



# THE VANTAGE POINT



American Planning Association  
Pennsylvania Chapter

Making Great Communities Happen

A Publication of the Pennsylvania Chapter of the American Planning Association



**IRVING HAND**  
Excellence in Planning  
Professional Development

Take Advantage  
of the Opportunity!

by Christina Arlt, AICP

**THE ABILITY** to communicate effectively is one of the most important skills a planner can have. These days, elected officials and members of the public don't want to wade through 100-page reports; they are looking for colorful executive summaries and data in infographics. Quality graphic design improves the appearance of a report. It makes it clear, easy to understand, more fun to read, and memorable, which means that people are more likely to read a document

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*A Pennsylvania Planner travels to*

# LONDON



*with APA's International  
Professional Study Tour*

by Frank P. Beblau, AICP; Director for Community Planning,  
Lancaster County Planning Commission

The American Planning Association held its latest International Professional Study Tour on June 15-20 in London, England. I had the privilege and pleasure of joining 24 other planning professionals from across the United States, as well as international attendees, on the study tour.

**I SIGNED UP AS A PERSONAL TREAT** after 30+ years in the planning profession and I looked forward to seeing and enjoying London in a different way through the insights of my tour colleagues and the many local planners we would meet.

Although the scale of central London and its planning projects exceeds nearly anything we might see here, the educational goals of the program were relevant to much of our planning work in Pennsylvania: urban reinvestment strategies, transportation systems integration, water resources management, and – preparing for the Summer Olympic Games!

The tremendous amounts of planning and investment resources required to transform the

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# LONDON



## *with APA's International Professional Study Tour*

Lower Lea Valley, part of London's east side Thames Gateway brownfields corridor, into Olympic Park was a central theme of the tour. However, the post-Olympics planning work left a more lasting impression on me. Staff from the London Legacy Development Corporation and from ARUP, a major consulting firm to the London 2012 planning program, briefed us on the underlying planning principles guiding the post-Olympics Legacy Transformation Plan, the main purpose of which is to reconnect affluent Central London and the historically impoverished East End through transit, street grids, housing, employment opportunity, and social and cultural programs and investments. During our visit, the first newly constructed post-Olympics housing within the site came on the market, with about 80 units sold on the first day alone.

Our meeting with the UK's Chief Planner (*yes, that's his job title*) and staff members brought out that both England and London have crises in housing supply and affordability. We were told that England has a need for about 200,000 new housing units a year, while the current market supplies only about half that number. One senior staffer suggested that the legacy green belts surrounding metro London are now obsolete and should be planned to accommodate growth generated by London's increasing economic pull from elsewhere in the UK and from EU immigration. We were also briefed in other sessions on the huge Crossrail project to construct a new high-speed rail line connecting underserved regions of England with Central London.

The program required early starts and good walking shoes, but no umbrellas! The weather was almost perfect through the week. We kicked off with a warm Sunday evening walk through Covent Garden, led by a former president of the Royal Town Planning Institute. Paul Farmer, FAICP, in one of his last acts as APA's Chief Executive Officer before retirement, took us on several more walks, including a last morning tour of the tony historic neighborhoods of Kensington and Chelsea, where we were joined by the borough's senior conservation officer and a council member.

The program was a great professional treat for me and continues to resonate in my daily work. Keep an eye out for future international study tours hosted by APA and, if you can, take advantage of the opportunity. I know you will value the experience. ♦











## Take Advantage of the Opportunity!

Apply for a Professional Development Scholarship.

We offer two:

**JERRY S. WALLS**

**Planning Professional Development Award**  
and the

**IRVING HAND**

**Excellence in Planning Professional Development**

and act on its recommendations. For these reasons, I wanted to pursue professional development in graphics and communication.

I found a certificate in “Communication Design Essentials” at the University of the Arts in Philadelphia. The 12-credit program offers classes in Adobe Illustrator, InDesign, and Photoshop, as well as several other courses, such as Fundamentals of Design, Typography, and Creating a Visual Brand Identity. Each three-credit class costs about \$875, so in September 2012, I applied for the APA-PA’s Irving Hand Excellence in Planning Professional Development Award to cover a portion of the program’s costs. I was lucky enough to be awarded the scholarship.

