Assignment
URPL 590 – Planning Support Systems
Spring 2009

**Group Project – Assessment of Planning Support System Software to Evaluate
Land Use Alternatives in Milwaukee's Historic Fifth Ward/Walker's Point
Neighborhood**

The group project is an assessment of planning support system (PSS) software to evaluate
land use alternatives for the Historic Fifth Ward/Walker's Point area in Milwaukee. Two
groups will each look at a separate PSS software package – CommunityViz and INDEX.
The study area is just south of downtown and bounded by the Inner Harbor, Milwaukee
River, I-94, and National Avenue. The area is characterized by a variety of land uses and
is changing rapidly. There is still a fair amount of industrial use and one of the highest
concentrations of jobs in the city. A plan for the area is being developed and the City is
interested in seeing the area retain and grow its job base, while following smart growth
principles during redevelopment. The area has a strong Hispanic presence and has some
coastal dependent uses that are being impacted by large-scale residential development
along the water.

The group projects will be presented via WisLineWeb - web collaboration software
operated by UW Extension - on Thursday, February 19th from 2:30 to 4:00 pm. This will
originate from Room 327 in the Pyle Center. The presentation will be divided into three
parts: an overview of the workshop, demonstrations of the capabilities of the software in
the study area, and a summary of the strengths of the PSS software and obstacles faced in
applying the software in the study area. The audience will include officials from the City
of Milwaukee-Department of Community Development, representatives from the
software developers (Placeways, LLC and Criterion Planners), interested students and
faculty from URPL, and interested staff from UW Sea Grant.

Three components of the project will represent your grade for the workshop.
- Group Report (50%) – The group project report should be approximately 10-12
  pages in length and describe how you utilized the PSS software in the study area.
  Feel free to include maps and other graphics. The report should focus on the
  process of using the software and on the results for the study area. Refer to
  Chapters 3-9 in the Brail (2008) book for ideas on presenting a case study.
- Individual Report (30%) – The individual report should be two pages in length
  and summarize your observations associated with using the software. Include
  your thoughts on the strengths of the software, obstacles faced applying it in the
  study area, recommendations for added functionality, and observations on other
  innovative applications of the software you used.
- Presentation (20%). Each student will be responsible for a five minute segment of
  the presentation on February 19th. The instructor will provide a ten minute
  overview of the workshop at the start of the web conference. Three students in
  the CommunityViz group will present on how they utilized the software in the
  study area (15 minutes total plus 5 minutes for questions). The same process will

be used for the INDEX software. Then one student from each group will present the strengths of their PSS software and the obstacles faced in applying the software in the study area (10 minutes total plus 5 minutes for questions). There will be 15 minutes for general questions at the end of the web conference. Please utilize Powerpoint to support your presentation, but you may also include screencast videos of the software interface.

All reports and presentations will be included on the web site for the workshop. Please submit printed and digital files of the reports and presentations before class on Thursday, February 19th. The goal is to publish the reports and share them with the broader planning community. I will be presenting our experiences with the workshop at the Coastal Zone '09 conference in Boston in mid July as part of a panel on sustainable coastal development.