

# Community Design and Planning Services

2020 - 2021 Capstone Project Application



**WISCONSIN**

UNIVERSITY OF WISCONSIN-MADISON

Department of Planning and Landscape Architecture

**The Department of Planning and Landscape Architecture at the University of Wisconsin - Madison is continuing its long history of community design and planning services, and we are currently pursuing opportunities for projects to be considered for the 2020-2021 Capstone Project.**

All students in the professional program in Landscape Architecture are required to complete a two-semester Capstone Project during their senior year. Eric Schuchardt, the Capstone Coordinator and Instructor, connects students to a client and related project, generally within the state of Wisconsin. Most design and planning projects fall within community design/placemaking, urban redevelopment, waterfronts, and park/open space planning. Each capstone project addresses design issues at 3 scales: the site scale (about 2-3 city blocks), the master plan scale (about 6 to 20 city blocks) and the regional scale (about the scale of a city to a county). Keep in mind these scales are flexible within each project. Projects take place from September to May and will be executed by a senior student in the Professional Landscape Architecture degree program, guided by an advisory group from the host community, and supervised by faculty.

#### 1<sup>st</sup> Semester Project Summary (September – December)

During the first semester students work with a client and develop a comprehensive design proposal that helps refine the client's needs, goals, and objectives from a regional to site scale. Throughout the semester students make several site visits to gain a better understanding of local conditions and the community. In December, the students present a preliminary proposal report that defines the overall project goals, and is grounded in research, literature reviews, precedent studies, inventory and analysis mappings, and programmatic development studies.

#### 2<sup>nd</sup> Semester Project Summary (January – May)

The second semester is less about research and analysis, and more about executing the design of the previous semester's proposal research. Students continue to work with their clients while creating a master plan that includes a conceptual: site plan, planting plan, grading plan, stormwater management plan, and construction details. The final community designs are presented to the public and clients during the month of May. Upon completion of the project each client receives a comprehensive Capstone document of design and planning recommendations, which has the potential to support future comprehensive design, planning, grant writing, and other fundraising efforts.

Although the Capstone extends back into the 1980s, from 2001 to 2020 it has addressed the needs of more than 260 clients, the majority of these being Wisconsin communities in 55 counties. In addition, past capstone projects have occurred in Minnesota, Missouri, Iowa, California, Texas, New York, and Illinois. If you wish to apply for consideration or are interested in learning more about our design and planning services, please fill out the attached application form and email it to Eric Schuchardt at [ejschuchardt@wisc.edu](mailto:ejschuchardt@wisc.edu). **Application Deadline: August 14th, 2020**

#### **General Requirements for Consideration (See application for more detail – Page 5)**

1. A steering committee/citizens advisory group
2. Student projects must be broad enough in scope to demonstrate a diversity of skills
3. A small grant to cover out-of-pocket expenses (negotiable) ex. travel, printing, and lodging

#### **Capstone projects address a variety of community design and physical planning issues, including:**

- Ecologically sensitive areas (wetlands, stream corridors, woodlands, prairies)
- Mixed-use, residential, industrial, and commercial districts
- Placemaking and neighborhood redevelopment (streetscapes, plazas, parking, downtown plans)
- Public parks, open space, recreation, and trail systems (state, county, city)
- Brownfield redevelopment
- Waterfront redevelopment
- Educational, arts, and cultural institutions and parks
- Historic preservation
- Green infrastructure, stormwater management, & flooding
- Conservation development

*\*This list is not complete. We are always open to new ideas!*

Past capstone project examples are posted on our Department website, and project summaries are published in **Contour**. [Click Here for Link to Documents](#)