The classes have been extremely helpful so far. The class size is small—usually only four students—so I receive a great deal of personalized attention from the instructors. In many of the classes, we can choose our own final project, which means that I am able to pick something that relates to my work as a planner at the Delaware Valley Regional Planning Commission.

To learn more about the Continuing Education program at the University of the Arts, visit <http://cs.uarts.edu/ce>. ♦



*Vantage Point* 2014  
Editorial Deadlines

**Winter 2014-2015 Issue**

**November 7**

## AICP CEP • AICP CTP • AICP CUD

### ADVANCED SPECIALTY CERTIFICATIONS

**CONGRATULATIONS** to PA Chapter members **Wesley Burket, AICP CTP; Andrew Schwartz, AICP CUD;** and **Andrew Dobshinsky, AICP CUD**, who recently received their Advanced Specialty Certifications! The Certified Transportation Planner (CTP) exam had an 87 percent pass rate, while the Certified Urban Designer (CUD) had a 90 percent pass rate. The Certified Environmental Planner (CEP) exam had a 69 percent pass rate. AICP CEP, AICP CTP and AICP CUD are granted to AICP certified planners who have demonstrated at least eight years of experience in their respective fields and have successfully passed a rigorous exam. The next cycle of Advanced Specialty Certification exams will be in May 2015, with the application window opening early in 2015. More information on the exams can be found at <http://www.planning.org/asc> ♦

# JOIN US!



**INNOVATION**



APA-PA 2014 Annual Conference

2014 APA-PA Conference  
**October 12-14**  
Sheraton Society Hill  
Philadelphia PA

# PDO *corner*

by Susan Elks, AICP, Professional Development Officer

**IF YOU ARE CONSIDERING** taking the AICP exam, please note that there will soon be a new study resource. APA has updated its exam prep resource, and the AICP Exam Prep Product 3.0 is expected to be launched prior to this fall's exam. **Completely web-based**, this resource **includes streaming video based on the exam content outline, supplemental handouts, a glossary, and questions – lots of questions!** Questions are presented in three different formats – an assessment exam to identify your knowledge base strengths and weaknesses, pop-up ques-

tions associated with the streaming video to reinforce concepts, and a full, timed practice exam. A discussion forum is also included as part of the product, as well as tips to approach the exam process and specific question types. When launched, information will be available on APA's website, [www.planning.org](http://www.planning.org). And, as always, please check the free resources available, particularly the PDC Study Notes from 2007 and the Exam Review Series that are part of the Planning Consortium webcast series. Information on these and other resources is available on the PA

Chapter website below.

If you haven't already, now is the time to register for the annual conference! As always, there is **a wealth of continuing education options at the conference, including multiple law CM options, an ethics session, an AICP exam prep session, and great mobile sessions.** The conference is your best opportunity to make a large dent in your CM requirements, as well as hear about the latest planning techniques and catch up with fellow planners from across the state. ♦

<http://planningpa.org/for-planners/professional-planners/aicp-exam-prep/>

## YOU BELONG IN APA

**Join APA by September 30 and save 25%!**

### APA MEMBERSHIP SALE

**THINK ABOUT ALL YOU GET** from APA and the PA Chapter of APA: Planning, high-quality professional education, social and networking events, discounts on national and chapter conferences, and more.

Don't your nonmember friends, coworkers, and colleagues in related fields deserve those benefits, too? APA has a deal for them! **APA is recruiting new members and offering a sweet 25 percent discount on national and chapter dues to individuals who join by September 30.** (Sorry, students and officials do not qualify for this offer.)

**Tell your friends that joining APA online—and saving 25 percent—is fast and convenient. Send prospective members a link to [planning.org/joinapa](http://planning.org/joinapa). Tell them not to wait—this great deal ends on September 30!** ♦



**JOIN NOW  
AND SAVE 25%**

## PA Chapter *Executive Committee*

### PRESIDENT

**Brian O'Leary, AICP**  
Montgomery County Planning Commission

### VICE PRESIDENT

**James Cowhey, AICP**  
Lancaster County Planning Commission

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**Amy McKinney**  
Lawrence County Planning Department

### TREASURER

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

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Lower Macungie Township

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Penn State Cooperative Extension

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Penn Township Westmoreland County

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**vacant**

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STEP, Inc.

