, across the country. Some of the programs are non-profit co-ops and others are businesses, including Community Car in Madison, one of the newest programs in the country. Since it opened its doors in 2003, more than 250 members have joined Community Car, including 10 businesses and non-profits.

The concept behind Community Car is simple. Community Car owns a fleet of vehicles (two hybrid cars, one Honda Civic, and one truck right now), parks them in convenient locations around town, and members check out the cars whenever they need them. Although balancing supply and demand is an ongoing challenge, most members find that they have little problem checking out a car, even on very short notice.

Convenience is the name of the game. When a Community Car member wants a car, she can go online and make a reservation and then use a code to get the key at the parking spot. All a member has to do is make sure to return the car where she picked it up. The hassles are minimal as membership includes the cost of gasoline, insurance, car washes, maintenance and 24 hour roadside service. (The car even tracks usage by members, which simplifies billing.)

Car sharing is one of those true win-win opportunities in life.



It can save an individual or family up to \$5,000 per year—money that is invested in personal assets, as well as spent in the local economy. It is also environmentally friendly—fewer cars and fewer trips mean less air pollution, less congestion, improved water quality, and reduced demands for sprawling development. On average, car-share members drive 50% less once they join. More than half of Community Car members have avoided purchasing cars as a result of joining and another 20% have or will sell a car upon joining.

To find out more about Community Car, visit www.communitycar.com. For a great resource on car sharing in general, check out www.carsharing.net.



Highway 23 Cutting the fat from pork barrel projects

Citizen activists have mounted an effective campaign to fight one of the worst examples of pork-barrel highway projects seen in years—the Highway 23 expansion from Fond du Lac to She-

boygan. The expansion project was included in the 1999 state budget by Sheboygan-area legislators at the behest of local business interests, even though the Wisconsin Department of Transportation (WisDOT) said that it would be 20 years before the project was needed.

Since 1999, a growing group of farmers, landowners and concerned citizens have raised concerns about the impacts of the expansion on farms, natural areas and local residents. In 2004, the legislature passed and the Governor signed Act 217, a highway projects reform measure that prevents these projects from being included in the budget when they are not needed and there is not sufficient funding to build them.

The calls for sound land use and transportation planning by local activists, and the 1000 Friends' backed highway project reform bill, have led WisDOT Secretary Busalacchi to indicate that the Department will include passing lanes as an alternative to expansion.

1000 Friends members, Leonard Sobczak and Pat Riley, have been instrumental in organizing these efforts. Sobczak is an appointee of Governor Doyle to the Transportation Projects Commission, an oversight body created to evaluate the merits of highway of expansion projects. Riley is an entrepreneur and citizen organizer.

•

REYNOLD ZELLER Conservationist's Legacy will Endure

Reynold "Ren" Zeller was born on the Zeller home farm in Mt. Pleasant Township, Green County, Wisconsin, on May 18, 1931. He was a lifelong resident of Monticello, where he graduated from high school in 1948.

Mr. Zeller worked for the Department of Natural Resources for 33 years and was the Green County State Park Manager for the New Glarus Woods Park, Sugar River Trail, and Cadiz Springs State Park before retiring in 1998. He was instrumental in developing the Sugar River Trail.

He understood the importance of caring for our natural world. Not only did he devote his life's work to natural resources but also his spare time. He supported many environmental organizations both financially and as an active participant. His devotion to the out-of-doors and land conservation was evident his entire life.

When Mr. Zeller passed away in January, 1000 Friends learned we were named as one of the beneficiaries of his estate. His generous planned gift will have an important impact on the work we do to protect the rural landscape and to preserve cultural, historic, and natural resources.

Calendar

August 12 Friday Madison

Community Shares of Wisconsin
11th Annual Golf Classic
The Meadows of Sixmile Creek

For more information or to register, contact
Donna Chan Fisher at
608.577.7171 or
dcfisher@execpc.com

September 18 Sunday Cedarburg

2005 Bike for Wisconsin Fund-
raising Ride

Details for this event available
at www.bfw.org



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Bike and pedestrian funding program valuable, but underfunded

Patrice Kohl, 1000 Friends' Volunteer



The cities of Kiel and New Holstein sit a little over three miles apart. Just close enough to exchange shoppers and diners. But until the Transportation Enhancement Program provided federal funds to build a bike and pedestrian path, the highway and an automobile provided the only practical way to travel between the two Wisconsin cities.

