

## CONFERENCE ANNOUNCEMENT

# APA-PA 2017

### *this year!*

- **500** Planners Expected!
- **43** Classroom sessions
- **4** Mobile workshops offered
- Up to **13.25 CM credits**, including Law and Ethics
- Making a return, **Fast – Fun – Fervent** showcasing multiple presenters, multiple topics, seven minutes each
- **Welcome Reception** at **American Philatelic Society**
- *“Transforming Towns into Changemaker Communities”* **Opening Keynote Session** by **Spud Marshall**, the **co.space**
- *“Small Town in the Big City: Jane Jacobs of Pennsylvania”* **Pitkin Lecture** by **Robert Kanigel**
- Monday reception with the **Exhibitors**
- *“Medical Marijuana”* **Plenary** by **Nick Rodriguez-Cayro** and **Charles Suhr**
- **Annual Awards** presentation – our best and brightest
- **State of the APA-PA Chapter**
- Tuesday afternoon Desserts with our **Exhibitors**



# State College

PA Chapter of the American Planning Association  
**2017 Annual Conference**  
Sunday, October 22 – Tuesday, October 24  
State College, PA  
#APAPA17



American Planning Association  
**Pennsylvania Chapter**  
*Making Great Communities Happen*

The largest annual gathering of Planners in PA!

“How will a transit-oriented development project increase tax revenues to the city?”

“Many of the commercial centers along the highway are vacant. What do we do now?”

“If our town were built-out according to the master plan, what would be the fiscal implications?”

“If we develop a retail center here, how will that impact our downtown?”

## IS YOUR LAND-USE STRATEGY “4WARD TESTED”?™

“We’ve zoned this site commercial but it remains undeveloped. What’s the opportunity cost associated with this decision?”

“There are several industrial properties for sale. Should we buy and redevelop the site?”

“If we place more services in walking distance to residential neighborhoods, how much carbon emissions could be avoided?”

“We’re increasing our residential land area; how do we know if we need more supermarkets?”

“Develop a new park, yes. But how do we pay for its maintenance and operations?”



Welcome to the

# CENTRE REGION

explore.....

play.....

enjoy.....

For things to do in Central PA, visit [www.visitpennstate.org](http://www.visitpennstate.org)



# YOURGUIDE

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American Planning Association  
**Pennsylvania Chapter**  
*Making Great Communities Happen*

Register Online at [www.planningpa.org](http://www.planningpa.org)

PA Chapter of APA President — **James Cowhey, AICP**  
2017 Conference Chairs — **Rachelle Abbott, AICP; Jon Eich, AICP;**  
**Tara Hitchens, AICP; Brad Kerstetter**

**PA Chapter of APA**  
**587 James Drive**  
**Harrisburg, PA 17112-2273**  
**717-671-4510**  
**[info@planningpa.org](mailto:info@planningpa.org)**



**Mark Your Calendars!**  
2018 APA-PA  
Annual Conference  
October 14 – 16, 2018  
Bayfront Convention Center  
Sheraton Erie Bayfront Hotel  
Erie, PA

CONFERENCE

# @AGLANCE

## SUNDAY, OCTOBER 22, 2017

1:00p – 5:30p	Registration Open
2:00p – 5:00p	<b>Mobile Workshop M1</b> <i>Rural Placemaking Through the Arts: Community Theatres and the Downtown Arts Scene of College Town</i>
2:00p – 5:00p	<b>Mobile Workshop M2</b> <i>The Slab Cabin Run Initiative: A Landscape Level Approach to Source Water Protection, Stream Restoration and Ag Land Preservation</i>
2:30p – 4:00p	Legislative Committee
2:30p – 4:00p	PMPEI Committee
2:00p – 3:15p	<b>Concurrent Education Sessions A</b>
3:30p – 5:00p	<b>Concurrent Education Sessions B</b>
5:15p	Shuttle to the reception (Meet in the hotel lobby)
5:30p – 7:00p	<b>Welcome Reception at American Philatelic Society</b>
Evening	Dinner on your own

## MONDAY, OCTOBER 23, 2017

6:00a – 7:00a	Fun Run & Walk
7:00a – 5:00p	Registration Open
7:00a – 6:15p	Exhibit Hall Open
7:00a – 8:00a	Continental Breakfast with Exhibitors
8:00a – 8:30a	Welcome & Introductions
8:30a – 9:45a	Opening Keynote Session with Spud Marshall
9:00a – 11:30a	<b>Mobile Workshop M3</b> <i>Converging Waters: The Challenges of Migrating Towards an Integrated Water Resources Management Model in the Centre Region</i>
9:45a – 10:15a	Refreshment Break with Exhibitors
10:15a – 11:30a	<b>Concurrent Education Sessions C</b>
11:45a – 1:30p	Pitkin Luncheon & Lecture with Robert Kanigel
1:45p – 3:00p	<b>Concurrent Education Sessions D</b>
2:00p – 5:00p	<b>Mobile Workshop M4</b> <i>A Brief Campus Sustainability Tour and Potential Tools to Support Sustainable Community Projects</i>
3:00p – 3:30p	Refreshment Break with Exhibitors
3:30p – 5:00p	<b>Concurrent Education Sessions E</b>
5:15p – 6:15p	<b>Evening Reception with Exhibitors</b>
After 6:15p	Dinner on your own or Dine Around option

## TUESDAY, OCTOBER 24, 2017

7:00a – 4:00p	Registration Open
7:00a – 2:30p	Exhibit Hall Open
7:00a – 8:00a	Continental Breakfast with Exhibitors
7:00a – 8:00a	Professional Development Committee Meeting
7:00a – 8:00a	Planning Officials Development Committee Meeting
8:00a – 9:45a	<b>Plenary: Medical Marijuana (law)</b>
9:45a – 10:00a	Refreshment Break with Exhibitors
10:00a – 11:30a	<b>Concurrent Education Sessions F</b>
11:45a – 2:00p	Luncheon, Annual Awards Presentation and State of the Chapter
2:00p – 2:30p	Dessert with Exhibitors (Raffle Drawing, Silent Auction, 50/50)
2:30p – 4:00p	<b>Concurrent Education Sessions G</b>

# MANY THANKS

Will your company be seen at the 2017 PA Chapter of APA Annual Conference?

To become a sponsor or exhibitor, or to advertise in the Final Conference Program, please contact the PA Chapter of APA office at 717-671-4510. **Details are available at [planningpa.org](http://planningpa.org).**

*\*Please consider these companies and organizations when you are seeking partners and consultants for your projects.*

Many thanks to our Sponsors, Exhibitors and Advertisers\* (as of August 14)

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## **Exhibitors**

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York City Redevelopment Project

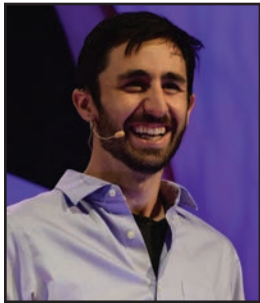
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# FEATURED SPEAKERS



**Monday, 8:30a - 9:45a**

## Opening Keynote

### Transforming Towns into Changemaker Communities

**SPUD MARSHALL**, the co.space, Chief Catalyst, CEO  
CM | 1.25

What does it take to transform communities into vibrant hubs of entrepreneurial spirit, social innovation and creative community development? The answer may be simpler than we think. Learn from what other communities are doing to reposition their towns and empower emerging leaders to take initiative and lead change. When communities learn to embrace a new mindset, they open their communities to new possibilities. So grab a notebook and get ready to steal some ideas to bring back to your own town!

**Monday, 11:45a – 1:30p**

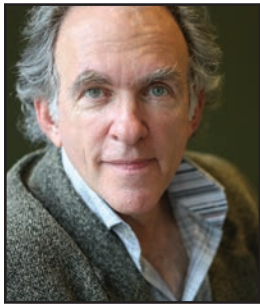
## Pitkin Luncheon & Lecture

### Small Town in the Big City: Jane Jacobs of Pennsylvania

**ROBERT KANIGEL**, *Professor Emeritus of Science Writing, Massachusetts Institute of Technology*

CM | 1.00

Robert Kanigel has written many books, sometimes on quirky topics like leather and its inspired imitators. Other books explored love and friendship, the French Riviera, mentor relationships among elite scientists, and people. Robert's latest book is a biography of Jane Jacobs, *Eyes on the Street: The Life of Jane Jacobs*. There's a Philadelphia story in the life of Jane Jacobs, and a Scranton story, and a Bloomsburg story as well. Together they contribute the peculiar tensions — and abiding appeal — of her urban vision.



**Tuesday, 8:00a - 9:45a**

## Plenary

### Medical Marijuana

**NICK RODRIGUEZ-CAYRO**, *Stevens & Lee, Attorney*  
**CHARLES M. SUHR**, *Stevens & Lee, Attorney*

CM | 1.50 LAW

Medical Marijuana has been made legal and the State has adopted regulations and completed the licensing selection, where are we now, where will we go, and what do we need to get there. This session will highlight the different classifications of legalized marijuana and the laws that define growing and dispensing; including the Federal and Pennsylvania Enacting Laws and the impact on municipalities and land use regulations.





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Hawks!*

# CONFERENCE ETIQUETTE

The Dress Code for the conference is **business casual** attire.