## RECENT CAPSTONE PROJECTS IN WISCONSIN

Appleton, Aztalan State Park, Baraboo, Boscobel, Boulder Junction, Brillion, Brodhead, Brookfield, Buchanan, Cambridge, Cashton, Cassville, Chippewa Falls, Clintonville, Columbus, Cuba City, De Pere, Devil's Lake State Park, Eau Claire, Fitchburg, Fox Lake, Grantsburg, Green Bay, Hollandale, Hortonville, Hurley, Janesville, Kaukauna, Kenosha, La Crosse, Ladysmith, Lake Geneva, Lena, Lodi, Mauston, Mazomanie, Menomonee Falls, Merton, Middleton, Milwaukee, Minocqua, Mishicot, Monona, Monroe, Oconomowoc, Ontario, Pleasant Prairie, Port Washington, Racine, Reedsburg, Rock Springs, Sauk City, Shorewood Hills, Stoughton, Sturgeon Bay, Sun Prairie, Superior, Verona, Wabeno, Waterloo, Watertown, Wausau, Whitewater

## RECENT CAPSTONE PROJECTS IN OTHER STATES

Illinois: Chicago, Dekalb, Wilmette  
Minnesota: Anoka, Rochester, Minneapolis  
Missouri: St. Louis  
Virginia: Idylwood  
Colorado: Denver

## CLIENT EXPERIENCES

*"Our experience with the capstone project and with Jules specifically was tremendous. Jules was very knowledgeable about design and his knowledge showed throughout the process. Through our conversations with Jules, he was able to focus on his interests with the project while doing a great job integrating the feedback we provided based on our knowledge of the local conditions."*

*Jules had some great ideas for the area. The renderings and designs he provided for the project impressed all of the City staff that were working with him during the project. It is highly likely that his ideas will be incorporated into the future plans for the north riverfront area. His work is very valuable to us and we are glad we were able to be a part of the UW Madison BSLA capstone projects."*

*Jules also went beyond the requirements of the project and attended an open house to discuss his project with officials and citizens of Wausau. He discussed his project with the local media, residents, and plan commission and council members. Jules did an excellent job with all of these challenges and his ideas were received well by the people he spoke with."*

*We hope to have more of our projects as part of the capstone program at UW – Madison in the future. Our experience was excellent, and this certainly provided valuable work for the City of Wausau."*

**Brad Sippel**  
Assistant Planner  
Department of Planning, Community and Economic Development  
City of Wausau

*"It was so great that Hailey would take on the challenge after the devastation of last year's flood. I am thanking you on behalf of the Ontario Village Board, who is so very pleased with the results. I received all of the documentation from Hailey and will be making a presentation in a special meeting of interested village residents."*

*Hailey did a great job of understanding what we were asking of her, and gave us something we can use to look forward to what the Village could be. That is something sorely needed at this point as we continue to clean up mud and silt and wait for FEMA to help with destroyed buildings. She gave us ideas to make better use of our best resource – the Kickapoo River, and she gave us ideas for all of the green space that will be left after many buildings are taken down."*

*Hailey met with our steering committee a couple of times last winter and she even met with me on a weekend. She was a joy to work with and so bright. I think she will be very successful in her chosen career. This is a great program that helps communities and I hope I have an opportunity to work with you in the future."*