"You either had a car, hailed a taxi from another city or hitched a ride," said Julie Heuvelman, county planner for Calumet County. "It's too far to walk through a field."

Since the Transportation Enhancements Program was created in 1991, it has offered states more than \$6.58 billion dollars in federal funding to improve quality of life issues related to transportation. And more than half of the program's funds have been used for bike and pedestrian projects like the trail connecting Kiel and New Holstein.

But despite a high demand for bike and pedestrian projects Wisconsin has limited its use of Transportation Enhancement (TE) funds and has backed away from similarly funded bike and pedestrian projects.

"Wisconsin has long ranked at the bottom of the country in their use of Transportation Enhancement funding," said Marjorie Ward, executive director of the Bicycle Federation of Wisconsin. "They spend less TE money locally than they could."

Congress created the TE Program when it approved the Intermodal Surface Transportation Efficiency Act and continued the program under the Transportation Equity Act of the 21st Century (TEA-21) in 1998. Under TEA-21 the TE Program shares a pool of money with other transportation programs and each state has the freedom to choose how much

funding it will allocate to each program as long as it does not exceed an upper limit. While there is an upper limit as to how much federal money a state can allocate to a program, there is no minimum. And when it comes to the TE Program, Wisconsin appears to be reaching for the bottom.

According to data compiled by the National Transportation Enhancements Clearinghouse, between 1992 and 2003 Wisconsin allocated fewer funds to its Transportation Enhancements Program than all other states except Louisiana and Massachusetts.

Until recently, bike and pedestrian projects eligible for Transportation Enhancements funds could also be funded by the state Surface Transportation Program-Discretionary (STP-D) created to make up for some of the shortfall in TE funds. Funding from both the TE and STP-D programs has been distributed as part of the Statewide Multimodal Improvements program (SMIP). Last year, however, the Joint Finance Committee eliminated the STP-D funding.

"There are literally hundreds of good projects frustrated by lack of funds," said Ward. "The newest shortfall, the loss of STP-D, has just added insult to injury. It is kicking us when we are already down."

Bike and pedestrian projects funded by SMIP have played an important role in improving transportation throughout the state, said Tom Huber, Wisconsin Department of Transportation Bike and Pedestrian Coordinator. But bike and pedestrian projects also offer many additional benefits including more space for recreation.

Bike and pedestrian trails also play an important role in improving public safety and health, and building a greater sense of community, said Kit Keller,

Wisconsin Walks' organizer. "As a matter of public health and good civil government we need to be allocating more funds to making communities walkable, especially for the children and elderly."

And what Americans spend in projects such as bike and pedestrian trails, they may save in medical costs.

A study published in the American Journal of Preventive Medicine in 2000, for example, found that bike and pedestrian trails increased rates of physical activity among nearby populations, and particularly among women and lower socioeconomic groups. The study surveyed residents in 12 rural counties in Missouri and found that of the respondents who had access to trails and used them, more than 55 percent reported an increase in physical activity after the trails were built. Getting inactive Americans to become active could save as much as \$77 billion in medical costs per year, the Centers for Disease Control and Prevention has estimated.

Studies have shown that bike and pedestrian trails can economically benefit communities directly as well. A report released in May 2005 by the Governor's Bicycling Coordinating Council shows that bicycling contributes more than \$750 million to the Wisconsin economy, from both manufacturing of bicycles and accessories and tourism. It also indicates that Wisconsin makes up roughly 20% of the entire bicycling industry in the United States. It's hard to imagine that a community will not improve when it builds bike and pedestrian facilities, Huber said. "Most people agree that... your quality of life is going to be higher there."

But the elimination of STP-D funds may discourage communities from building bike and pedestrian projects as an increasing portion of funding requests are denied.

"It will be more difficult for local communities to build bike and pedestrian trails in the continued absence of STP-D funding," said John Duffe, Enhancements Manager at the Wisconsin Department of Transportation.

In communities like Kiel and New Holstein, TE and STP-D funds have provided the impetus for bike and pedestrian project proposals.

"We knew that the transportation grant was there. That's basically how it came to be," said Mike Stutz, City Clerk for New Holstein. "Ultimately, our cost was minimal."

