

American Planning Association Pennsylvania Chapter

Making Great Communities Happen

A Publication of the Pennsylvania Chapter of the American Planning Association



Who?

The Pennsylvania Chapter of the American Planning Association

What?

2014 Annual Conference

When?

Sunday, October 12 through Tuesday, October 14

Where?

Sheraton Society Hill Hotel, Philadelphia, PA

Why?

Skills building...networking... top-notch education...new and improved products and services on display...new ideas...reconnecting with fellow planners, planning officials, and students...and it's Philadelphia lots of great food!

APA-PA2014 annual conference

NN()V

from Historic Foundations

Our wonderful Conference Planning Committee has been hard at work meeting, talking and planning to ensure that this year's Annual Conference will exceed everyone's expectations.

Plans include 5 exciting mobile workshops including:

- Brandywine Battlefield: A Visual Lesson on Planning Partnerships & Large Scale Resources & Landscapes Protection
- Biking the Historic Schuylkill River Trail/A Workshop on Wheels
- Urban Green Infrastructure Mobile Workshop: Stormwater Management as a Tool for Community Engagement
- On the Old Waterfront: Long Term Impacts of Un-environmental Planning & Making

the Most of Legacy Urban Infrastructure

Historic Foundations

APA-PA 2014 Annual Conference

· Searching Philadelphia's Great Concealed Places



Education, education and more education!

The Planning Committee was very fortunate in that there were over 80 submissions to the Call for Presentations. This allowed them to choose the very best of the best and currently the number of concurrent sessions stands at 49, plus three plenary sessions. There is definitely going to be something for everyone! Plus, there will be lots of CM credits available including law and ethics.

We anticipate a full exhibit hall. It is a great way to learn about new products and

CONTINUED ON PAGE 2

APA-PA2014 annual conference

from Historic Foundations

services that suit your needs.

And of course, it wouldn't be an APA-PA Chapter event without time for networking. The Planning Committee has lined up an amazing kick-off reception at the Independence Visitor's Center. Plans are to have local members line the route to explain historical aspects as attendees walk to the reception.

There are also plans being made for some other fun events on Monday night, as well. There will be opportunities to taste the wonderful foods that Philadelphia has to offer. Within walking distance of the hotel are hundreds of restaurants offering an amazing array of foods.

Historic Foundations

APA-PA 2014 Annual Conference

And for those who want do a little sightseeing, you had better plan for a few extra days! From all the historical aspects of the city, to the waterfront area, Reading Terminal (more great food!) and South Street, there is no way to do it all. To help you plan your visit and budget your time, you can visit www.visitphilly.com



TIM HAWK

BOB KRIST



PHILADELPHIA CVB





TIM HAWK

PHILADELPHIA CVB

SPRING PLANNING FORUM:

Making It Great

Forum West

Monday, May 12, 2014 Indiana University Indiana, PA

"HACK-A-THONS," or hacking marathons, are a common event in the software engineering world. These events last anywhere from a day to a week, and provide an opportunity for programmers, graphic designers, and software engineers to come together to "hack" existing technology infrastructure to find new solutions. These events can yield a new programming language, application, or operating system either to address a specific technological need or appeal to a new population of users. These events are looked upon highly favorably in the technology world as they encourage participants to think creatively, collaborate, be nimble and innovate in

short time frames with minimal resources.

The Spring Planning Forum: Making It Great Now on May 12, 2014 at Indiana University of Pennsylvania was an excellent representation of how planners and community organizers can bring the concepts of hacking into our work. Andrew Howard, co-founder of Team Better Block, told the story of a brand new, battery-operated street car that will soon hit the streets of Dallas; an initiative that can be traced back to a fictitious website that was set up by a transit enthusiast in his neighborhood. Braddock Mayor, John Fetterman, told stories of the commitment that should be made to a community's well-being by disregarding politics, egos and road**blocks** in order to respond to the most basic needs of residents. Representatives from LIFT

Johnstown highlighted the **pow**er of collaboration and successful plan implementation when cultural and natural resources and voung professionals are the center of the conversation about community and economic development.

