

The Vantage Point



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APA 2007 CONFERENCE



Be among the first to register for the APA's 2007 National Planning Conference in Philadelphia April 14-18 and take advantage of the early bird rates!

CONFERENCE HIGHLIGHTS include the keynote address by **Robert Kennedy**, named as one of *Time* magazine's "Heroes of the Planet" for his success in leading the fight to restore the Hudson River; and the closing session, **The Legacy of Edmund Bacon**. Considered one of the 20th century's most influential planners, Edmund Bacon shaped not only the city of Philadelphia, but also the fields of city planning and urban design. Panelists provide a comprehensive view of his accomplishments, personal insights into his views on the practice of planning and nature of cities, and an assessment of his legacy over time. **Hundreds of sessions**, almost one hundred **mobile workshops**, special events, an exhibit hall, and other educational, social and networking opportunities await you in Philadelphia! ♦

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PPA'S NEWEST MEMBERS

Welcome to the following new members of Pennsylvania Planning Association:

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Waltz Consultants
- Marissa Gerkey
Crawford County
- Michelle Taylor
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- Heather Jazwinski
Crawford County
- William Gaertner
Crawford County
- Robert Hopkins
Crawford County
- Marcia Shiffman, AICP
Maser Consulting
- Thomas Ernharth
South Londonderry Township
- Robert G. Hall
Hamilton Square, NJ

welcome

We look forward to your active involvement in PPA!

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MYSTERY PHOTO: Can you identify the picture in the upper right corner of this page?

JANICE WOODCOCK

as New Executive Director of the Planning Commission

MAYOR JOHN F. STREET announced the appointment of Janice Woodcock as Executive Director of the Philadelphia City Planning Commission.

"As we move forward with plans to redevelop and revitalize our riverfronts along the Schuylkill and Delaware riverfronts, we need the expertise and guidance of the Planning Commission at each step of the way," Mayor Street said. "Janice Woodcock brings decades of experience and vision and will serve as a

vigorous and engaged Executive Director as we continue to move forward on many exciting developments around the City."

Janice Woodcock has served as project director for the City's Capital Program Office since 2004 and is a registered architect in New Jersey, Pennsylvania and Washington. In her work with the City, she has focused on oversight of construction projects and management of Fairmount Park system improvements.

While working with the Center City District, Janice managed a project, "Turning on the Lights Upstairs," that studied 10 downtown buildings to understand why upper floors tended to be vacant while street-level floors were revitalized and used. Her work produced a Guidebook for building owners for conversion from commercial or industrial to residential uses.

Prior to her work with the City, Janice worked as an architect and urban planner in Seattle, Boston, Portland and Philadelphia, where she worked for several firms and also owned and operated her own architectural design firm.

Janice holds a Master's degree in Architecture from the University of Washington College of Architecture and Urban Planning and a Bachelor of Arts Degree in Sociology/Economics from St. Lawrence University, NY. ♦



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First Spaulding Trust Fund Scholarship Awarded

The Spaulding Trust Fund Trustees have announced the first winner of the Les and Greta Spaulding Scholarship. Congratulations to Jeremy Zaborowski of Wattsburg, PA. Jeremy is currently enrolled in the second year of his Master's in Regional Planning from Cornell University. Following his graduation, Jeremy plans to return to Northwestern PA to put his education and his passion to good use in his community.

Watson Wins Irv Hand Award

Angela Watson was chosen as this year's winner of the Irving Hand, FAICP, Excellence in Planning Professional Development Award. Funded through a generous contribution by Delta Development, this award is given to a person employed in the planning field to pursue an individualized course of professional development. Angela is the Transportation Planning Specialist Supervisor/Land Use Coordinator for PennDOT. She is using this award to support her work toward her masters degree in community and regional planning at Temple University. Angela's goal at PennDOT is to "advance the land use program and ultimately bring more community planning and technical expertise to the Department." PPA is pleased to be able to play a role in supporting Ms. Watson's pursuit of this goal! ♦