Cell phones and other devices that make noise should be disabled during sessions. If you must take a call, please exit the session as quietly as possible and take the call in the corridor.

**Room temperatures** are difficult to regulate. It is advisable to dress in layers so you can add or remove a layer for your personal comfort.

The conference is a **no-smoking** event. Smoking is not permitted in any conference event, including mobile workshops.

Please be considerate of other conference participants who may have allergies or sensitivities to **fragrances**. If your fragrance is strong, please consider using less of it, or not using it during the day.

APA-PA is **not responsible for the materials or opinions of the speakers you will hear.**

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CONFERENCE

# PLANNING COMMITTEE

**Rachelle Abbott, AICP, STEP, Inc., Co-Chair**

**Jon Eich, AICP, Co-Chair**

**Tara Hitchens, AICP, East Lampeter Township, Co-Chair**

**Brad Kerstetter, Juniata County Planning Commission, Co-Chair**

**Michelle Brummer, AICP, Gannett Fleming**

**Austin Daily, Lycoming County Planning & Community Development**

**Erica Ehly, AICP, Centre Regional Planning Agency**

**Leah Eppinger, AICP, Housing Authority of the County of Dauphin**

**Joiann Galiano, AICP, York County Planning Commission**

**Michelle Goddard, AICP, McCormick Taylor**

**Bill Gomes, AICP, Mifflin County Planning & Development**

**Karl Graybill, AICP, City of Lancaster**

**Cliff Kanz, AICP**

**Tom Krajewski, Lycoming County Planning & Community Development**

**Ed LeClear, AICP, State College Borough**

**Stan Lembeck, AICP, PMPEI**

**Betsy Logan, Penn Township**

**Jim May, AICP, Centre Regional Planning Agency**

**Trish Meek, AICP, Centre Regional Planning Agency**

**Jenny Picciano, AICP, Lycoming County Planning & Community Development**

**Terry Ruby, AICP, York County Planning Commission**

**Dawn Schilling, PE, AICP, McCormick Taylor**

**Cassandra Schmick, AICP, Logan Township**

**Lindsay Schoch, Ferguson Township**

**Pam Shellenberger, AICP, York County Planning Commission**

**Ray Stolin, AICP, Ferguson Township**

**Jerry Walls, FAICP**

**Jenna Wargo, State College Borough**

**Brandon Williams, Derry Township**

# SPECIAL EVENTS

## Sunday, 5:30p – 7:00p (gather in lobby for transportation at 5:15)

### Welcome Reception: American Philatelic Society

At 5:15p, meet in the Penn Stater lobby for transportation to American Philatelic Society (APS). It wouldn't be an APA-PA Chapter event without time for networking and camaraderie. This amazing historical complex made up of 18 buildings on seven acres and is entered in the National Register of Historical Places. Much of the former industrial complex was constructed under the direction of the Pennsylvania Match Factory (1899-1922). APS has nearly 28,000 members in more than 110 countries. It is the largest stamp collectors organization in the world. This reception includes heavy hors d'oeuvres and refreshments.

## Monday, 6:00a – 7:00a

### Fun Run and Walk

Join with friends and colleagues and explore State College on this early-morning exploration. Walkers and runners will set off from the Penn Stater Hotel Lobby at 6:00 a.m.

## Monday, 5:15p – 6:15p

### Evening Reception with Exhibitors

Monday's conference activities wrap-up with a reception with our Exhibitors. Take advantage of this opportunity to network with the Exhibitors and the other conference attendees. It's a great place to make plans to venture out and discover the city of State College!

## Sunday & Monday Evening

### Dinner on your own / Dine-around

Many restaurants and eateries are a few miles from the hotel with something to please everyone. Downtown State College will surprise you! On Monday evening, we will organize a Dine Around - go with fellow attendees to the restaurant that most suits your dining preference. Of course, you can always have dinner on your own.

## Monday, 6:15p – 7:30p

### The State of State College Informal Meet-and-Greet

Come enjoy a beverage with your fellow planners at the newly opened Federal Taphouse in Downtown State College's new mixed-use development: The Fraser Centre. Centre Region and Centre County planners will showcase exciting projects underway in the State College area. From innovative neighborhood housing and downtown public-private redevelopment to new regional master planned communities and a thriving entrepreneurial environment, the Centre Region is a laboratory of cutting edge planning. This event is an informal meet-and-greet and poster session to give your evening out in Downtown State College an inspiring start!

## Tuesday, 11:45a – 2:00p

### Luncheon, Annual Awards Presentation and State of the Chapter

Join us as we celebrate the achievements of fellow Pennsylvanians who shape where we live, work and play! Join **Denny Puko**, Chair of the PA Chapter of APA Awards Committee, for an inspiring **Annual Awards** program. We will recognize the work of fellow planners, planning officials, and elected officials and their roles in planning Pennsylvania. PA Chapter of APA President, **James Cowhey, AICP** will present the **State of the Chapter** highlighting the Chapter's successes and key activities during 2017. Scholarship recipients will be recognized.

# SCHOLARSHIP FUND

Support the Next Generation of Planners!  
Give to the PA Chapter of APA Scholarship Fund!

...and in other Scholarship Fundraising Committee news, we will also be selling tickets for the yearly **basket raffle, silent auction** and again this year we will be coordinating a **50/50 raffle!**

*Your contribution to the PA Chapter of APA Scholarship Raffle will help current planning students with their education-related expenses. Both undergraduate and graduate planning students are finding it hard to make ends meet. Students must not only juggle their academic pursuits, but also pay their bills, which is more difficult with fewer student loan options and higher textbook prices.*

## HOW TO HELP

- **Make a tax-deductible contribution.** Simply indicate your financial gift when you register for the Conference and include it with your payment. We'll mail a thank you letter for your tax records.
- **Purchase raffle tickets** at the Conference. Have fun while raising funds to support new planners. Generous donors contribute a variety of great prizes, from weekend getaways to gourmet food baskets to Pennsylvania-themed gear. Tickets will be for sale throughout the Conference.
- **Participate in the 50/50 raffle!**
- Donate items for the raffle – big or small! Donate a **basket** from your county or region. Reach out to your local attractions for **tickets**. Donate a **book!** Donate a **painting or print!** Are you lucky enough to have a **vacation condo or cabin** you can donate for a week or weekend? Please contact the PA Chapter Office with the details of your give-away at 717-671-4510 or [info@planningpa.org](mailto:info@planningpa.org).



Speakers, Sessions, CM Credits

# GENERALINFO

About the Main Speakers, Sessions, and Certification Maintenance Credits:

**Application will be made to APA for approval of Certification Maintenance (CM) credits** for all of the main speakers and most of the educational sessions at this year's conference. A total of 13.25 CM credits may be earned depending on session selections. Mobile workshops will have CM credit. And both Law and Ethics CM credits are offered.

**The list of approved sessions will be posted** on the PA Chapter website, [www.planningpa.org](http://www.planningpa.org), after approval is received from APA.

**Any session may be cancelled or rescheduled** because of low registration or unforeseen circumstances. Changes and cancellations will be noted in the Final Program which is distributed at the conference as well as on the Chapter website prior to the conference.

Following the conference, materials will also be available on the PA Chapter of APA website in electronic format.

**A mother's room** will be available for mothers of breastfeeding infants. Please see conference registration desk for details.

**The PA Chapter of APA is not responsible for the materials or opinions of the speakers you will hear.**

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## Are you preparing for the AICP exam?

Sessions noted below will be helpful in preparing for the AICP comprehensive planning exam; the exam will cover critical areas in APA's outline of subject matter.

### Sunday, October 22

- A4. Connecting with the Community: Maximizing Public Participation in Planning Initiatives**
- B2. Two Sides of the Same Coin: Plan Implementation through Zoning and P3s**

### Monday, October 23

- C1. AICP Exam: The New Format**
- D6. Connecting a Community through Collaborative Economic Development**
- E6. Repurposing Stranded Real Estate Assets as a New Form of Transit Oriented Development**

### Tuesday, October 24

- F5. Workshop with Results**
- G6. Oh S\*\*\*, How Did This Happen?**

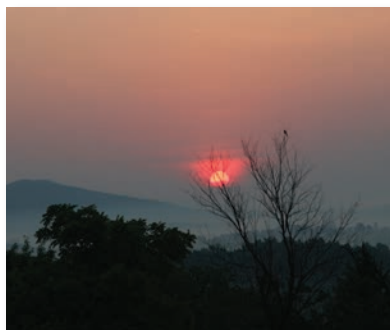
# AICP



# MOBILEWORKSHOPS

All mobile workshops require an extra fee to cover transportation and other logistics. **These workshops will be cancelled if sufficient participation is not reached.** Please wear comfortable clothing and shoes suitable for walking.

## Sunday, 2:00p – 5:00p



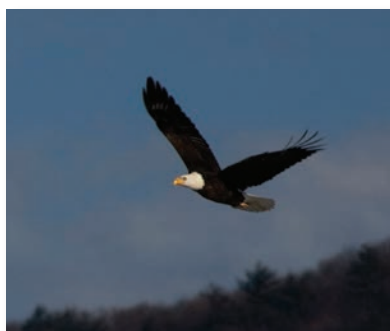
### (M1) Rural Placemaking Through the Arts: Community Theatres and the Downtown Arts Scene of College Town

CM | **2.50**; Additional \$15 fee required.

