



## **Ken Harwood**

Advocating for Wisconsin  
Albany / Madison WI

Phone / Cell: 608.334.2174  
Ken@KenHarwood.com  
WisconsinDevelopment.com

# **Ten things you won't learn at the Nelson Institute**

## **1) Seek a Seat at the Table**

1. Government (commissions, boards, elected officials), Advisory, Informal
2. Local is Best For Immediate Impact
3. Don't bring an agenda!

## **2) Know the Development Process**

1. It Starts in Plan Commission and Committees
2. Show up early in the Process
3. Offer Ideas – Not Objections
4. Seek Compromise

## **3) Understand the Business Model**

1. Businesses are in business to make money
2. Know where the money comes from
  1. Profits
  2. Incentives
  3. Favorable Policy
3. Time is money
4. You have to go up to pay for expensive land
5. Farms (sprawl) are cheap land
6. What is the cost of doing the right thing
  1. The low-e example - Green that is known by everyone
  2. LEED Certification and other programs
7. Green can be profitable and profitable is NOT a four letter word!

#### **4) Watch the Curves**

1. When is the right time to invest in technology
2. Profitability is good for business
3. Solar, wind, Natural Gas are in their sweet Spot NOW.

#### **5) Know the Development Tool Set**

1. Storm water, Wetlands, Watersheds
2. Transit, Roads, Bike and Pedestrian
3. Utilities and Infrastructure
4. Public Safety / Health and Welfare

Remember It Starts With Plan Commissions and Committees then council

#### **6) Control the land control the world**

1. Ask communities to invest in land they want to control
2. The new conservancy

#### **7) Density is good – sprawl is inevitable**

1. Cost of growth leads to sprawl
  1. Plat Maps, Height and Density
  2. The 35 Acre Dilemma
  3. Profit Margins and Development
2. Why the Big box
3. Adaptive Re-use from the onset

#### **8) Know the Plans and Policies in Place**

1. Comprehensive Plans
2. Building and Design Standards
3. Brownfield and Site Reclamation
4. Storm water
5. Infrastructure
6. Adaptive Re-use
7. Wetland compensatory mitigation

## 9) Become the Expert

1. Develop Ways to Address Your Audience
  1. Press – People and Outlets
  2. Media Options
2. Know Your Audience
  1. Never Ever Say “Climate Change” to A Republican
    1. Talk about cost effective renewable energy (the curves)
    2. Talk about the health of their grandchildren and the impact of carbon on health
    3. Talk about money,
    4. Resources and Energy Independence
3. Craft you Message
4. Know where the money is coming from as well as the votes...

## 10) Don't Ever Just Say No

1. It is like arguing with your mother...
2. Off the record – the idea is to kill them with kindness
3. On the record – your goal should be to offer solutions and expertise... after all you will have a degree from the Nelson Institute

## Resources

## About Comprehensive plans

A comprehensive plan is a local government's guide to community physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions.

The Wisconsin Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

While a local government may choose to include additional elements, a comprehensive plan must include AT LEAST all of the nine elements below as defined by the Comprehensive Planning Law ([s. 66.1001](#)).

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

## Wisconsin Comprehensive Planning Legislation

- [Comprehensive Planning Law \(s.66.1001\)](#)
- [2015 Wisconsin Act 391: Consistency Revisited](#)
- [Analysis and Explanation of Act 372 of 2010](#)
- [Comprehensive Planning Law Features and Benefits](#)

## Wetland compensatory mitigation