During this Forum, there were many other initiatives presented by the planners and community leaders who are finding ways to be nimble and innovative in advancing their communities' goals: for plan implementation, through the use of GIS, and to better manage towngown relations. During his opening keynote, Andrew Howard set the tone for the day's sessions when he provided examples of how carefully crafted, well-intentioned zoning regulations and ordinances in Dallas. Texas were inadvertently preventing reinvestment in underutilized areas of town and the implementation of safe, walkable, complete streets that the city was trying to promote.

As planners and advocates for the future vitality of the communities of Pennsylvania, the messages from the presenters during the Spring Planning Matters Forum presented a call to action to hack into the plans and infrastructure that we routinely design in order to uncover new ways to advance community goals. The presenters stressed the need to collaborate, co-manage, and engage new stakeholders. Start conversations by generating excitement rather than focusing first on money or regulations. Borrow, build and benchmark in order to test ideas. Focus on common goals and be realistic about expectations in order to achieve early implementation.

As local, state and federal resources are becoming increasingly limited, as residents are growing anxious for meaningful change, and as demographics and technology are rapidly presenting new models for stakeholder engagement, we too need to host our own "hack-a-thons" to find new ways to deliver the great ideas we generate in our plans.

by Meagan Tuttle Professional Planner,

State College Borough



Conversations at IUP



Andrew Howard



Peter Zug, PA DCED

Group work at IUP

Now

Forum East

Tuesday, May 13, 2014 Muhlenberg University Allentown, PA

I attended this event hosted by the Pennsylvania Chapter of the American Planning Association in partnership with the Pennsylvania Department of Community and Economic Development, and the Pennsylvania Local Government Training Partnership. Over the course of a day, I heard from speakers who are knowledgeable and passionate about impacting positive change in communities.

Andrew Howard, AICP, of Team Better Block opened the day's presentations. Andrew left a traditional planning role to pursue a grassroots approach to planning which emphasizes community visioning and participation. Traveling across the United



States, Andrew works with community members to organize daylong events where streets are transformed into vibrant spaces using borrowed and constructed materials. His desire to inspire communities, and his willingness to discuss his process in depth, both the successes and struggles, was a welcome perspective.

The day continued with a panel of women who have dedicated their lives to assisting the underserved in their communities. These women spoke eloquently and passionately about the necessity to plan inclusively and to perform outreach to engage those who are underserved, stressing that engaging these populations leads to healthier communities for everyone.

The Luncheon hour brought more inspiring speeches by **Mayor Edward Pawlowksi** of the City of Allentown and Representative Robert Freeman. Both men shared an enthusiasm for improving their cities, Allentown and Easton, respectively. In particular, Rep. Freeman's crafting of Elm Street legislation is useful to any community in Pennsylvania with its goal of the revitalization of residential corridors that approach downtown commercial districts.

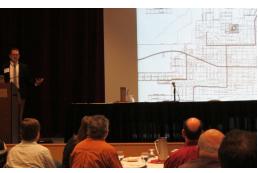
The afternoon sessions highlighted exciting projects occurring throughout the Lehigh Valley. Presenters exhibited a dedication and true heart for their projects, which typically were a multi-year effort. They brought insight and perspective to their processes, and showed the value of patience and perseverance. Their commitment to their programs and projects was inspirational.

For me, the value of the day was in hearing from people dedicated to creating positive change, and in meeting these people. In my role as the President of the Planning Graduate Student Association at the University of Cincinnati, and a master's student who will be looking for a career in planning in one short year, I am always searching for opportunities to gain valuable insight about the planning profession, learn about communities, and gain new perspectives about planning. And of course, to network!