Community theatre is an important element of placemaking for rural Central Pennsylvania. The area is home to a number of theatre organizations, many of which were built on the heritage of beautiful and historic theatre buildings. This session will share case histories of several local programs, offering insight into why some theatres succeed and others have failed.

**CHARLES DUMAS**, Penn State University  
**REBECCA INLOW**, Rowland Theatre  
**GREG RAY**, The State Theatre  
**WILLIAM SNYDER III**  
**JOANNE TOSTI-VASEY**, Bellefonte Borough Council

## Sunday, 2:00p – 5:00p

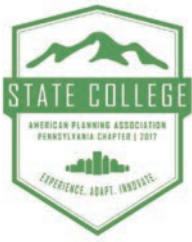


### (M2) The Slab Cabin Run Initiative: A Landscape Level Approach to Source Water Protection, Stream Restoration and Ag Land Preservation

CM | **2.50**; Additional \$15 fee required

When driving into State College from the South, there is one icon that stands out as your official entrance into Happy Valley, the sign for Meyer Dairy. Through its quiet charm, the Meyer Dairy Store reminds us of the modest, hard-working values and long agricultural history our community takes great pride in. ClearWater Conservancy plans to permanently preserve these 300 acres responsible for producing the milk, cheese and ice cream Centre County residents love. Importantly, this project will permanently and proactively conserve 300 acres of agricultural land and stream corridor immediately adjacent to the region's most important, most reliable drinking water wells. Join our tour to see what landscape level source-water protection looks and tastes like!

**JIM MAY, AICP**, Centre Regional Planning Agency  
**DEBORAH NARDONE**, ClearWater Conservancy



# MOBILEWORKSHOPS

All mobile workshops require an extra fee to cover transportation and other logistics. **These workshops will be cancelled if sufficient participation is not reached.** Please wear comfortable clothing and shoes suitable for walking.



**Monday, 9:00a – 11:30a**

## (M3) Converging Waters: The Challenges of Migrating Towards an Integrated Water Resources Management Model in the Centre Region

CM | **2.00**; Additional \$15 fee required.

The integrated water resources management model is generally accepted as a way forward for efficient, equitable, and sustainable development and management of limited water resources. The Centre Region, like most regions (and municipalities) manages water resources based upon a single purpose model. The single purpose model utilizes individual authorities to manage and maintain separate drinking water, wastewater, and stormwater systems. This mobile session will explore the major challenges planning agencies or departments, municipalities, and water and sewer authorities face when attempting to migrate towards a more cooperative, and integrated model. The session will also explore how planning professionals can strengthen their role in water resources planning using the relationship between Act 537 plans, comprehensive plans, and other planning activities to move towards an effective model for integrated water resources management.

**JIM MAY, AICP**, Centre Regional Planning Agency  
**TBD**

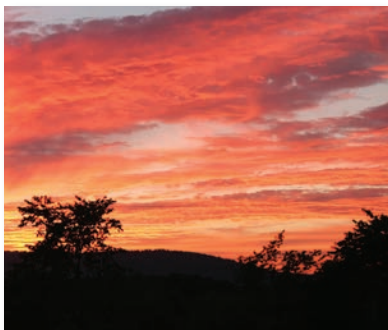
**Monday, 2:00p – 5:00p**

## (M4) A Brief Campus Sustainability Tour and Potential Tools to Support Sustainable Community Projects

CM | **2.50**; Additional \$15 fee required.

Planning and preparing for climate mitigation and adaption is challenging. Many communities often lack resources, including funding and lack of technical capacity to address practical responses to climate change. The Sustainable Communities Collaborative (SCC) is the University's strategic platform to develop a variety of innovative University/community-based collaborations. These collaborations engage PSU faculty and students in existing courses from across a number of Commonwealth campuses through real world, community-identified sustainability projects. This mobile session will provide a brief tour of several sustainability-related projects and facilities on campus. It will also provide information on how to connect with, and leverage PSU resources to plan, develop, and implement local sustainability projects. Case studies and links to a variety of resources will also be provided in the session.

**PETER BUCKLAND**, PSU Sustainability Institute  
**MICHELLE HALSELL**, PSU Sustainability Institute







# EDSESSIONSAGENDA

## Questions?

If you have questions about the conference, please contact the Chapter Office at 717-671-4510 or [info@planningpa.org](mailto:info@planningpa.org).

### Sunday, October 22, 2017

**1:00p – 5:00p Registration Open**

**2:00p – 5:00p (M1) MOBILE WORKSHOP**

**Rural Placemaking Through the Arts: Community Theatres and the Downtown Arts Scene of College Town** *(see page 15)*

**2:00p – 5:00p (M2) MOBILE WORKSHOP**

**Slab Cabin Run Initiative: A Landscape Level Approach to Source Water Protection, Stream Restoration and Ag Land Preservation** *(see page 15)*

**2:00p – 3:15p CONCURRENT EDUCATION SESSIONS A**

#### **(A1) Replanting Penn's Woods in Lancaster City**

CM | 1.25

Recognizing the co-benefits of a lush urban forest, Lancaster has set out to increase its existing tree canopy by 25% over the next 25 years through data-driven planning and neighborhood-focused engagement. Lancaster's layout and historic character create a compact, walkable community with limited space to expand tree canopy.

Since 2011, the following have been vital to success: a tree inventory and canopy analysis, amended Trees Ordinance and manual, an Emerald Ash Borer Management Plan, an urban forest management plan, outreach, a new volunteer organization and an online, interactive map that tracks trees and planting sites. More needs to be done.

**KARL GRAYBILL, AICP**, City of Lancaster

**DOUGLAS SMITH**, City of Lancaster

#### **(A2) Complete Streets in Rural Pennsylvania**

CM | 1.25

We all know how an urban complete street looks – travel lanes with sidewalks, crosswalks, and maybe a bike lane, but what about rural Pennsylvania? A rural complete street is the same concept - containing the same multi-modal elements (motorized and non-motorized travel), but with a slightly different design approach and implementation strategy. We will discuss this concept, how involving the municipality(ies) helps with a better end result, and present PennDOT District 12 and Westmoreland County's Laurel Valley Transportation Improvement Project as a case study showing the concept in planning.

**JASON RIGONE**, Westmoreland County IDC

**DAWN SCHILLING**, McCormick Taylor, Inc.



# EDSESSIONSAGENDA

Sunday, October 22, 2017, cont.

## **(A3) Community Living: One Big, Happy Non-family**

CM | 1.25

As many of us have or may experience, a family member moves to a non-family living arrangement. With that, life brings lots of changes – yes, for an individual, but also for an entire community. Facilities for community living, including the aging and other groups needing specialty care, are growing in client-base, demand and technical sophistication. The complexities of these residential and health care situations spill onto policy pages and into development interests. As planners, we are challenged in navigating the intricacies of group-oriented facility classifications, formulating responsive policies and, sometimes, managing relationships between the public and private-sectors as development occurs.

**KATIE STRINGENT**, Borough of Sewickley Heights

**CAROLYN YAGLE, PLA**, Environmental Planning & Design, LLC

## **(A4) Connecting with the Community: Maximizing Public Participation in Planning Initiatives**

CM | 1.25

Too often, public participation falls below the level that planners hoped to obtain. MCPC community planners and a member of a municipal diversity/outreach committee will review their ideas and varied methods to better engage the community, including efforts to draw underrepresented groups into the planning process. The session will discuss challenges, rationale for methods used, and analysis of their effectiveness. Next, volunteers from the audience will be asked to briefly share additional successful ways of obtaining public feedback in their planning efforts.

**KRISTYN DIDOMINICK, MSW**, Manna on Main Street

**MARGARET DOBBS**, Montgomery County Planning Commission

**MICHAEL NARCOWICH, AICP**, Montgomery County Planning Commission





# EDSESSIONSAGENDA

## Sunday, October 22, 2017, cont.

**3:30p – 5:00p Legislative Committee**

**3:30p – 5:00p PMPEI Committee**

**3:30p – 5:00p CONCURRENT EDUCATION SESSIONS B**

### **(B1) Images and Ethics**

CM | 1.50 **ETHICS**

If you've ever wondered about whether you can include a photo in your planning document that includes a clear view of someone's face, you aren't alone. The session will provide a backdrop of the AICP Code of Ethics and items relevant to use of images, such as privacy and transparency. The session will then move into discussion on how one organization is creating policy and procedures to ethically use images in publications and on social media.

**SUSAN ELKS, AICP**, Chester County Planning Commission

**ALISON HASTINGS, AICP, PP**, Delaware Valley Regional Planning Commission

### **(B2) Two Sides of the Same Coin: Plan Implementation through Zoning and P3s**

CM | 1.50

The Borough of State College recently adopted a set of innovative plans to guide future development. The Downtown Master Plan (adopted 2013) and the Neighborhood Plan (adopted 2014) focus on different aspects of the Borough; however, their policies overlap in many ways. The Borough is establishing a strong track record in implementing both plans through regulatory, programmatic and project-based approaches. This session will focus on implementation through 1) zoning techniques used to incentivize redevelopment, 2) public programs to increase home-ownership in targeted neighborhoods and 3) public-private partnerships to redevelop underutilized properties.