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The Vantage Point

FOCUS OF THE NEXT ISSUE

“Special Issue” Focusing on APA 2007

FEMA Online Courses Help Prepare Planners

Municipal planners can take advantage of **free online courses** offered by FEMA to help them become better prepared to prevent or respond to potential disasters. The courses and their web sites are:

IS-700 NATIONAL INCIDENT MANAGEMENT SYSTEM

<http://www.training.fema.gov/EMIWeb/IS/is700.asp>

IS- 800 NATIONAL RESPONSE PLAN

<http://www.training.fema.gov/EMIWeb/IS/is800.asp>

IS-393 INTRODUCTION TO MITIGATION

<http://www.training.fema.gov/EMIWeb/IS/is393A.asp>

Further, planners may be interested in information regarding the Strategic National Stockpile (SNS), which is the national plan for how medicine would be provided in mass quantities in the event of a bio-terrorism attack or even an outbreak of the Avian Flu. Information on SNS may be found at <http://www.bt.cdc.gov/stockpile/>. ♦

Hicks and CHPlanning, Ltd. Chosen for Special Recognition

The *Philadelphia Business Journal* included CHPlanning, Ltd. and its CEO Charnelle Hicks, PP, AICP, on its list of the 100 fastest growing companies in Philadelphia. Making the list two years in a row, CHPlanning, Ltd. was number 40 this year. Under Hicks' leadership, her company has experienced a growth rate of over 200 percent in the past two years. CHPlanning emphasizes an inclusive approach to planning in that the final plan reflects the wishes of the client as well as the expertise of the planner. The company's services include land use, urban planning, neighborhood revitalization, environmental studies, parks and open spaces, and airports, primarily in Pennsylvania, New Jersey and Delaware. A notable expansion of CHPlanning's geographic reach is the work they are doing in New Orleans. CHPlanning was chosen from among 70 bidding companies to plan for the rebuilding of a neighborhood damaged in Hurricane Katrina.

Charnelle Hicks started the firm in 2001. It has grown to 12 employees, with a goal of reaching 25 employees in the next several years. ♦

PRESIDENT'S MESSAGE

WHAT'S NEW AT APA?

THE APA HELD ITS FALL LEADERSHIP MEETINGS this year in early November in Fort Worth, TX. The meetings were held in conjunction with the fall meeting of the **American Society of Collegiate Planners**. One new initiative announced by the AICP Commission is the certification maintenance through continuing education program. To quote at length from the AICP Commission web pages the “AICP Commission believes that planners should possess the knowledge and skills necessary to remain current in the practice of planning, demonstrate professional credibility through continuing education, and follow professional certification standards that are similar to those of other professional organizations, including planning organizations in other countries. To this end, the Commission is considering requiring certification maintenance through continuing education. APA chapter presidents and many AICP members support this initiative.”

Some form of mandatory continuing education has been discussed and supported by the state chapter presidents for a number of years.

AS WE POINT OUT, planning is one of the few professions that does not have (with a few exceptions) either a state license requirement or a continuing education requirement. The AICP Commission and many in the profession believe that we need to institute such a requirement to help practitioners stay current and to improve the credibility of planners.

On the **PPA website** you can find a copy of the report on certification maintenance issued by the AICP Commission. **This report lays out the proposed parameters of the proposed program** including how many credits will be required, how often members will have to report their credits, what would qualify for credits, and any exemptions that would be considered. We would like to hear from you about this proposal. Please take a few minutes to read the report and send you comments to the PPA office or email them to info@planningpa.org. Comments should be sent by January 5.

Carl Hess, AICP, PPA President

logon
www.planningpa.org

Planners asked to SUPPORT SCHOLARSHIP FUNDS

Students preparing to enter the planning profession often have limited resources to assist them in paying for their education. PPA has two funds that award annual scholarships to students who meet the criteria. The Pitkin Fund and the Spaulding Fund are supported by donations as well as the annual conference fundraiser.