(See pages 4-5 for 1000 Friends' action on bike/ped legislation.)



staffShorts

On the air in Wausau



If you were listening to WSAU in the Wausau area on the morning of April 20th, you would have heard one of the most distinguished voices in Wisconsin politics and radio talking about the need for transportation reform. Former State Senator Walter John Chilsen, who will soon be inducted into the Wisconsin Radio Hall of Fame and is a 1000 Friends Board Member, joined Executive Director Steve Hiniker and Transportation Policy Director Ward Lyles on Pat Snyder's morning show to talk transportation.

In addition to fielding a wide range of transportation-related question from callers, the trio discussed the need to curb out-of-control highway spending and to provide more transportation choices to residents statewide. Former Senator Chilsen provided unique insights, based on his experience in the Legislature, on how legislators employ "you scratch my back and I'll scratch yours" thinking to bring pork barrel projects home to their districts.

Taking our transportation message door-to-door

When 1000 Friends wanted members of the Senate and Assembly to take notice of our new transportation briefing booklet—*Where Do We Go From Here?*—we decided to go door-to-door. Over two days in mid-April, Transportation Policy Director, Ward Lyles, visited every legislative office dropping off a copy of *Where Do We Go From Here?* The personal touch of hand-delivery led to a number of productive conversations with legislators and their staffs on both sides of the aisle.

In addition to sharing *Where Do We Go From Here?* with legislators, we've gotten copies of it into the hands of hundreds of citizens, activists, members of the media, community groups and allies statewide. If you have a local newspaper, radio station or community group that you think would be interested in having a representative from 1000 Friends come in and give a presentation about transportation reform, please call Ward Lyles at 608-259-1000, ext. 103, or email Ward at ward@1kfriends.org.

Identifying the next generation of leaders

Making sure that our communities are great places to live, work, learn, play and worship requires building human capital in addition to sound land use and transportation planning. A new organization in the Madison area, MAGNET, aims to attract and retain talent to Dane County by understanding and addressing the needs of the next generation of leaders.

As part of its efforts to understand the next generation of leaders, MAGNET recently released *Identifying the Next Generation of Leaders*, a report analyzing how Dane County stacks up in the national competition for young talent and where people in their 20s and 30s are coming to Dane County from and where they are moving away to.

MAGNET's key findings in *Identifying the Next Generation of Leaders* are that Dane County stacks up very well in terms of the number of young and educated people that live there, but that more people in their 20s and 30s are moving away from Dane County than are moving there. This second point has concerned many community and economic development experts interested in ensuring that Dane County continue to be among the best places to live and work in the country.

1000 Friends was one of the supporters of *Identifying the Next Generation of Leaders* and 1000 Friends' Transportation Policy Director Ward Lyles is a co-author of the report and a co-founder of MAGNET. To learn more about MAGNET and its report, visit www.madisonmagnet.org.

Thank you

Over the last year, 1000 Friends has been fortunate to work with a great set of partners in the Elderly and Disabled Transportation Coalition.

1000 Friends helped form the Elderly and Disabled Transportation Coalition in the spring of 2004 in order to increase funding for county transportation programs that provide rides for the elderly and people with disabilities. Even though the trips these programs provide are essential to the health and quality of life of many of our most vulnerable citizens, and the elderly population will grow dramatically over the next 20+ years, this program has been under funded year after year.

The Elderly and Disabled Transportation Coalition's principle activity has been on working with DOT, the Governor's office and the legislature to secure a 36% increase, from \$16.8 million in the last budget to \$22.8 million in the 2005-2007 state budget. This increase will mean that every county in the state will get more people to the doctor, the pharmacy, and the workplace.

In particular 1000 Friends staff would like to thank those who were at the table from day one forward: Gail Sumi of AARP Wisconsin, Michael Blumenfeld of the Survival Coalition of Wisconsin Disability Groups, Barb Thoni of the Coalition of Wisconsin Advocacy Groups and Gary Goyke of the Wisconsin Urban and Rural Transit Association. They are a wonderful group with which to work.