**MICHAEL GAUGHAN, EDFP**, National Development Council

**ED LECLEAR, AICP**, Borough of State College

**CRAIG RICHARDSON, ESQ.**, Clarion Associates

### **(B3) The Legal Aspects of Medical Marijuana in Pennsylvania**

CM | 1.50 **LAW**

Now that Medical Marijuana has been made legal and the State has adopted regulations and completed the licensing selection, where are we and what have we learned. This session will highlight the different classifications of legalized marijuana and the laws that define growing and dispensing; including the Federal and Pennsylvania Enacting Laws and how this local municipalities have been impacted. During the last years several municipalities crafted ordinances and Philadelphia in particular worked with the State to receive a distance waiver for the entire county. This session will cover the legal lessons we have learned over the past year and a half since the Governor signed Medical Marijuana into law.

**PAULA BURNS, AICP**, Philadelphia City Planning Commission

**PATRICIA HOBAN, ESQ.**, Hoban Law Group

**STEVEN SCHAIN, ESQ.**, Schain Law Firm



# EDSESSIONSAGENDA

## Sunday, October 22, 2017, cont.

### **(B4) Mechanisms for Cultivating Collaborative Relationships Between Town and Gown**

CM | 1.50

Town/gown relations can be fraught or at least based on transactions rather than relationships. But universities and communities have a shared brand and a shared destiny, and therefore are aligned in their goals, time horizons, and self-promotion. We'll discuss mechanisms universities and communities can communicate and collaborate so as to create win-win arrangements related to economic development, place-making, downtown economic resiliency, cross-promotion, transportation infrastructure, recreational amenities, and environmental sustainability. Our examples will be drawn from many kinds of communities (e.g. urban vs. rural).

**STEVEN GIFFORD**, Greensburg Community Development Corp

**LEE HUANG, MPA**, Econsult Solutions, Inc.

**DAN KNORR**, Bloomsburg University of Pennsylvania

**STEPHEN MCKNIGHT**, Altoona Blair County Development Corporation

### **(B5) A New Approach to Local Regulation of Timber Harvesting in Critical Ecological Areas**

CM | NO CM

How can Pennsylvania's municipalities protect forestlands and integrate science-based best practices zoning regulations, while acknowledging timber harvesting's status as a State-protected industry? Learn how one municipality with ecologically critical forests developed an innovative ordinance to protect its unique habitats while allowing for and promoting sustainable forestry practices. This session will overview timber industry practice and regulation, lessons from forest ecology, and how science-based site evaluation, harvest planning, and post-harvest management has been used to form the basis for a new and vastly improved local regulatory standard.

**EDWARD THEURKAUF, RLA**, Theurkauf Design & Planning

**JENNA WEBSTER**, Larry Weaner Landscape Associates, Inc.

**5:15p**                      **Meet in the lobby for transportation to American Philatelic Society**

**5:30p – 7:00p**           **Reception at American Philatelic Society**  
(100 Match Factory Place, Bellefonte, PA 16823)

**7:00p**                      **Dinner on your own**





# EDSESSIONSAGENDA

## Monday, October 23, 2017

- 6:00a – 7:00a      Fun Run & Walk**  
Wake up with an invigorating walk or run in State College!
- 7:00a – 5:00p      Registration Open**
- 7:00a – 6:15p      Exhibit Hall Open**
- 7:00a – 8:00a      Continental Breakfast with Exhibitors**
- 8:00a – 8:30a      Welcome & Introductions**
- 8:30a – 9:45a      Transforming Towns into Changemaker Communities**  
Opening Keynote Session by Spud Marshall
- 9:00a – 11:30a      M3 MOBILE WORKSHOP **Converging Waters: The Challenges of Migrating Towards an Integrated Water Resources Management Model in the Centre Region** (see page 16)**
- 9:45a – 10:15a      Refreshment Break with Exhibitors**

## **10:15a – 11:45a      CONCURRENT EDUCATION SESSIONS C**

### **(C1) AICP Exam: The New Format**

CM | No CM

The session will review the content outline of the AICP exam, which APA updated for the 2017 testing cycles, and provide details on study resources. The session will take time to clarify understanding of the revised exam, and provide information appropriate to where attendees are in the application or study process. Questions are encouraged throughout the session.

**SUSAN ELKS, AICP**, Chester County Planning Commission

**LEAH EPPINGER, AICP**, Housing Authority of the County of Dauphin

**LINDSAY SCHOCH**, Ferguson Township



# EDSESSIONSAGENDA

## Monday, October 23, 2017, cont.

### **(C2) Placemaking Using an Economic Development Study: A Data and Market Based Approach**

CM | 1.25

In response to an upturn in development proposals, the adjacent municipalities of Kennett Square Borough and Kennett Township teamed up to undertake an economic development study to evaluate the amount and type of development appropriate to achieve a sustainable mix of development types and uses. Key consideration was given to developing different identities for seven different areas. This session will highlight the process, scoping, public-private partnerships, coordination, public input, incorporation of data, and development of a creative and implementable study.

**MARY HUTCHINS**, Historic Kennett Square  
**KEVIN MYERS**, Chester County Planning Commission  
**TODD POOLE, EDFP**, 4ward Planning, Inc.

### **(C3) Real Estate Finance for Planners: A Very Short Course**

CM | 1.25

This session is a very short course to remind planners about the costs of engaging the real estate community in the built environment.

Planners will be exposed to some basic financial and economic perspectives and short cuts as these might be utilized by developers with whom professional planners often interact. They will learn how the costs of development impact land values, how simple changes in policy or deal structuring can substantially alter the value of a concept, and the true [only!] meaning of highest and best use. The session will be a combination of lecture using examples from case studies with ample time for questions and answers.

Attendees will leave with valuable, hands-on skills to manage many of their day to day tasks and responsibilities.

**OWEN BEITSCH, FAICP, PHD**, Community Solutions Group  
**PATTY FOLAN**, Community Solutions Group

### **(C4) Buses Are Not Just For Big Cities: A Discussion of Transit Planning for Small and Rural Communities**

CM | 1.25

Public transit exists in every county in Pennsylvania. From the large transit networks in Philadelphia and Pittsburgh to the buses and paratransit services in rural communities, transit plays a vital role in connecting people to jobs, services, healthcare, and goods. Municipal, county or regional planning entities, such as the MPO or RPO, can work with transit agencies and PennDOT to plan for great transit and improve transit service and investment. This session will include an overview of transit planning in rural Pennsylvania, the challenges of providing transit in rural areas, how municipal/county/regional planners can assist with transit planning, planning tools, and case studies.

**DAVID TOTTEN**, Southwestern Pennsylvania Commission  
**ALEXIS WILLIAMS, AICP, PP**, McCormick Taylor  
**ANGELA WATSON, AICP**, PennDOT



# EDSESSIONSAGENDA

Monday, October 23, 2017, cont.

## **(C5) Aging in Place: New Government Mandates and the Effects on Local Communities of the Coming Wave**

CM | 1.25

The session will make attendees aware of the coming wave of “aging in place” citizens precipitated by the change in ways that the State and Federal Government reimburse centralized long-term care facilities, and the resulting drop in long term care beds, particularly for Medicaid patients. As the State and Federal government purport to save costs by directing people, often without resources, to age in their own homes, the impact on the local communities has been ignored. Communities and planners have long discussed “aging in place” as a slow and steady need, but with long term care facilities reducing their long term care beds by as much as half, aging in place is about to hit communities as a wave. The effect on disaster planning, housing, infrastructure, and services will be severe.

**DANIEL GODFREY, AIA, RLPS**

**PATRICK SAMPSELL, AICP, PE, ESQ.,** Masonic Villages of PA

## **(C6) Municipalities and Water Resources: Planning for the Long-Term**

CM | 1.25

In 2005, Pennsylvania placed a strict mandate on municipal wastewater authorities to increase their role reducing pollutants flowing to the Chesapeake Bay. We will describe how the Pennsylvania Municipal Authorities Association organized a work group representing the 194 impacted authority and municipal wastewater plants, and proposed their own version of compliance metrics to state regulators. Over the course of three years, PADEP accepted the work group’s pollutant reduction strategy to meet their water quality mandates, designed to clean up the Bay, using tools the local communities’ preferred techniques, and at a more reasonable cost.

Now in 2017, communities are stretching their available time and budget to meet the growing cost of stormwater management. We will explore lessons learned from the wastewater industry’s regional, cooperative, bottom-up approach to Bay compliance. This session will present the benefits of a greater investment in planning at the beginning of a community’s pollutant reduction strategy. We will then show how communities that raise the level of sophistication of their integrated water resource program can improve water quality, focus on multiple community goals, and cooperate regionally to reduce implementation costs.

**JOHN BROSIOUS,** Pennsylvania Municipal Authorities Association

**NATHAN WALKER, AICP,** Amec Foster Wheeler

**11:45a – 1:30p**      **Pitkin Luncheon and Lecture**  
**Small Town in the Big City: Jane Jacobs of Pennsylvania**  
 Pitkin lecture by **Robert Kanigel**

**2:00p – 5:00p**      **M4 MOBILE WORKSHOP A Brief Campus Sustainability Tour and Potential Tools to Support Sustainable Community Projects** *(see page 16)*



# EDSESSIONSAGENDA

Monday, October 23, 2017, cont.