Pennsylvania planners are now asked to consider an end-of-year, tax deductible contribution to these scholarship funds. Checks may be sent to the PPA office. You may designate one or the other fund. If no fund is designated, PPA will divide the contributions equally between the two funds.

Please consider a generous contribution to support the future of your chosen profession!

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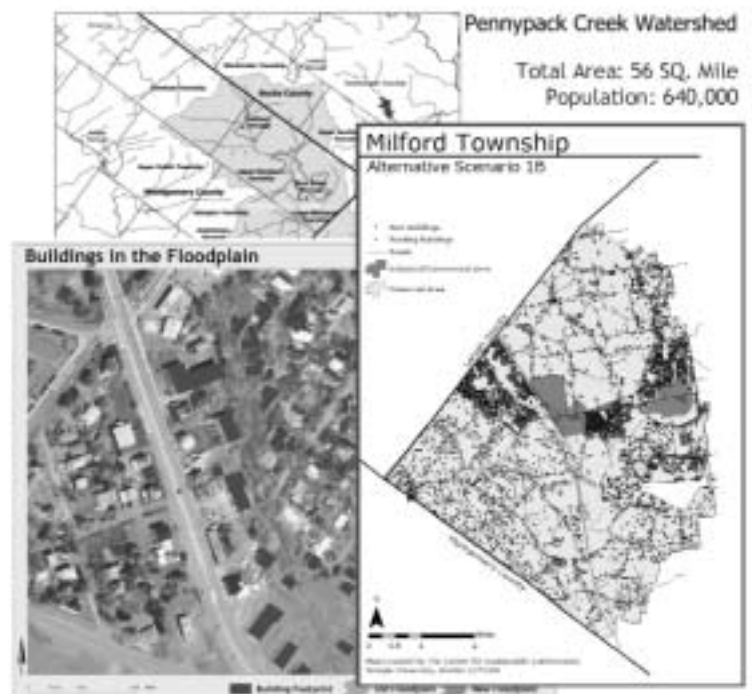
* B.S. also offered at Ambler campus

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- ◆ Land Use Planning
- ◆ Planning Studio
- ◆ Planning Theory, Research Methods, and Law
- ◆ Spatial Analysis Techniques/GIS
- ◆ Transportation Planning



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Season's greetings from the PPA's Professional Development Committee (PDC) to all of you out there who chose planning as your profession!

FIRST AND FOREMOST, I'd like to welcome **Susan Elks** and **Ray Stolinas** as the newest members of the PDC – Susan will be representing the Southeast Section, and Ray will be representing the Northeast Section. If you are a member of AICP who is interested in joining our efforts to provide and promote opportunities for professional development across the Commonwealth – and if you're willing to be associated with characters such as Ray Reaves, Dave McFarland, Cliff Kanz, Mark Stivers, and me – we still need representatives from the Lehigh Valley and Northwest Sections. Please e-mail me to find out more about joining the PDC and about what all our committee does.

The PPA's semi-annual **AICP Exam Review Session** will be held on Saturday, March 10, 2007, at

Temple University's Harrisburg campus. This free, day-long event will get exam candidates prepared for the exam, touching on each of the subject areas that you should know. In the past, attendees of this session have typically had a significantly higher pass percentage than those who didn't attend. If you're interested in joining us in Harrisburg, please contact Molly Wirick at mawirick@comcast.net. Also, contact Molly or me if you're interested in borrowing one of the PPA's two copies of the official AICP Exam Study Manual and CD-ROM, purchasing a copy of the Chapter Presidents Council Study Manual, or joining a study group near where you live.

Congratulations to those of you who passed the AICP Exam this fall! Your names will appear in the next issue of the Vantage Point. If

you are interested in helping us prepare others for this test by sharing your experiences, we could use your help. Perhaps you would like to join the team that teaches the semi-annual, statewide PPA AICP Exam Review Session by presenting an exam subject that you are particularly familiar with (for example, transportation planning or ethics). For those who have less time to travel, perhaps you'd like to meet once or twice with a local study group in your area. In any case, you can help fellow planners pass that scary test at a variety of levels. Please contact Molly or me if you are interested in getting involved in any way.