I cannot stress enough how important these types of events are to students and to emerging professionals. They provide us with fresh perspectives from professionals working in the field and allow us to meet these professionals. Events such as the Spring Planning Forum serve as successful networking tools, a helpful educational tool, and I was happy to have been given the chance to attend. ◆

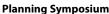
by Sara Woolf

Graduate Teaching & Research Assistant; Masters of Community Planning Candidate; University of Cincinnati; President, Planning Graduate Student Association





Denny Puko, PA DCED







PDO Susan Elks, Andrew Howard, and Susan Shermer



Lunch crowd in Allentown





INSIDER

A Message from President Brian O'Leary, AICP

Hello Fellow Planners. This year, the national planning conference was held in Atlanta. The city is rapidly growing, with a huge influx of immigrants. One great project in Atlanta is the Beltline, a rails-to-trails project near the city center that features significant public art and a lot of converted industrial space and new multi-family and mixed use development. If you're in Atlanta, you should rent a bike and check it out.



American Planning Association **Pennsylvania Chapter**

Making Great Communities Happen

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Please belp us close the loop and recycle this newsletter.

AFTER BEING IN ATLANTA,

I believe more than ever that Philadelphia or Pittsburgh would offer great venues for the national planning conference, given their urban, walkable character. The Chapter will be making the case again with APA to hold the conference in Pennsylvania, which was last held here in 2007.

There were many themes running through the conference, which included health, sustaining places, economic growth through transportation investment, neighborhood planning, and takings issues. Health was a particularly strong theme, with the Surgeon General giving the opening keynote address. His inspiring message focused on all aspects of health, which he defined as physical, mental, and social well-being. Planning certainly has a strong role in this, particularly in protecting the environment, creating safe residential neighborhoods, and providing good places to exercise. Chronic disease and its relationship to lack of exercise was also a broad theme in the conference, with planners encouraged to create more walkable and bikeable communities.

This year, the Chapter has implemented a couple of new initiatives, including a **Great Places** program and new **Spring Forums,** which were held in Allentown and Indiana and fea-

tured Andrew Howard of Team Better Block.

It is also time for us to update our 4-year strategic plan. Please feel free to send me

any comments you might have on our current plan to

boleary@montcopa.org, which is

available on our website. At our fall conference, we hope to have a draft plan to present to the membership. •

Hope to see you at the annual conference in Philadelphia in October.





Dedication to Community Improvement Recognized

Lt. Governor Jim Cawley and the Governor's Center for Local Government Services recognized municipalities and local government officials throughout the Commonwealth for their dedication and commitment to strengthen their communities and better serve their residents at an event in April.

GARY JASTRZAB, Executive Director, Philadelphia City Planning Commission; representing the Pennsylvania Chapter of American Planning Association, received an award for his outstanding service to Philadelphia. "As former local government officials, Governor Corbett and I understand the immense responsibility you all have to provide solutions that make your community a vibrant place to live, work and raise a family," Cawley said. "Today recognizes your dedication to public service and celebrates the leadership and innovation that has resulted in vibrant communities for the citi-

zens you serve. Thank you for helping Governor Corbett and I to build a stronger Pennsylva-

The recognitions were part of the 18th Annual Governor's **Awards for Local Government Excellence.** In total, eight local government leaders and eight communities throughout the commonwealth received awards that were presented at the state Capitol in Harrisburg.

The Governor's Awards for Local Government Excellence are presented annually to communities and individuals by the Governor's Center for Local Government Services (GCLGS), an office within the Department of Community and Economic Development that works to assist Pennsylvania's 2,562 local governments. A panel of judges from the GCLGS reviewed applications submitted by municipal organizations and officials from across the state and selected the award recipients.

The presentation was attended by Chapter Administrator Susan Shermer; Chapter Associate Kim Gusic; Chapter Secretary Pam Shellenberger, AICP; Southeast Section member Christina Arlt, AICP: and Central Section member Michelle Brummer, AICP.

PA Chapter

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Legislative Committee Kyle Guie, Chair

Contact information is available at www.planningpa.org under "About Us".

WIRELESS COMMUNICATION

What will your policy be?

by Michael M. Stokes AICP, Montgomery County Planning Commission

Telecommunications is driven by changing technology, consumer demand, and the legal landscape. In the last several years we have seen the introduction of smart phones, the diminishing use of land line telephones and adoption of new legislation for antennas.