**Sue Blanchard**  
Economic Development Committee Chairperson  
City of Ontario, WI

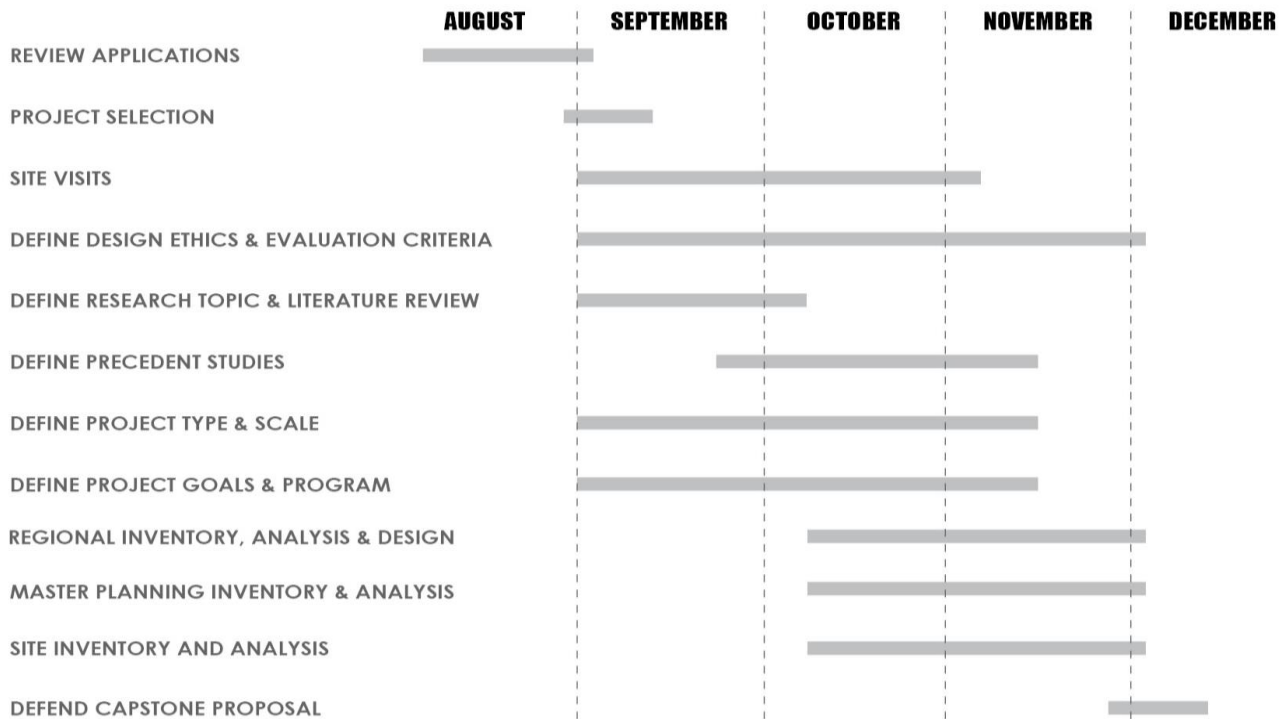
*"The project for Sturgeon Bay was undertaken by Konner Kearney and involved planning and design for the Egg Harbor Road corridor. This project was both relevant and timely. This corridor is a major transportation and business artery for the city. The Sturgeon Bay Comprehensive Plan identifies the revitalization of this corridor into a mixed-use neighborhood as a catalytic project with the potential to increase value and spur economic investment. However, the plan only includes a cursory examination of the issues and objectives. There remained the need for an in depth analysis and complete set of recommendations and detailed drawings that Mr. Kearney's project now provides. The project was timely because the city is conducting major work on this corridor this fall. The construction includes stormwater improvements, curb & gutter, sidewalks, street trees, and lighting. This work is expected to impact future development so Mr. Kearney's report can be used to help guide new development."*

*City staff has a very favorable impression of the effort by Mr. Kearney. At the beginning of the project, he met with various staff members to gain background info and perspective into the Egg Harbor project. Konner obtained maps and data in order to create his plans and recommendations. In particular, I was impressed by the long-term vision and planner's instinct that he demonstrated. In fact, his work could easily have been mistaken for a planning document prepared by a graduate student at UW's Urban & Regional Planning Department. (That's a compliment, by the way)"*