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**Sara Pandl, AICP/RLA**  
Lower Macungie Township

#### *Northeast*

**Steve Pitoniak**  
Lackawanna County Planning

#### *Northwest*

**Amy McKinney**  
Lawrence County Planning Department

#### *Southeast*

**Martha Cross, AICP, PP, LEED AP**  
The Reinvestment Fund –  
Development Partners

#### *Southwest*

**Andrew Hartwell**  
County of Allegheny Department  
of Economic Development

### *Committee Chairs*

*Professional Development  
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*Committee Chair*

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*Planning Officials Development  
Officer/Chair of the Planning Officials  
Development Committee*

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*Education Committee Chair*

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*2014 Conference Co-Chairs*

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**Martha Cross, AICP, PP, LEED AP**

**Justin Dula, AICP**

**Nando Micale**

*Legislative Committee*

**Kyle Guie, Chair**

**Contact information is  
available at [www.planningpa.org](http://www.planningpa.org)  
under "About Us".**



# INSIDER

A Message from President **Brian O'Leary, AICP**

**Hello Fellow Planners.** The Chapter's four-year Development Plan may not be the most exciting document, but it is a useful guide for the Board as it works to improve the Chapter for all of our members. We're now in the process of creating an updated plan for the next four years from 2015 through 2018.

- 2d. Build coalitions with sister organizations for broader advocacy and training.
  - 2e. Advocate for good planning with the State Planning Board and other state agencies.
  - 3/ Enhance the Chapter's organizational and programmatic capacity.
    - 3a. Provide an orientation process for new board members, committee chairs, committee members, and Section members.
    - 3b. Maximize the use of technology via the Chapter website and newsletter to distribute news, best practices, and case studies.
    - 3c. Develop a plan to address financial stability, scholarships, member dues, and non-dues income.
    - 3d. Examine the possibility of creating a seventh section to reduce the geographic size of the Sections.
- Hope to see you in Philadelphia at the conference, and keep up the great work advocating for a better future. ♦*



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**Pennsylvania Chapter**

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Please help us close the loop and recycle this newsletter.

**WE'VE CREATED** a number of initial draft strategies for the plan, which are listed below. Do you think we've captured what needs to be in the plan? We'd love to hear your input. Feel free to let me know your thoughts at [boleary@montcopa.org](mailto:boleary@montcopa.org) prior to our annual conference in Philadelphia in October. At that conference, we'll review the draft Development Plan with the membership.

### Draft Strategies:

- 1/ Promote good planning practice and the "Culture of Planning" throughout the Commonwealth.
  - 1a. Charge the Sections with building a strong network of membership support within their regions that will offer more services to planners, aligned with statewide goals.
  - 1b. Develop a peer-to-peer information exchange capability for technical planning requests, to share examples of best practices, and to connect members with similar planning interests.
  - 1c. Publish an annual report on Chapter activities and key planning events in the Commonwealth.
  - 1d. Continue to provide training and education that responds to the needs of the membership.
  - 1e. Expand outreach about planning issues and the importance of planning to non-planners, including citizens, legislators, mu-

- nicipal officials, engineers, lawyers, and others.
- 2/ Advocate for the provision of resources for planning and plan implementation at all levels of government.
  - 2a. Expand Chapter contacts with key legislative committee chairs and their staff with similar planning interests, and advocate for funding.
  - 2b. Advocate for state legislation and regulation that supports good planning.
  - 2c. Provide timely guidance on court rulings and legislation to professional and citizen planners.



welcome  
New PA Chapter Members!

**WE WELCOME THE FOLLOWING NEW MEMBERS** who joined the PA Chapter over the past few months. The PA Chapter membership includes nearly 2,600 planning officials, professional planners, and others who care about how Pennsylvania continues to grow the places where we live, work, and enjoy recreation. The board and staff are available to answer any questions. Feel free to contact the Chapter Office at 717-671-4510. Board member contact information is available at [www.planningpa.org](http://www.planningpa.org) under **About Us**.