IN A 2013 SURVEY, one in three households indicated that they were no longer using land lines at home. Now more than 85 percent of households use cellular phones, many of them smart phones. The widespread use of cell phones for texting, tweeting, and the increasing availability of wifi has generated a need for new antennas to receive and transmit electronic data. As the public continues to use their indispensable wireless equipment, the wireless communications industry is challenged to keep up with demand by installing more infrastructure.

Growth of this industry will continue to impact communities so they must plan to minimize the effects of wireless infrastructure.

In recent years, both the federal and state government have enacted laws to enable wireless companies to locate additional antennas. The United States Congress enacted legislation to streamline the approval process for antennas located on existing structures through the enactment of Section 6409 of the federal Middle Class Tax Relief Act of 2012. The Wireless Broadband Collocation Act of 2012 was enacted in Pennsylvania later in 2012 to further clarify the approval process of wireless telecommunications facilities. This act requires municipalities to approve certain types of proposed collocated antennas as a simple building permit. The Act also establishes a time frame for municipal review with a deemed approval occurring if no action is taken.

Industry is also deploying new technology to provide addi-

tional wireless coverage. Lower power antenna networks that can work at lower heights provide new placement opportunities. More antennas at lower elevations will lead to placement of antennas on utility poles within the public right of way. Since this is a new area for wireless infrastructure, municipalities may need to develop standards to regulate these facilities.

Municipalities can encourage telecommunication providers to place antennas on municipal property. This provides a great opportunity for municipalities to receive rental payments. Also wireless communications companies will offer the placement of local government emergency management equipment on sites located on public lands.

Yet simply adopting new regulations for wireless communication skips an important planning **step.** Just as local plans address various forms of public infrastructure; it is time to start planning for wireless communications infrastructure. This process begins by understanding the existing wireless infrastructure serving a municipality. Determination of existing wireless service coverage is an important planning step in ensuring how readily local wireless communications needs are met. This is essential to emergency management as well as the health of local businesses and the overall quality of life enjoyed by area residents. Projecting future demand is a difficult but necessary **step.** After estimating wireless

infrastructure need, the big question is how to fulfill it without adversely impacting the community. Consideration should be made of available tall structures such as towers, buildings, and poles that could support wireless antennas. In areas without existing structures, different forms of new tower placement and disguises should be considered. Also, other technologies for wireless service should be examined within the comprehensive plan. Wireless communications policy can be based on aesthetics, safety and universal service for all residents. With a policy in place, a community may then develop ordinance language to specify what it wants and work effectively with the wireless industry to ensure that it happens. •

Texas A&M wants to hear from you!

LOOK FORWARD TO HEARING from urban planners at Texas A&M University and University ty at Buffalo over the next few months. The two universities are teamed up on a National Science Foundation sponsored project called, "The Adoption and Utilization of Hazard Mitigation Practices by Jurisdictions along Gulf and Atlantic Coasts." To understand what jurisdictions in the NOAA defined coastal zones are doing related to general land use and land use for hazard mitigation, the researchers, Drs. Walter Peacock, Shannon Van Zandt, and Himanshu Grover, are conducting an online survey with planners in small and large jurisdictions. The survey only takes about 10-20 minutes to complete, and it asks factual information about regulation and financial policies and practices such as: the use of subdivision ordinances, hazard setback ordinances, environmental impact statements, wetlands protection, density bonuses, special tax assessments for hazardous areas, and building retrofitting requirements. The data collected is all confidential and a report summarizing across all participating jurisdictions will be given back to each participating jurisdiction as well as presented at various professional conferences. If a student from one of these universities calls you, we hope that you will consider their request and join other jurisdictions in helping generate a comprehensive and accurate portrait of planning along the coasts. To check out more on what they do, visit their website hrrc.arch.tamu.edu or send Michelle Meyer, project manager, an email m.meyer@tamu.edu.