As always, if you or your section is holding a seminar, lecture, or event that you feel is worthy of **Continuing Professional Development (CPD) credits** for the AICP

members who may attend, please contact me and I will take care of certifying your event (if it is eligible) and registering it with AICP's CPD credit database (<http://www.planning.org/cpd/>). If you are an AICP member who has any questions about your informal obligation to continuing education, starting your very own CPD credit log with AICP, or adding an event that you attended to your credit log, please contact me at your convenience. Finally, the Professional Development Committee met most recently on Monday, November 20, 2006, to plan its program and budget for the upcoming year. Stay tuned for these events as they appear. All will be eligible for CPD credits.

Take care, and see you in Philadelphia. ♦



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PPA AWARDS PROGRAM WINNERS RECOGNIZED

Pennsylvania Planning Association (PPA) recently presented its annual awards during the Annual Conference held at the Hilton Harrisburg. Over 400 audience members were on hand to support the winners of this year's highly competitive program.

THE FOLLOWING AWARDS WERE PRESENTED:

Outstanding Planning Award for a Plan:

**Balance, Choices, Heritage and Tourism Elements of Envision Lancaster County
Lancaster County Planning Commission**

Planning on a large geographic scale in Pennsylvania, with its many small municipalities controlling land use policy, is a difficult task. In the early 1990s, Lancaster County recognized the need for coordinated growth management and became one of the first counties in Pennsylvania to create an urban growth boundary in its comprehensive plan. The county has now created an excellent new growth management plan that analyzes changes in the county and shows how growth management can be achieved in Pennsylvania's difficult regulatory environment.

Outstanding Planning Award for a Project/Program/Tool:

**Creating New Opportunities: Town Center District
Montgomery County Planning Commission**

Pennsylvania, unlike many parts of the country, is divided into many small traditional towns that often lack the resources to do good planning. Most of these small communities have applied suburban style commercial zoning to their walkable downtowns, with disastrous results when new development occurs. To help these small places create appropriate zoning for their downtowns, Montgomery County has prepared an excellent model ordinance that is explained in a straight-forward and visually-arresting way. The many color pictures and illustrations show local officials how good development can happen in their downtowns.

Outstanding Planning Award for Implementation:

**Solebury Township Land Preservation Program
Solebury Township
Residents of Solebury Township**

Too often, planning goals are not adequately implemented by local politicians. Solebury Township, a rural community in Bucks County, knew it wanted to preserve its rural character and decided to do so by creating a land preservation program based on municipal purchase of development rights. This took a lot of political will, and, to support this effort, the township established an innovative neighbor-to-neighbor program based on informal contacts between

residents. Overall, the township's program has been a resounding success, with over a quarter of the township permanently preserved as rural open space.

Distinguished Leadership Award for a Professional Planner:

Ramond Reaves, AICP

Achieving good planning is not easy. It takes good ideas, extensive cooperation, and, above all else, persistence. Raymond Reaves, AICP, working as the director of planning for Allegheny County and more recently with the Sustainable Pittsburgh organization, has helped implement better planning in southwestern Pennsylvania, leading the region's way in Smart Growth and multi-municipal planning efforts.

Distinguished Leadership Award for a Planning Official:

Carl Knoch

Citizen planners often bring a passion to the planning field that makes a big difference in their communities. Carl Knoch is a good example of this type of planner. As the chair of the York County Rail Trail Authority, he has helped to dramatically increase interest in and use of the trail, which has been recognized as one of the top ten best trails in the nation. In addition, he has worked extensively on planning, recreation, and conservation issues in his community.