1:45p – 3:00p      **CONCURRENT EDUCATION SESSIONS D**

## **(D1) PennDOT Connects: Pennsylvania's New Program Supporting Active Transportation**

CM | 1.25

PennDOT Connects Program is to build better communities through collaboration by building partnerships that invest in sustainable transportation; leveraging resources to improve communities; leading and innovating for a more livable Pennsylvania; and delivering projects that improve economic competitiveness, access to work, and overall quality of life.

PennDOT Connects is not a funding program, instead, it ensures applicable and interested stakeholders (public and private) are brought to the table at the onset of the project to identify local needs and issues so that the scope of a transportation improvement project may be comprehensively defined prior to its design. This "early and often" collaboration approach helps ensure the transportation improvement project is designed and constructed in consideration of the local needs and issues.

**ROY GOTHIE**, PennDOT

**TROY TRUAX, AICP**, Michael Baker International

**ANGELA WATSON, AICP**, PennDOT

## **(D2) Overcoming Obstacles to Municipal Cooperation: The Wissahickon Creek Water Quality Improvement Plan**

CM | 1.25

The Water Quality Improvement Plan (WQIP) is a TMDL alternative endorsed by EPA. EPA's collaborative framework for implementing CWA Section 303(d) recognizes that states have flexibility in using tools beyond TMDLs to attain water quality restoration that are defensible and potentially more fiscally acceptable. The complexities of multi-municipal coordination, funding scarcity, data needs, and a lack of regulatory guidance make it difficult to pursue this option. Attendees will learn how a multi-agency consulting team using the EPA's New Vision strategy has overcome these obstacles and is in the first year of developing the WQIP for the Wissahickon Creek watershed.

**SUSAN MYEROV, AICP**, Pennsylvania Environmental Council

**DREW SHAW, AICP**, Montgomery County Planning Commission

## **(D3) Local Actions, Regional Results: Prioritizing Municipal Strategies for Improving Water Quality**

CM | 1.25

From preserving large tracts of forested headwaters to enforcing riparian buffer ordinances, municipalities play a key role in maintaining and restoring water quality in the Delaware River watershed. Many different actors, from nonprofits to state agencies, assist municipalities in conservation, preservation, and restoration practices. However, many municipalities struggle with the codification, enforcement, and implementation of conservation tools. Over the last 2 years, DVRPC has worked with a group of experts to create a prioritized list of recommendations aimed to help municipalities improve water quality. Come to this facilitated Roundtable Discussion to review and provide input into these recommendations. This discussion/session is best for attendees who have experience working with municipalities as professional staff/consultants, appointed officials, or citizen volunteers (ex. EAC members).

**CHRISTINA ARLT, AICP**, Delaware Valley Regional Planning Commission

**ALISON HASTINGS, AICP**, Delaware Valley Regional Planning Commission

**ANN HUTCHINSON, AICP**, Natural Lands





# EDSESSIONSAGENDA

## Monday, October 23, 2017, cont.

### (D4) Planning for Private Drinking Water Supplies

CM | 1.25

Private water wells and springs are vital to the rural water infrastructure in Pennsylvania, which provides drinking water to approximately three million rural residents and farms. Because Pennsylvania lacks state regulations covering private water supplies, their proper management becomes the voluntary responsibility of rural homeowners who often lack a proper understanding of their management. In the absence of state regulations and proper voluntary measures, some municipalities have attempted to fill the gap by enacting local ordinances for private water systems. This presentation will provide results from over 30 years of research and outreach at Penn State to help planners understand private drinking water supplies and available resources for municipalities and homeowners.

**BRYAN SWISTOCK**, Penn State University

**PETER WULFHORST, AICP**, Penn State Extension

### (D5) Integrating Green Infrastructure into Pittsburgh's Urban Fabric

CM | 1.25

Pittsburgh Water and Sewer Authority recently completed a comprehensive Sewershed Urban Design Study to integrate high performing green infrastructure into the city's urban design and planning efforts. The sewershed plans identify key elements in creating networked GI systems and demonstrates how these infrastructure improvements leverage additional neighborhood benefits. The presentation focuses on how networked or shed-based systems for rainwater management marry engineering, data-driven decision-making tools to create landscapes, urban places, and projects in a replicable way.

**CHRISTINE MONDOR, AIA**, evolveEA

**MEGAN ZEIGLER, MLA**, Pittsburgh Water and Sewer Authority

### (D6) Connecting a Community through Collaborative Economic Development

CM | 1.25

Non-traditional economic models — from creative and sharing economies to urban design and quality of life amenities — are increasingly vital considerations for developing robust economic strategies and creating stronger connections within a community. Lancaster, Pennsylvania is leveraging prior downtown implementation successes with its new economic development strategic plan, "Building on Strength". The plan is grounded in the realities of an ever-changing community, collaboration among diverse stakeholders and the importance of extending beyond the core - connecting neighborhood districts to the downtown. Explore the opportunities presented by proactive and multi-faceted approaches to planning for tomorrow's economy.

**JOHN HERSHEY, RLA**, RGS Associates

**THOMAS MCGILLOWAY, PLA**, Mahan Rykiel Associates, Inc.

**MARSHALL SNIVELY**, Lancaster City Alliance



# EDSESSIONSAGENDA

## Monday, October 23, 2017, cont.

### **(D7) Bicycling Beyond the Big Cities: Enhancing On-Road Cycling in Small Towns and Suburban Communities**

CM | 1.25

While much attention is focused on transformative bicycling planning and projects in big cities (Pittsburgh, Philadelphia, New York, Washington D.C.), small towns and suburban communities across Pennsylvania are improving their on-road bicycling networks and related amenities. This session will highlight three such communities (Pottstown Borough, Montgomery County; State College Borough, Centre County, and Abington Township, Montgomery County) and explore the planning that has led to implemented bicycling improvements in each of these communities.

**BEN GUTHRIE, PE**, Traffic Planning and Design, Inc.

**TRISH MEEK, AICP**, Centre Regional Planning Agency

**GEOFFREY T. CREARY**, Simone Collins Landscape

### **3:30p– 5:00p CONCURRENT EDUCATION SESSIONS E**

#### **(E1) Fast-Fun-Fervent**

CM | No CM

The session will showcase five presenters, five topics, seven minutes each. It will be fast-moving – 20 slides, each slide 20 seconds, per presenter. Expect presentations to be insightful and at the same time passionate and personal, even witty and provocative.

**RYAN GORDON**, Southwestern Pennsylvania Commission, *Evaluating the Extreme Weather Vulnerabilities of Transportation*

**DAVID KIMMERLY, AICP**, City of Allentown, *Medical Marijuana Is A Good Thing For Your Neighborhood*

**ANDREW SCHWARTZ, AICP CUD, PLA, LEED AP**, Environmental Planning & Design, *What a Strange Brew*

**PATTY FOLAN**, Community Solutions Group, *Perceptions in Downtown Neighborhoods: Unique Ways of Looking at the Ordinary*

**SABINA DEITRICK, PhD**, University of Pittsburgh, *Digital Governance in Pennsylvania: Successes, Opportunities, and Challenges: Recommendations for the State Planning Board*

#### **(E2) Land Use Law Update: Annual Review of Federal and State Court and Agency Decisions**

CM | 1.50 **LAW**

This session will provide a review of decisions issued by the federal and state courts and selected agencies (such as PA DEP) and comment on developments in land use law impacting land use policy, scope and validity of MPC-enabled and municipal-enabled ordinances, and administration of these ordinances.

**SUSAN SMITH, ESQ.**, The Law Office of Susan J. Smith



# EDSESSIONSAGENDA

## Monday, October 23, 2017, cont.

### (E3) MPC Refresher: Key Provisions, What's New, Tips for Users

CM | 1.50 **LAW**

The MPC -- Municipalities Planning Code -- is the legal "bible" for planning in Pennsylvania. It specifies the essentials of content and process for comprehensive plans and land use ordinances like zoning and subdivision. It has grown from 40 6x9 pages when enacted in 1968 to over 100 8½x11 pages today. This session will discuss navigating the MPC, key provisions and related legal concepts, recent MPC amendments, and helpful suggestions for reading and interpreting the MPC. The presenter will answer frequently asked questions and shed light on provisions that are misunderstood. There will be an open floor for any MPC questions from participants. There may even be healthy debate.

**DENNY PUKO**, Pennsylvania Department of Community & Economic Development

### (E4) Approaches to Align Plans and Market Demand

CM | 1.50

Too often, planning documents are detached from realistic market demand, driven by aspirational platitudes that lack the transformative potential to position places for long-term competitiveness and livability. Similarly, blight remediation and land banking plans can also overstate the potential for redevelopment and reinvestment, and, by doing so, fail to lay out a strategic way forward.

During the session, presenters on the panel will describe their unique approaches to planning and plans. These approaches use market-based measures to help communities understand the nature of existing supply/demand imbalances, and the costs of intervening in both broad and targeted ways. This knowledge is then used to help communities identify their biggest assets and reveal the priorities and planning principles that will form the basis for consistent and effective decision-making.