7TH WORLD Urban Forum

United Nations-HABITAT, Medellin, Colombia

As part of our national delegation, past Chapter President Ronald K. Bednar, AICP, participated in the 7th World Urban Forum, "Urban Equity in Development: Cities for Life," organized by UN-HABITAT in Medellin, Colombia.

CONVENED IN A CITY recognized globally for its innovation in equitable urban development, the event focused on creative planning solutions that advance inclusive urban design and promote methods of planning which better address deep, structural problems and challenges of world cities.

Panel discussions explored emerging practices on how cities can enhance social integration and support creation of social capital within national urban centers. Also discussed throughout the many sessions were planning and design principles, as well as institutional, regulatory, and financing approaches that incorporate equity as an integral part of the urban development agenda.

With over 22,000 registered attendees, this important forum reaffirmed the need to include key aspects of sustainable development in the upcoming United Nations Conference on Housing and Sustainable Urban Development, HABITAT III, planned for 2016. This international summit will provide an opportunity to establish a new vision to harness urbanization as a positive force in the advancement of equity and shared prosperity for present and future generations.



JUcorner

by Susan Elks, AICP, Professional Development Officer

TWO TRAINING opportunities the Chapter was pleased to support recently were the annual training series and a spring forum. The annual training series, which is supported by PA DCED, featured Todd Poole of Award Planning. Planning Matters: Demographic **Change and Land Use Policies** provided more than 120 attendees across four locations with great information on the significant demographic changes occurring in the United States. Changes highlighted included our shift to an aging population, a more ethnically diverse population, and more diverse households. Thanks to Todd and his supporting speakers, Robert Pfaffmann and Mark **Keener,** for sharing information on these important demographic changes and their impacts on land use.

The spring forum was a new professional development opportunity, and a joint effort of the PA Chapter and the Local Government Training Partnership. Spring Planning Forum: Making It **Great Now** was a full day training opportunity offered in two locations - Indiana University of Pennsylvania for western PA and Muhlenberg College for eastern PA. Andrew Howard, AICP, of **Team Better Block,** was the keynote for each location, and provided a fresh perspective on engaging local communities and kickstarting revitalization efforts with pop-up businesses, temporary streetscaping, and other measures.

For the remainder of the day at each location, sessions were provided that offered an in-depth look at inclusionary planning, building partnerships, leveraging assets, and other aspects of revitalization. Many thanks to the speakers who participated, as well as the committees charged with planning the events. A special thanks to Indiana University of Pennsylvania and their Department of Geography and Regional Planning, which hosted the western event and played a critical role in developing the day's many offerings.

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 will be launched in early June 2014.

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 questions 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. More information is available on APA's website,

www.planning.org. •

planner notes...

McMahon Associates, Inc. hires Simon Lewis, Ph.D. as product specialist for TRAISRTM.

MCMAHON ASSOCIATES, INC., a full-service transportation engineering and planning firm with over 38 years of service, is proud to announce the addition of Simon Lewis, Ph.D. as Product Specialist for TRAISRTM. Dr. Lewis is recognized as a national authority on transportation information systems and asset management systems with an emphasis on state government DOT needs and solutions within the US. He combines unique knowledge of a wide range of software applications and data solutions for complex requirements in all aspects of transportation infrastructure, performance and safety management. He has an expert grasp of geo-spatial information with both modern and legacy databases in transportation agencies.

Over the last seven years Dr. Lewis has worked in developing and applying asset management solutions at both state and local levels. He also founded and managed ITIS, Inc. which has carried out integrated transportation information systems projects in several states and in Canada. In 2003, he founded and became chair of MAG-TUG, which is the Mid-Atlantic GeoSpatial Transportation Users Group, whose purpose is to share transportation application development experience and use within and across Mid-Atlantic transportation agencies. •



It's a boy!

Congratulations to Rachelle Abbott, AICP, Section chair for the Central Section, on her new baby boy, Liam Henri Abbott. Rachelle reported that stork brought Liam 8 days late on April 4, 2014, at 7lbs 15oz and 20.5 inches long.