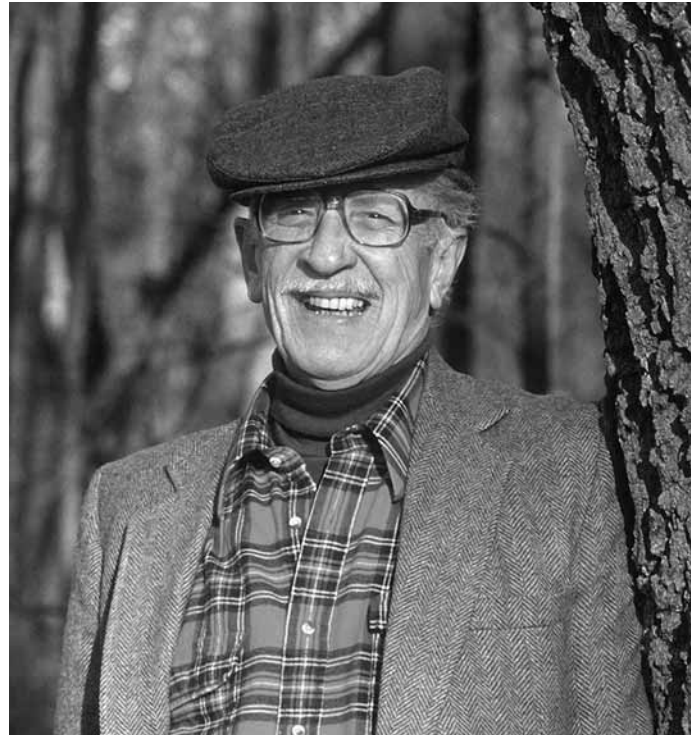
1000 Friends was a co-founder of the Elderly and Disabled Transportation Coalition, which has grown to include AARP Wisconsin, the Coalition of Wisconsin Aging Groups, the Survival Coalition of Wisconsin Disability Groups, the Wisconsin Association of Taxicab Owners, the Wisconsin Coalition for Advocacy, the Wisconsin Jewish Council, the Wisconsin Rural and Paratransit Providers, and the Wisconsin Urban and Rural Transit Association.

Words like civility, integrity, positivism, commitment, volunteerism... all come to mind in describing Bud Jordahl.

The following is an excerpt from comments made by fellow 1000 Friends Board Member Steve Born on the Induction of Bud Jordahl into the Wisconsin Conservation Hall of Fame April 9, 2005, in Stevens Point.

“ Bud’s career highlights and enormous contributions have been summarized and noted in newspaper stories and in other award citations; while they paint a rich picture of his conservation achievements, chronological listings of his accomplishments have always seemed too sterile to me, missing the richness of his conservation life story. But I need to briefly recount some selected milestones here.

- After graduating from the University of Michigan in 1950 with a degree in Forestry, he began his career with the Wisconsin Conservation Department as a district game manager in Viroqua, at which time his lifelong love affair with the Coulee Country of southwestern Wisconsin began (a love of the land reflected in his family’s private land stewardship and environmental restoration of their Richland county farm). He took time off in the mid-1950s to complete an MS in public administration at Harvard.
- In the early 1960s, he held a variety of positions including director and deputy director with the Department of Resource Development (one of the predecessors of today’s DNR). His work included extensive leadership in recreation and natural resources planning, and during this period, he was also a principal in developing Gaylord Nelson’s ORAP—the precursor of today’s Stewardship Program.
- In 1963, Bud joined the staff of Secretary of Interior Stewart Udall, serving as Regional Coordinator for the Upper Mississippi–Western Great Lakes Area—he was the top field representative for the Secretary’s Office in the region with responsibilities for coordinating the wide array of Department of Interior programs.
- In 1967, Bud shifted gears—staying at the federal level and accepting an appointment from President Lyndon Johnson to serve as co-chair of the Upper Great Lakes Regional Commission. Much of the work dealt with stewardship and use of the region’s natural resources to strengthen the economy.
- It was during this period (1964-68) when Bud worked closely with Gaylord Nelson in developing the Federal legislation establishing the St. Croix and Namekagon Rivers as Wild and Scenic Rivers, and the Apostle Islands National Lakeshore—again launching a lifelong commitment to the protection of those remarkable natural landscapes.
- In 1965, Bud had accepted a part-time position as a lecturer in the UW Dept of Urban and Regional Planning—teaching a seminar in Resource Policy Issues that became his signature course—that class shaped my career as it did for many others.
- In the late 1960s, the part-time appointment became formal and full-time—and until his retirement in 1989, Bud was a faculty member at UW-Madison, with a major commitment to UW-Extension. As an educator, not only has he played a primary role in the academic training of many of today’s conservation leaders, but he saw the role of Extension as one that should foster citizen education and involvement in understanding and protecting Wisconsin’s environmental heritage.
- In the early 1970s, he served on the Natural Resources Board. There are many legacies stemming from his NRB years, but of special note was his insistence on the development of forward-looking master plans to guide and protect the use of our state public lands.
- And yes, he found time to work with Gaylord Nelson in establishing the first Earth Day—a profound milestone in U. S. history.