**KAREN BECK POOLEY, PhD**, czbLLC and Lehigh University

**CHARLES BUKI**, czbLLC

**LEE HUANG, MPA**, Econsult Solutions

**KATHERINE WYROSDICK, AICP**, Erie County Department of Planning

### (E5) How to Create an Overlay Zoning Ordinance to Provide Strong Source-Water Protection for Groundwater Quality

CM | 1.50

Source-Water Protection Plans for public water supply wells do not provide strong groundwater source-water protection because they offer only guidance and recommendations for the activities and land-uses within the mapped source areas. This case history presentation will show step-by-step how the Ferguson Township, Centre County, Source-Water Protection Overlay District Ordinance was created to provide strong and effective protection of its groundwater that is the source for 29 public wells and one spring. The key role of the Ordinance's innovative requirement for PA DEP approved Environmental Emergency Response Plans for all hazardous chemicals and materials will be shown.

**TODD GIDDINGS, PHD, PG**, Todd Giddings and Associates, Inc.



# EDSESSIONSAGENDA

## Monday, October 23, 2017, cont.

### **(E6) Repurposing Stranded Real Estate Assets as a New Form of Transit Oriented Development** CM | 1.50

Municipalities and developers have been pursuing transit oriented development or TOD projects over the past 20 years, with varying degrees of success. Unfortunately, these conditions are found at a relative few commuter rail locations throughout the U.S.

However, what is often times overlooked when communities and developers think of TOD are the vast number of community shopping center sites which have become economically or physically obsolescent, yet are immediately accessible off of one or more major thoroughfares, are served by urban and/or suburban bus service, and are most often single-party owned. This session will provide participants with an understanding of the market drivers and financial metrics underpinning successful TOD style investment at a former retail center site.

**TODD POOLE, EDFP**, 4ward Planning, Inc.

### **(E7) Implementing Tactical Urbanism/Placemaking in a Pennsylvania 3rd Class City: A Model for Better Community Engagement** CM | 1.50

Building off of the nationally known Better Block concept, the Smart Growth Partnership secured funding and partners for a series of educational charrettes in the Allegheny-Kiski River Valley. In May 2015 a Better Block event – New Ken A Better Block – was planned and executed, a first time for a tactical urbanism intervention in Western PA. What's been the long-term outcome? Ten new businesses started, four new community/economic development non-profit initiatives catalyzed, community perceptions transformed, hundreds of stakeholders engaged, and more. The panel will focus on this story, the ensuing economic/community development successes and additional lessons learned.

**WILLIAM HALL**, New Kensington Arts Center

**KEVIN SNIDER, PhD**, Penn State Kensington

**JOHN TURACK**, Smart Growth Partnership/ Penn State Extension

**5:15p – 6:15p**      **Evening Reception with Exhibitors**

**Evening**            **Dinner on your own (Dine-around options available)**





# EDSESSIONSAGENDA

**Tuesday, October 24, 2017**

- 7:00a – 4:30p      Registration Open**
- 7:00a – 2:30p      Exhibit Hall Open**
- 7:00a – 8:00a      Continental Breakfast with Exhibitors**
- 7:00a - 8:00a      Professional Development Committee Meeting**
- 7:00a - 8:00a      Planning Officials Development Committee Meeting**
- 8:00a – 9:45a      Medical Marijuana    CM | 1.50 **LAW****  
Plenary by **Nick Rodriguez-Cayro** and **Charles M. Suhr**
- 9:45a – 10:00a      Refreshment Break with Exhibitors**

**10:00a – 11:30a    CONCURRENT EDUCATION SESSIONS F**

**(F1) Transitioning to Management: The Ups and Downs**

CM | 1.50

Join this discussion on what it means to move into management, and how to tackle the changes that come with such a move. The session will start with three panelists giving a brief take on different aspects of management they face in their jobs and the rewards of a management level planning position. Attendees will then break into small groups to discuss management challenges and brainstorm solutions. The full group will get back together to review tough challenges and potential solutions. Experienced managers, new managers, and those who might be wondering if it is the right move for them are all welcome at the session, which will include presenters from different management backgrounds.

**RACHELLE ABBOTT, AICP**, STEP, Inc.

**SUSAN ELKS, AICP**, Chester County Planning Commission

**ED LeCLEAR, AICP**, Borough of State College



# EDSESSIONSAGENDA

**Tuesday, October 24, 2017, cont.**

## **(F2) Putting “Implementable” Comprehensive Plans into Practice**

CM | 1.50

The concept of “implementable comprehensive planning” has been presented at APA-PA conferences and other venues in previous years. This session translates this concept into the practical application at both the county and multi-municipal level. It provides detailed information from two counties that have applied the implementable concept in the development of their comprehensive plans. Dauphin County’s recent update focused on online and other technology to engage the public and implementation partners in developing a process that can be easily tracked for the next 10 years. Lycoming County and its six multi-municipal planning areas focused on identifying the top priority issues and projects and on developing an implementation strategy that is specific, stakeholder-focused, and achievable. Having a good understanding on how to maneuver through public sector requirements and sensitivities related to Comprehensive Plans, such as: budgeting, timelines, and goal-setting will be discussed. The session will also involve an interactive discussion on how the lessons learned from Dauphin and Lycoming can be applied to other counties and municipalities across Pennsylvania.

**STEVE DECK, AICP**, Tri-County Regional Planning Commission

**JERRY DUKE, AICP**, Tri-County Regional Planning Commission

**KIM WHEELER, AICP**, County of Lycoming

## **(F3) Healthy Communities: Who, What, Why**

CM | 1.50

The Healthy Communities in PA Task Force combines the expertise of health and planning professionals statewide who provide resources to further shared goals. The program was initially funded through Planners4Health, which had three stages: assessing the healthy communities landscape, providing tools to facilitate a statewide conversation, and a report outlining how APA Pennsylvania can best continue healthy communities work after the grant. The session will summarize the results and work so far, while encouraging attendees to join the conversation going forward.

**JUSTIN DULA, AICP**, Delaware County Planning Department

**AMY MCKINNEY**, Lawrence County Department of Planning and Community Development

**JERRY WALLS, FAICP**, Susquehanna Greenway Partnership

**AMY WILES, AICP**, Mackin Engineering Company

## **(F4) Trends in GIS for Planning: 3D Modeling, Virtual Reality, and Augmented Reality for Community Engagement, Zoning Analysis, and Infrastructure Management**

CM | 1.50

3D GIS and web-based tools are becoming more sophisticated, yet available, to planning professionals, as well as communities. Counties, cities, and municipalities are embracing these new technologies for planning analysis and design, infrastructure management, and for public communication and feedback. This Problem-Solving Roundtable proposes to introduce these technologies with a hands-on session exploring ongoing 3D-based projects within Chester County and West Chester Borough. We will review the costs and resources needed and the results of community engagement using models: online, in virtual reality, and augmented reality.

**GARY COUTU, PhD**, West Chester University, Geography and Planning

**DOTTIE IVES DEWEY, PhD, AICP**, West Chester University, Geography and Planning



# EDSESSIONSAGENDA

Tuesday, October 24, 2017, cont.

## (F5) Workshops with Results

CM | 1.50

The most successful community planning efforts involve residents and stakeholders as partners. Communities can struggle to maintain momentum during a 1-2 year planning process with monthly committee meetings and multiple public events. Through our development of over 100 property/community master plans for military installations, we have developed a condensed, dialogue-based outreach process that convenes key players, gathers input with low-tech, hands-on techniques, and gathers targeted input in five ½-day sessions.

This workshop will demonstrate our visioning session and how it can be applied in a civilian community setting. Participants will join a round-table group to complete a physical inventory, visual preference survey, SWOT, and vision statement for a sample community. Participants will learn how to implement the visioning session in their communities as part of any planning process from a broad comprehensive plan to a targeted plan such as a bicycle master plan.

**JENNIFER CRISTOBAL, AICP, PLA**, Michael Baker International

**DAVID SCHAARSMITH, AICP, PMP, LEED BD+C**, Michael Baker International

**JOHN TRANT, JR, AICP, ESQ.**, Strategic Solutions, LLC

## (F6) Applying New GIS Mapping Tools Across Municipal Functions: Economic Development, Land Use, Asset Management and More

CM | 1.50

This session presents two GIS-mapping based solutions to Upper Dublin Township's challenges – addressing needs for effective management tools in economic development, public works and code enforcement. The Township's requirement to revitalize its aging suburban business park led to the creation of a customized ArcGIS tool, to communicate the complex new Transfer of Development Rights zoning ordinance, and redevelopment opportunities.

TRAISSR, another GIS tool, is now being used to track and map public assets, building permits, property inspections and right-to-know requests. This presentation will set the context and municipal requirements, demo the online interactive maps and discuss their initial impacts.

**BRIAN BERDEL, CSM**, McMahon Associates, Inc.

**GRAHAM COPELAND**, Upper Dublin Township

**MAGGIE DOBBS**, Montgomery County Planning Commission





# EDSESSIONSAGENDA

**Tuesday, October 24, 2017, cont.**

**(F7) Freight Planning in Pennsylvania: Featuring a Case Study of the Harrisburg MPO**

CM | 1.50

PennDOT in 2016 completed Pennsylvania's first ever comprehensive freight movement plan. The Department has been moving to maintain the currency of the statewide freight plan, even as new requirements and directions have emerged from FHWA through the FAST Act and final rulemakings from MAP-21. The session will discuss new tools and processes that PennDOT has used in collaborating with its planning partners and in maintaining the currency of the state's freight plan. Special emphasis will be made of how the Harrisburg MPO has leveraged PennDOT support in updating its own regional freight plan.