Central Section Hosts Workshop on Historic Preservation *by Tara Hitchens, AICP, Central Section*

HISTORIC PRESERVATION AT ITS BEST! That's what the Central Section members found when approximately 25 attended the workshop titled *Preservation Mat*ters and Here's Why... Tools for Community & Economic Vitality on May 20, 2014 at the Giant Community Center in Camp Hill, PA. Mindy Crawford, Executive Director of Preservation Pennsylvania led the discussion with why all this old stuff matters and really got the attendees thinking about why some of the buildings, structures, events, and views in their home towns or towns they work in matter to them. Bill Callahan, Western PA Community Preservation Coordinator for the Bureau of Historic Preservation at the Pennsylvania Historic and Museum Commission delved into the economic benefits of historic preservation and how those benefits fit so succinctly with sustainable development, green infrastructure, and urban revitalization principals.

In the afternoon, Mindy led a discussion on what might seem too modern for main street. We've all seen it, the crazy looking neon lights on one building that just stands out from all the others. ..the 1970's retrofit of a façade that some look at with disgust while others marvel. We all have these buildings and need to determine if they should stay or if they are just too modern for the main street that is envisioned. This was a lively discussion proving that there were very varied opinions in the audience. The importance of having an **up to date survey of structures** was hammered home given that most surveys were conducted 30-40 years ago; we don't want to miss out on those buildings that should be added to the list.

Finally, both Bill and Mindy led a discussion using pictures of historic buildings and the group weighed in on what about the buildings should be saved. This tied directly into the US Secretary of the Interiors standards for rehabilitation. Also discussed were the various **tax credits** that are available and funding sources.

Thank you to Bill and Mindy for lending their expertise to the Planning Profession for the day.

The **two biggest takeaways from the day:** The greenest building is the one that is already built! Update your historic surveys before buildings are lost!

CONTINUED



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** under **About Us.**

Individual Members:

Jaclyn Garet, Southeast Section Lindsey Graham, Southeast Section Matt Hockenberry, Central Section Ellen Hwang, Southeast Section Sheryl Snider, Central Section Liming Zhang, Southwest Section

Organizational Members:

City of Hermitage, Northwest Section •

AROUND THE STATE CONTINUED

Southwest Section Update

by William McLain

The Southwest Section has been increasingly busy, hosting on a successful workshop with others soon on the way. On April 30th over 30 planners from the Section attended a **Law workshop** at Marshall Township. Krista Staley, Esq., AICP of Babst Calland presented an exciting legal overview of updates to various laws and regulations including Act 13, RLUIPA, and Billboards. On **June 9th** the Section will be hosting a workshop on updates to the **FEMA floodplain maps in Allegheny County** at Michael Baker's offices in Moon Township. Lastly, the Section will be hosting a summer social with details to be announced soon.





PENN STATE EXTENSION will be conducting their fourth Land Use Webinar series starting in July 2014 and continuing until November 2014. The webinars will occur on the 3rd Wednesday of each month from 12 noon – 1:15 pm except for the first webinar on July 23. Recordings of the webinars will also be made available to registrants. The cost of the webinar series is \$30 for all 5 webinars and \$60 for all 5 webinars for those who want to get CM credits.

Registration information can be found at http://agsci.psu.edu/land-use-webinar

- How can you make your Comprehensive Plan better support Economic Development? July 23, 2014
 Speakers Todd Poole
- Designing Entrepreneurial-Friendly Communities August 20, 2014 Speakers Walt Whitmer & Jeff Himes
- Engaging Your Community's Generations in Planning September 17, 2014 Speakers John Turack, Neal Fogle & Liesel Dreisbach
- Planning for Healthy Communities: Making the Healthy Choice the Easy Choice October 15, 2014 Speakers Peter Wulfhorst and Heather Mikulas
- Connecting Planners with Local Food Systems November 19, 2014 Speakers TBA.

For registration information, please contact Extension Educator Peter Wulfhorst at 570-296-3400 or e-mail at ptw3@psu.edu ◆







Please save the date for the Annual Conference

October 12-14 at Sheraton Philadelphia Society Hill Hotel!