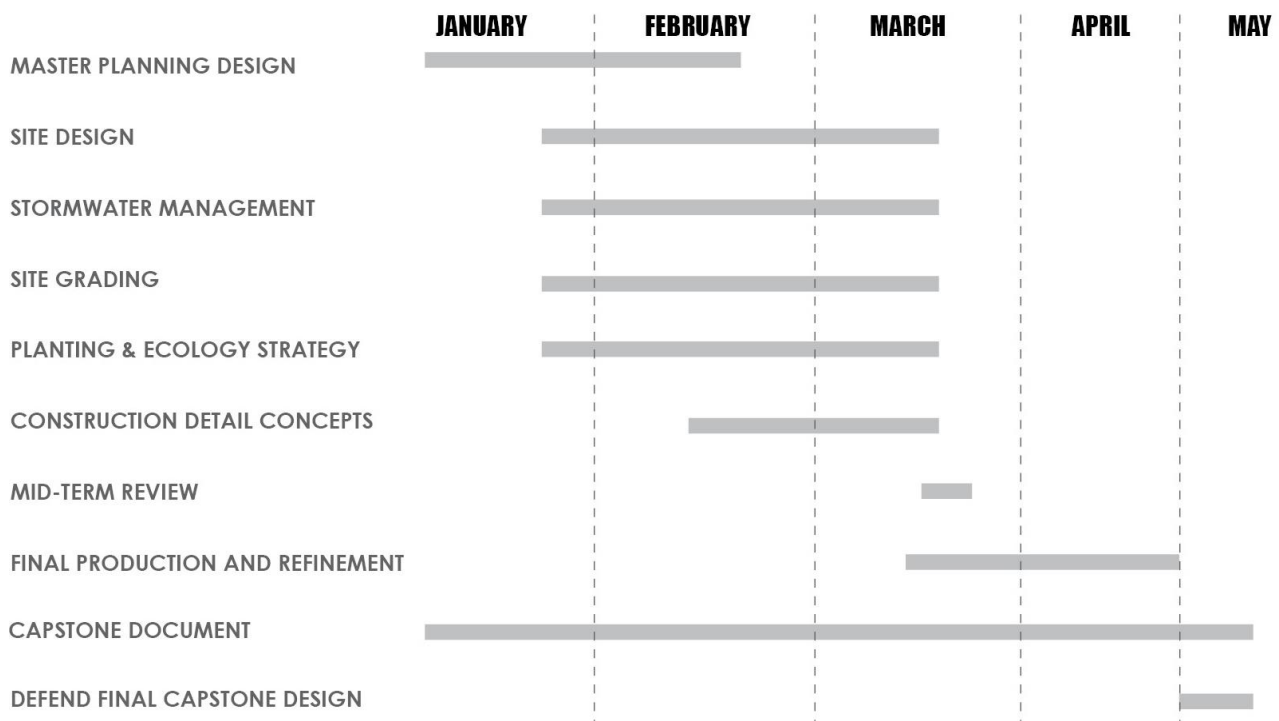
**Marty Olejniczak**  
Community Development Director

## CAPSTONE SUMMARY SCHEDULE OF STUDENT TASKS

### SEMESTER 01: CAPSTONE PROPOSAL – RESEARCH, INVENTORY, AND ANALYSIS (SEPTEMBER – DECEMBER)



### SEMESTER 02: CAPSTONE STUDIO DESIGN (JANUARY – MAY)



## **Community Design and Planning Services Application**

Date of request:

Location of proposed project:

Name of organization/community making request:

Organization/Community Website (If Available):

Name of primary contact person:

Address:

Phone:

e-mail:

**Steering committee/citizen group:**

Names and Affiliations (planning board, local citizens group, public official, other)

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**Scope of project** (describe community needs, issues, or specific sites to be addressed):

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**Sources of funding to cover out-of-pocket expenses** (ex. travel, lodging, and printing)

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**Graphic information** (attach links and project photos, maps, site documents and anything else to help explain your potential project)

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### **EMAIL FORM TO:**

**Eric Schuchardt, PLA, ASLA**

Faculty Associate

Department of Planning and Landscape Architecture

University of Wisconsin – Madison

Email: [ejschuchardt@wisc.edu](mailto:ejschuchardt@wisc.edu)