**CASEY BAXENDALE**, Tri-County Regional Planning Commission

**BRIAN FUNKHOUSER, AICP**, Michael Baker International

**MICHAEL RIMER, AICP**, PennDOT

**11:45a – 2:00p Luncheon, Annual Awards Presentation and State of the Chapter**

**2:00p - 2:30p Dessert with Exhibitors & Announcement of Winners (Basket Auction and 50/50)**

**2:30p - 4:00p CONCURRENT EDUCATION SESSIONS G**

**(G1) The PA Ethics Act and its Relevance to Planners**

CM | 1.50 **ETHICS**

This session will focus on the Pennsylvania Public Official and Employee Ethics Act and its relevance to planners. The Ethics Act provides that public office is a public trust and that any effort to realize personal financial gain through public office, other than compensation provided by law, is a violation of that trust. The Ethics Act applies to public officials and public employees - roles that planners serve in, or advise on a regular basis. Topics to be covered include the intent of the law, jurisdiction, and conflicts of interest.

**BRIAN D. JACISIN, ESQ.**, PA State Ethics Commission

**(G2) Community Heart & Soul: Engaging Residents through the Humanities to Find What Matters Most**

CM | 1.50

A planner is instrumental in taking all of the resources within and helping a community to fulfill its long-term vision. This is not easy, considering one of the community's biggest assets is people. Not all residents feel their opinions count. Invisible but powerful forces of culture and history also motivate — or discourage — people from participating. The humanities can be a resource in overcoming these challenges and activating residents. Using the humanities, Community Heart & Soul offers practical examples and hands-on tools to successfully find, engage, and take action on what matters most to people in a community.

**R. MIMI IJIMA**, PA Humanities Council

**ZACHARY NORWOOD**, Crawford Planning Commission

**ANDREW SHEAF**, PA DCED, Local Government Division

**LEANNE TINGAY**, Orton Family Foundation





# EDSESSIONSAGENDA

Tuesday, October 24, 2017, cont.

## **(G3) Pittsburgh's EcoInnovation District: Lessons Learned in Equity, Sustainability, and Mobility**

CM | 1.50

Uptown, a strategically located neighborhood between Pittsburgh's Downtown and the Ed's/Med's district of Oakland, has experienced disinvestment for decades. Uptown presents the ability to build from the market strengths of its location while supporting grassroots efforts being led by residents, entrepreneurs, and institutions. The Uptown EcoInnovation District plan was launched with the goal of exploring next generation practices around technology, equity, and sustainability in all aspects of the neighborhood's development including both people and place. This effort is an environmentally innovative and equitable community plan that will direct investment decisions in transit as opposed to the other way around.

**DEREK DAUPHIN**, City of Pittsburgh, Department of City Planning

**JUSTIN MILLER, AICP**, City of Pittsburgh, Department of City Planning

## **(G4) 2-D Maps to 4-D Thinking: The Building Block Approach to Floodplain Planning**

CM | 1.50

Flood risk issues in Pennsylvania are elusive elements of sustainability. Climate change resistance, social justice, private property rights, PA's municipal system, and an insurance system that incentivizes floodplain development affect our decision making. Current flood recovery overlooks opportunities for planning. Two dimensional maps do not adequately inform. Depth grids and an illustration as simple as a Lego house illustrate the third dimension. What about the fourth dimension, time? The 100 yr. flood and flood intervals are misunderstood. This session seeks to identify the limitations and impediments to effective flood risk reduction, gather participants' creative and critical thinking for on-the-ground solutions that will improve understanding and decrease the loss in Pennsylvania's flood-vulnerable communities.

**LISA HOLLINGSWORTH-SEGEDY, AICP**, American Rivers

**FRANCES MCJUNKIN, CFM**, Lycoming County Planning and Community Development

**SAMANTHA PEARSON**, Lewisburg Neighborhoods Corporation

## **(G5) Innovative Approaches to Guide Policy Decisions and Land Use**

CM | 1.50

This panel will describe different analytical and visual planning tools designed to help guide land use and development decisions by incorporating sustainability, resiliency and green infrastructure into the comprehensive planning process. Panelists will review examples where these tools have been used to help municipalities make the (sometimes contentious) decisions on how to address and present such issues as affordable housing placement, floodplain management and risk reduction, storm recovery and green infrastructure optimization.

**ROBERT DARE, PP, AICP, MCIP**, T&M Associates

**NICOLAS DICKERSON, PP, AICP**, T&M Associates

**GREGORY DUNCAN, PP, LEED-AP**, T&M Associates

**STAN SLACHETKA, PP, AICP**, T&M Associates



# EDSESSIONSAGENDA

Tuesday, October 24, 2017, cont.

## (G6) Oh S\*\*\*, How Did This Happen?

CM | 1.50

For many professional planners and their communities, a development project that represents positive, transformative change comes once in a lifetime. But what happens when residents don't view the project or change with the same enthusiasm for civic good. Petitions, protests, packed public meetings, social media, expert reports, court orders and the like often catch planners flat-footed. How can planners provide objective analysis and consensus-building when the public handcuffs their professional role? Join in a roundtable discussion that focuses on three transformative but controversial projects that stressed the fiber of their respective communities.

**CHRISTOPHER KNARR, AICP, BCO, CZO**, McNees Law

**ANDREW SCHWARTZ, AICP CUD, LEED AP, PLA**, Environmental Planning & Design, LLC

**KIRK STONER, AICP**, Cumberland County

## (G7) Nature-Based Placemaking: Using Natural Assets as Economic Generators

CM | 1.50

The session looks at how to revitalize communities through utilizing nature assets as economic generators – Nature-Based Placemaking. Nature-Based Placemaking is more than a physical and economic connection between the recreational asset and the place; it is a vehicle for the entire community to embrace the idea that the relationship between the outdoor recreational asset, the users of that asset, and the larger community is a preferred way to:

- encourage new investment,
- provide workforce development and entrepreneurial opportunities,
- provide a greater appreciation of the impact of the recreational asset on history and current lives,
- improve the overall quality of life of the residents.

This session will work the attendees through the newly developed Nature-Based Placemaking Handbook, and discuss how to apply the Assessment tool to their own community.

**JULIE FITZPATRICK**, Pennsylvania Downtown Center

**JERRY WALLS, FAICP**, Susquehanna Greenway Partnership



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# REGISTRATION/PRICING

Online registration is EASY.

Visit <https://www.regonline.com/PAAPA2017> or click on the portal on the Chapter website.

With three main speaker sessions, 43 concurrent sessions and four mobile workshops, plus exhibits and networking opportunities, the PA Chapter of APA's 2017 Annual Planning Conference is the Pennsylvania planning gathering of the year. Reserve your spot today!

## Registration

Register for the conference at <https://www.regonline.com/PAAPA2017>

You'll find full details on all conference activities and an online version of the conference announcement.

Remember, PA Chapter of APA members pay discounted rates for the conference.

## What You Need To Know About Online Registration:

*It's Easy!*

Payment is not required at time of registration. You can choose to pay by check or credit card. If you choose credit card payment, we will email an invoice to you to pay via "Square". You can register multiple attendees (group registration) at one time.

## Still need to register via a paper form?

Contact the PA Chapter of APA Office at [info@planningpa.org](mailto:info@planningpa.org) or 717-671-4510 to request a paper registration form.

A \$10.00 administrative fee applies for processing of paper registrations.

**Save big when you register by September 15!**

## REGISTRATION FEES

	EARLY BIRD DEADLINE September 15	REGISTRATION DEADLINE October 6
<b>Professional Planner</b>		
Full Registration* <b>YOUR BEST DEAL</b>	\$385	\$435
Sunday**	\$95	\$120
Monday	\$225	\$250
Tuesday	\$190	\$215

**Emerging Planners Discount** – **First year** professional planners receive a 20% discount off the Professional Planner registration fees. Discount applied during online registration. Does not include Mobile Workshops.

**Planning Commissioners/Officials Discount** (Elected or Appointed, non-professional)  
Planning Commissioners/officials receive a 20% discount off the Professional Planner registration fees. Discount applied during online registration. Does not include Mobile Workshops.