As I noted, while Bud’s professional history is remarkable for its breadth and significant accomplishments—it never seems to fully chronicle what he’s done!

In many ways, Bud saved some of his best work for his “retirement” years! His belief in (small D) democratic principles and the ability of citizens to play a major role in resource stewardship led to his active leadership in building the civic capacity of Wisconsinites to protect their cherished landscapes. He knew that successful conservation needed direct citizen engagement, as well as government. He was a founding Board member of 1000 Friends of Wisconsin and Gathering Waters Conservancy, and he has provided leadership and support to those organizations ever since their inceptions.

I could go on, but I hope you get a broader picture of this Wisconsin conservation stalwart. Words like civility, integrity, positivism, commitment, volunteerism.... all come to mind in describing Bud Jordahl. He often tells me that you have to stay alive a long time and have persistent determination because many of the same big conservation issues keep reoccurring, and the battles never end. Bud’s followed that advice...living a long, full and amazingly productive life...and he continues to do so today...as a conservation activist, a consummate professional, a gentleman, and now—via this richly deserved tribute—as a member of the Wisconsin Conservation Hall of Fame. ”

—**Stephen M. Born**
*Emeritus Professor of Planning
 and Environmental Studies
 UW-Madison*



Quotes from News Stories by or about 1000 Friends

“There’s a clear process that was put in place to get us past waste and pork barrel politics, and the system failed. The fact it [the Highway 23 expansion project] didn’t go through the process raises questions about whether it would have survived the process.”

—Steve Hiniker, Executive Director, referring to the Highway 23 expansion project that Sheboygan-area legislators snuck into the budget in 1999, even though WisDOT did not feel that the project was necessary for another 15 to 20 years. Hiniker was quoted in “DOT may pare highway project,” by Patrick Marley in the *Milwaukee Journal-Sentinel*, April 25, 2005.

“We think any tax increase ought to be voted on.”

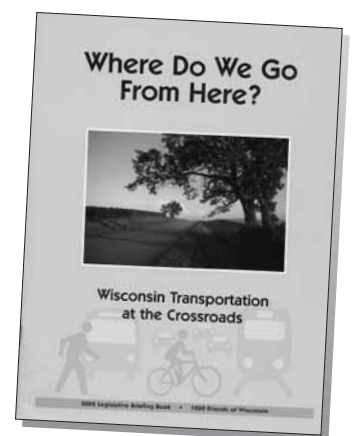
—Steve Hiniker, Executive Director, referring to the automatic increase to the gas tax that occurs on April 1st (no foolin’) every year. The automatic nature of the increase, which results in \$25 million extra for DOT this year, results in too little oversight on how these tax dollars are spent. Hiniker was quoted in “Gas tax adds to pain at the pump,” by Steven Walters in the *Milwaukee Journal-Sentinel*, March 30, 2005.

“People expect transportation choices, and choices don’t mean the inner-beltline or the outer-beltline. Choices don’t mean choosing between a one-lane or two-lane highway expansion.”

—Ward Lyles, Transportation Policy Director, referring to the need for more balanced transportation options, including increased transit, rail, bicycle and pedestrian facilities, in “Highway spending criticized,” by Jeremy Harrell in the *Daily Reporter*, March 22, 2005.

“Spring has just arrived, so what better way to celebrate than to throw a bouquet in the direction of 1,000 Friends of Wisconsin, one of the state’s premier environmental groups. The Friends recently published a new booklet that spells out just how out of whack our transportation priorities have become in Wisconsin.”

—Dave Zweifel, Editor of *The Capital Times*, in his March 21, 2005, editorial “Booklet shows road lobby’s squeeze” on 1000 Friends’ new transportation briefing booklet, *Where Do We Go From Here?*





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See our newly designed website at www.1kfriends.org for the latest updates on Smart Growth and many other issues of interest.