Distinguished Leadership Award for an Elected Official:

Susan M. Smith, Chair, Venango County Commissioners

In some parts of Pennsylvania, economic development is all that counts. That was the case in Venango County, home of the first oil rush in the country. In the county, all planning issues were handled by the economic development authority. Susan M. Smith recog-

PLAN TO JOIN US in Gettysburg





nized that planning is more than economic development and led efforts to create a new county planning commission, which has now taken the lead in regional planning efforts and is creating an up-to-date county comprehensive plan. Susan M. Smith's politically courageous effort has reinvigorated planning in a Northwestern Pennsylvania community.

Student Project Award:
Chester Avenue "Main Street" Revitalization Plan

Philadelphia has many struggling, traditional commercial corridors that are plagued by a variety of urban ills. Chester Avenue in Southwest Philadelphia certainly qualifies as one of these distressed corridors. The University of Pennsylvania students have examined all the causes of decline and recommended a multi-faceted improvement approach that goes beyond standard streetscape improvements by including a variety of organizational, safety, community building, and development initiatives.

Public Education Award:
Land Use Planning for Realtors
Lancaster County Planning Commission
Lancaster County Association of Realtors

Because planning affects everyone, there are many different audiences and interest groups who should have a full grasp of planning goals and methods. Unfortunately, many do not. One group that has a huge impact on resident's views is realtors, yet realtors' understanding of planning is often limited. Recognizing this, Lancaster County has created an innovative program to educate realtors, teaming up with the Lancaster County Association of Realtors to create an accredited course of Land Use Planning for realtors.

In addition, the following
Certificates of Merit were given:

- Outstanding Planning Award for a Plan:**
Cheltenham Avenue: A Plan to Bridge the Communities
- Outstanding Planning Award for a Project/Program/Tool:**
Lititz Elementary School: Warwick School District
- Student Project Award:**
Washington Avenue East: Connecting the Divide

All award winners will now be considered for recognition at the national level through the American Planning Association.

Pennsylvania Planning Association expresses thanks and appreciation to the following sponsors and exhibitors who supported the 2006 PPA Conference:

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NEW DIVISION in American Planning Association To Address **HISPANIC ISSUES**

www.planning.org/latinos

THE AMERICAN PLANNING Association (APA) is now home to the only national entity for professional planners and others concerned about community planning issues affecting Latinos. Named the **Latinos and Planning (LAP) Division**, it is the 20th and newest division of APA.

“We’re excited to offer a division within APA that will be focusing exclusively on the planning-related needs and concerns of Hispanic planners and their communities,” said APA Executive Director and

States. Since October 2005, they have been holding forums that have engaged approximately 200 professionals from around the country to establish **a national agenda for action**. Latinos and Planning has attracted a broad spectrum of practicing planners and community development professionals, students, and professors.

The national discussions took place in 10 dialogos (Spanish for “dialogues”), which were held between October 2005 and November 2006 and focused on two questions: **What are the biggest challenges facing Latino planners?** and What are the biggest planning challenges facing Latino communities? Findings of the dialogos were used to help shape the division’s national agenda, as well as its goals and by-laws.

The division’s website (<http://www.planning.org/latinos>) includes information on the national agenda, how the division was formed, and information about division membership; site enhancements will include resources for planners working in Hispanic communities — ways to engage Latino residents and organizations in community planning efforts and ways to build planning capacity of organizations within Latino communities.

Other APA divisions include Planning and the Black Community, Indigenous Planning, New Urbanism, Economic Development, Private Practice, Housing and Community Development, Urban Design and Preservation, and Transportation Planning. For additional information about these and other APA Divisions, visit www.planning.org/divisions. ♦

Hispanic Americans represent the largest ethnic minority in the country and public awareness of their concerns is growing.

CEO **Paul Farmer, FAICP**. “The formation of this division comes at a critical time given that Hispanic Americans represent the largest ethnic minority in the country and public awareness of their concerns is growing,” Farmer said.

Leading the effort to establish the division were about a dozen volunteer planning professionals and academics from around the United



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