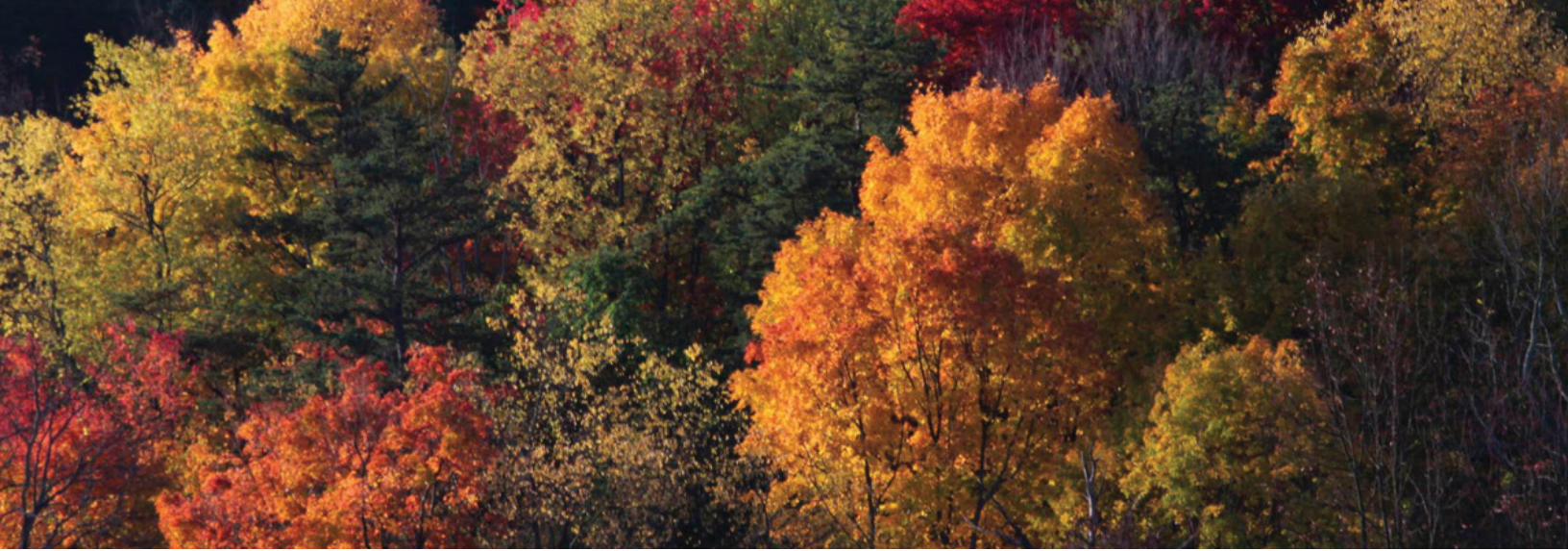
**Retired Planner? You too can take a 20% discount.** Receive a 20% discount off the Professional Planner registration fees. Discount applied during online registration. Does not include Mobile Workshops.

## Students

Sunday**	\$55	\$55
Monday	\$70	\$70
Tuesday	\$58	\$58

\* includes all receptions

\*\* includes Sunday reception



- **Full Registration** includes education, meals, refreshment breaks, AND **Sunday AND Monday night receptions.**
- **Sunday Only** includes education and refreshment break, AND **Sunday reception.**
- **Monday Only** includes education, continental breakfast, refreshment breaks, lunch and Monday night reception.
- **Tuesday Only** includes education, continental breakfast, refreshment breaks and lunch.
- Mobile workshops have additional fees to cover added logistics and transportation costs.
- **Late and Walk-in Registrations:** An additional \$50.00 administrative fee applies to all registrations received after October 6.

## A LA CARTE OPTIONS

**Mobile Workshops:** \$15 each (Covers logistics and transportation fee.)

**Sunday Welcome Reception:** \$50 (Included in full and Sunday registration, but not for the Monday only registration)

**Meal Package:** \$285

*(For guests of attendees. Includes continental breakfasts, refreshment breaks, and lunches, and receptions. Education is not included.)*

**Remember the Scholarship Fund when your register and make a donation.**

## THE FINE PRINT

### Fee, Refund and Other Policies:

**Non-Members** (you do not belong to any APA Chapter) add \$50.00

**APA Members from other states** add \$20.00

**Late and Walk-in Registrations:** An additional \$50.00 administrative fee applies to all registrations received after October 6.

**All paid registrations** will receive an email confirmation of registration (when a valid email address is provided).

**Registration fees** include all applicable conference sessions and materials, and the meals listed herein. They do NOT cover lodging accommodations, any non-conference meals, and travel expenses.

**The registration fee is fully refundable** if the PA Chapter of APA office receives written notification postmarked or emailed no later than September 29, 2017.

**Cancellations** received after September 29, 2017 but before October 6, 2017, will be subject to a \$50.00 administrative fee. If the cancellation is received after October 6, 2017 we are not able to provide a refund.

**NO-SHOWS WHO HAVE REGISTERED, BUT HAVE NOT PAID, ARE STILL LIABLE FOR THE REGISTRATION FEES.**

In the unlikely event of cancellation of the conference, the Pennsylvania Chapter of the APA's liability is limited to 100% refund of registration fees and does NOT include penalty fees on travel tickets, deposits for hotel accommodations, or any other incurred expenses.

## INFORMATION ON **HOTEL/RESERVATIONS**



### **The Penn Stater Hotel and Conference Center – Official Hotel of the Annual Conference**

**The Penn Stater Hotel and Conference Center**  
215 Innovation Blvd, State College PA 16803

**Room Rate:**

\$124 Single/Double (Plus applicable taxes)

**How to Make a Reservation:**

Book your group rate for American Planning Association Room Block or call 1-800-233-7505 reference PA Chapter of the American Planning Association (group code: PAAJ17C).

**Please note: Early arrival on Saturday, October 21st is unavailable due to a Penn State football game.**

*The room block cut-off date is Sunday, October 1, 2017 but **DO NOT WAIT to make your reservation as we anticipate the hotel will be sold out.***

**Parking is free.**

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## **CONFERENCE GREENING**

In keeping with the PA Chapter's mission, the chapter incorporates the following sustainability initiatives to reduce the impact of the conference on the environment:

- Conference Announcement **was not printed** to reduce the Chapter's carbon footprint.
- **Purchase products** made from recycled, recyclable, and rapidly renewable materials.
- Work with the hotel to **purchase local foods** and plan a seasonal menu.
- Prominent on-site effort to **increase recycling** of cardboard, paper, plastic bottles, and cans.
- **Donate excess food** to a food rescue agency when possible or to the employee cafeteria when we cannot.
- Encourage exhibitors to **use products made from recycled, recyclable, and rapidly renewable materials.**
- **Water stations** in lieu of bottled water breaks.

**We encourage attendees to participate in these initiatives through the following options:**

- Participate in the **hotel's linen reuse program** (sheets and towels). Information can be found in the guest rooms.
- **Return waste paper** to conference registration for recycling.
- **Register for the conference online** to save postage and paper costs.
- **Carpool** with colleagues, or take public transportation.

**Making an Impact with Printing Choices:** Paper is a crop and it's renewable. Production of paper makes use of large amounts of water and chemicals, and uses a tremendous amount of energy. Choosing an environmentally responsible paper for printed materials is one way the PA Chapter of APA can walk the "green" talk in a big way. The PA Chapter of APA works with the printer to choose an environmentally friendly company whose paper production practices save millions trees a year.

# TRAVELINFO

Getting to the Conference

## Driving Directions:

### From New York City and Points East:

Take I-80 W in PA to Exit 161 (Bellefonte). Follow PA 26 S to and bare left onto I-99 S / US 220 S, and take Exit 74 for Innovation Park/Penn State University. Stay in the right lane of the exit and follow the sign for Innovation Park. Turn right at the end of the ramp onto the Park Avenue extension, and turn left at the stop sign onto Innovation Boulevard. The Penn Stater will be on the right.

### From Philadelphia:

Take the PA Turnpike/I-76 W to Exit 247 (Harrisburg East), and follow signs for the next 15 miles to Route 322 W. Take 322 W past Lewistown toward State College (stay on 322 W towards Philipsburg), and take the Penn State University/Innovation Park exit. Turn left at the stoplight, and follow signs for Innovation Park Exit A directly to The Penn Stater in Innovation Park.

### From Harrisburg:

Take 322 W past Lewistown toward State College (stay on 322 W towards Philipsburg), and take the Penn State University/Innovation Park exit. Turn left at the stop light, and follow signs for Innovation Park Exit A directly to The Penn Stater in Innovation Park.

### From Pittsburgh:

Take Route 22 E to Duncansville. Merge onto Route 220/I-99 N toward Altoona and go north for 24 miles. Turn right onto US 220 toward State College for 11 miles; merge onto Route 322 E to State College. Stay on Route 322 and later the 322 East/US 220 N bypass to the Penn State University/Innovation Park exit. Turn left at the stoplight, and follow signs for Innovation Park Exit A directly to The Penn Stater in Innovation Park.

### From Points West:

Take I-80 E in PA to Exit 161 (Bellefonte). Follow PA 26 S to US 220 S, and take Exit 74 for Innovation Park/Penn State University. Stay in the right lane of the exit and follow signs for Innovation Park. Turn right at the end of the ramp onto the Park Avenue extension, and turn left at the stop sign onto Innovation Boulevard. The Penn Stater will be on the right.

### From Washington, D. C.:

Take Route 270 N toward Frederick and then I-70 west and north to the PA Turnpike W. At Bedford take US 220/I-99 N toward Altoona and go north for 24 miles. Turn right onto US 220 toward State College for 11 miles; merge onto Route 322 E to State College. Stay on Route 322 and later the 322 East/US 220 N bypass to the Penn State University/Innovation Park exit. Turn left at the stoplight, and follow signs for Innovation Park Exit A



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