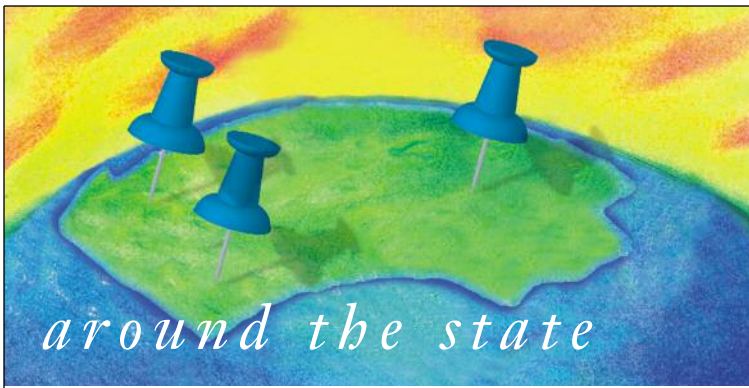
### Individual Members:

Michael King, Southeast Section  
Erin Coombs, Southeast Section  
Gil Longwell, Jr., Central Section  
Kaila Folk, Central Section

### Organizational Members:

Ashton Township, Southeast Section ♦





## Scholarships Awarded to Planning Students

THE PA CHAPTER OF APA awarded scholarships from the **Francis Pitkin Scholarship Fund**, the **Richard P. Byler Charitable Fund** of The Philadelphia Foundation, the **Richard G. Bickel Planning Education Award**, and the **Leslie & Greta Spaulding Education Fund** in time for the fall 2014-2015 academic cycle. Five students benefited from the generosity of these funds and donations from our members. The following students were recipients:

**Brian Blacker**, *Temple University*

**Tony Harris**, *Indiana University of Pennsylvania*

**Matt DiScenna**, *University of Pennsylvania*

**Teresa Pula**, *University of Pennsylvania*

**Anna Ishii**, *University of Pennsylvania*

*We look forward to hearing from these  
“emerging professionals” in the near future! ♦*

### Northwest Section

The Northwest Section held elections this summer. The leadership is:

**Amy McKinney**, *Chair*

**Dan Glotz**, *Vice-Chair*

**Mourine Rodgers**, *Secretary*

**Arlene Rodriguez**, *Treasurer*

### Lehigh Valley Section

by *Sara Pandl, AICP*

The Lehigh Valley Section was lucky enough to be part of the May 13 Spring Planning Forum – Making it Great...held at Muhlenberg College. The all day session was a great success with local examples of place making featured with national speaker Andrew Howard.

Throughout the summer, the Section in partnership with Lehigh Valley Planning Commission continued to host the APA Planning webinar series for local planning officials and professional planners.

Planned events for this fall include a behind the scenes tour of **two exciting redevelopment projects** taking place in the Lehigh Valley. The **historic Hoover-Mason Trestle elevated trail** will link the Sands Casino

with the Levitt Pavilion and Arts Quest Center at the former Bethlehem Steel site. The goal of the adaptive reuse effort is to use the existing trestle structure by creating connectivity through creation of a pedestrian-oriented promenade, supporting circulation, historic interpretation and passive recreation uses. The image below is from the Wallace, Roberts, Todd website. They are the project designers.

In partnership with ULL, the Section will co-host a **tour of Phantoms Hockey Arena** in downtown Allentown. **This project is funded through a unique NIZ (Neighborhood Improvement Zone) mechanism** and is the centerpiece of exciting and dynamic development activity in downtown Allentown.

*Stay tuned for the dates of these exciting events.*



**Hoover-Mason  
Trestle  
elevated trail**



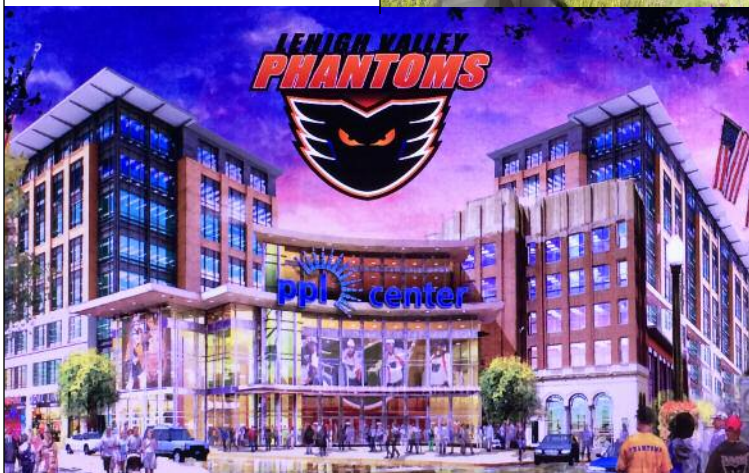
### Southwest Section

by *William McLain*

The Southwest Section held a Summer Social on Wednesday, August 27th, 2014 to beat the heat at **The Porch** at Schenley. Members of the Section met for good food, good drinks, and good times at The Porch.

Additionally, the Section votes in new members of Council this August. Voting will end on August 31st. We look forward to meeting our new Council this coming year.

Lastly, the Section is calling for volunteers for the 2015 APA-Pennsylvania Conference in Pittsburgh. Section members who would like to volunteer can email [PPA.Pittsburgh2015@outlook.com](mailto:PPA.Pittsburgh2015@outlook.com). For more information on volunteering, please visit the Southwest Section webpage at <http://planningpa.org/sections/southwest/> ♦





Making Great Communities Happen  
587 James Drive  
Harrisburg, PA 17112

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Please save the date for the Annual Conference  
**October 12-14** at Sheraton Philadelphia Society Hill Hotel!

## PMPEI FALL 2014 COURSES

All are multi-session 3 evening courses. Starting time approximately 6:00 PM.

### Course in Community Planning

#### West Chester (Chester County)

**Wednesdays, October 1, 8, 15**

Location: WCU Graduate Business Center  
1160 McDermott Drive, West Chester PA 19380  
To register: info@cc2020.org  
Contact: William Stevens

#### Hershey (Dauphin County)

**Thursdays, October 2, 9, 16**

Location: Derry Township Municipal Building  
600 Clearwater Road, Hersey PA 17033  
To register: clayne@tcrpc-pa.org  
Contact: Craig Layne

#### Nanticoke (Luzerne County)

**Thursdays, October 16, 23, 30**

Luzerne Co. Community College  
1333 South Prospect Street, Nanticoke PA 18901  
To register: (800) 232-7722 ext. 1042  
Contact: Terri Dickow tdickow@boroughs.org

#### Reading (Berks County)

**Thursdays, September 18, 25; Oct. 2**

Location: Roessner Hall, Albright College

13th & Bern Streets, Reading PA 19612

To register: (610) 929-6503

Contact: Andrea Weist aweist@alb.edu

### Course in Zoning

#### Fort Washington (Montgomery County)

**Thursdays, October 23, 30; November 6**

Location: Upper Dublin Township Building  
Meeting Rooms A, B, C  
801 Loch Alsh Avenue, Fort Washington PA 19034  
To register: (610) 278-3753  
Contact: Rita McKelvey rmckelvey@montcopa.org

#### Allentown (Lehigh County)

**Tuesdays, September 9, 16, 23**

Location: Lehigh Valley Plan Comm Office  
961 Marcon Boulevard, Allentown PA 18103  
To register: (610) 264-4544  
Contact: David Berryman dpb@lvpc.org

#### Doylestown (Bucks County)

**Wednesdays, October 22, 29; Nov. 5**

Location: Delaware Valley College, Doylestown PA  
To register: (800) 232-7722 ext. 1042  
Contact: Terri Dickow tdickow@boroughs.org

### Course in Subdivision and Land Development Review

#### Allentown (Lehigh County)

**Wednesdays, October 15, 22, 29**

Location: Lehigh Valley Plan Comm Office  
961 Marcon Boulevard, Allentown PA 18103  
To register: (610) 264-4544  
Contact: David Berryman dpb@lvpc.org

#### Moscow Borough (Lackawanna County)

**Thursdays, Sept. 18, 25; Oct. 2**

Location: Moscow Borough Hall  
123 Van Brunt Street, Moscow PA 18444  
To register: North Pocono COG, 361 State Rd 435,  
Clifton Twp, PA 18424  
Contact: Peter Wulforst (570) 296-3400 ptw3@psu.edu

#### Reading (Berks County)

**Thursdays, November 6, 13, 20**

Location: TBD, Albright College  
13th & Bern Streets, Reading PA 19612  
To register: (610) 929-6503  
Contact: Andrea Weist aweist@alb.edu