


CONFERENCE ANNOUNCEMENT

Innovation *from Historic Foundations*

APA-PA 2014

 **this year!**

- **500** Pennsylvania Planners Expected!
- **51** Classroom sessions
- **6** Mobile Workshops offered
- Up to **17.5 CM credits**, including Law and Ethics
- **Welcome Reception** at the Independence Welcome Center
- **Opening Keynote** with **Dr. Scott Knowles**
- **Pitkin Lecture** with the **Honorable Mayor Nutter** of Philadelphia
- **Free Monday reception** with the Exhibitors
- **Annual Awards Presentation** – Our best and brightest
- **State of the APA PA Chapter**
- The fun and fabulous **APA PA Chapter Scholarship Fundraiser**
- Tuesday afternoon **Dessert reception with our Exhibitors**



PA Chapter of the American Planning Association
2014 Annual Conference
Sunday, October 12 – Tuesday, October 14
Philadelphia, PA



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

The largest annual gathering of planners in PA!



4WARD PLANNING

www.LandUseImpacts.com

Economic and Real Estate
Analysis for Sustainable
Land-Use Outcomes™

Is Your Land-Use Strategy “4ward Tested?”

YOURGUIDE

Innovation *from Historic Foundations*

Conference At A Glance	4
Many Thanks	6
Featured Speakers	8
Conference Etiquette	8
Conference Planning Committee	10
SEPTA 5-Day Independence Pass	11
Special Events	12
Scholarship Fundraising Raffle	13
General Conference & CM Information	14
Mobile Workshops	15
Educational Sessions	18
Registration/Pricing	38
Hotel/Reservations	40
Travel Info	41
Conference Greening	42



BOB KRIST



EDWARD SAVARIA



PHILADELPHIA CVB



PHILADELPHIA CVB



PHILADELPHIA CVB



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

Register Online at www.planningpa.org

PA Chapter of APA President — **Brian O'Leary, AICP**
2014 Conference Co-Chairs — **Justin J. Dula, AICP; Martha J. Cross, AICP, PP;**
Ronald K. Bednar, AICP; and Nando Micale, AICP
PA Chapter of APA Chapter Administrator — **Susan Shermer, CMP**
PA Chapter of APA Conference Manager — **Keith McNally**

PA Chapter of APA
587 James Drive
Harrisburg, PA 17112
717-671-4510
info@planningpa.org

CONFERENCE @AGLANCE



Mark Your Calendars!
2015 APA-PA
Annual Conference
October 18-20, 2015
Westin Convention Center
Pittsburgh, PA

Sunday, October 12, 2014

9:00a – 2:00p	M1 Mobile Workshop: Brandywine Battlefield: A Visual Lesson on Planning Partnerships and Large Scale Resources & Landscapes Protection
10:00a	PA Chapter Open Golf Outing: Bala Golf Club
8:30a - 6:30p	Registration Open
11:00a – 12:30p	Board of Directors Meeting
12:00p – 2:00p	M2 Mobile Workshop: A Workshop on Wheels: Bicycle Facilities that Change Travel Patterns While Making Streets Safer for All Users
1:00p – 2:00p	M3 Mobile Workshop: Special Walking Tour: Ed Bacon's 20th Century City Planning Masterpiece, Society Hill Greenways
2:30p – 3:45p	Concurrent Education Sessions A
3:30p – 5:00p	Legislative Committee
3:30p – 5:00p	PMPEI Committee
3:45p - 4:00p	Refreshment Break
4:00p – 5:30p	Concurrent Education Sessions B
6:00p	Walking Tour to Reception
6:30p – 7:30p	Welcome Reception: Independence Visitor Center

Monday, October 13, 2014

6:30a - 7:30a	Fun Run & Walk
7:00a - 5:00p	Registration Open
7:30a - 5:00p	Exhibit Hall Open
7:30a - 8:30a	Continental Breakfast with Exhibitors
8:30a - 9:45a	Opening Keynote Session: Life in Disaster: Planning in an Age of Extremes
9:45a - 10:15a	Refreshment Break with Exhibitors
10:00a – 11:30a	M4 Mobile Workshop: Urban Green Infrastructure Mobile Workshop: Stormwater Management as a Tool for Community Engagement
10:15a - 11:30a	Concurrent Education Sessions C
11:45a - 1:30p	Pitkin Lecture, Luncheon: The Honorable Michael Nutter, Mayor of Philadelphia
1:45p - 3:15p	M5 Mobile Workshop: On the Old Waterfront: Analyzing the Long Term Impacts of Un-environmental Planning and Making the Most of Legacy Urban Infrastructure
1:45p - 3:15p	Concurrent Education Sessions D
3:15p - 3:45p	Refreshment Break with Exhibitors
3:45p - 5:15p	Concurrent Education Sessions E
5:30p - 6:30p	Evening Reception with Exhibitors
6:30p	Dinner on your own

Tuesday, October 14, 2014

7:00a - 4:00p	Registration Open
7:15a - 2:30p	Exhibit Hall Open
7:15a - 8:15a	Continental Breakfast with Exhibitors
7:15a - 8:15a	Professional Development Committee Meeting
8:15a - 9:45a	Plenary Session: How to be an Expert Witness
9:45a - 10:15a	Refreshment Break with Exhibitors
10:00a – 11:30a	M6 Mobile Workshop: Searching for Philadelphia's Great Concealed Places
10:15a - 11:30a	Concurrent Education Sessions F
11:45a – 2:00p	Luncheon, Annual Awards Presentation and State of the Chapter
2:00p - 2:30p	Dessert with Exhibitors & Announcement of Raffle Winners
2:30p - 4:00p	Concurrent Education Sessions G



Blazing new trails in PA

Penn Street section of the Delaware River Trail, Philadelphia

RBA

architecture
engineering
landscape architecture
planning
transportation
urban design

1315 WALNUT STREET
SUITE 900
PHILADELPHIA, PA 19107
p 215.751.1133

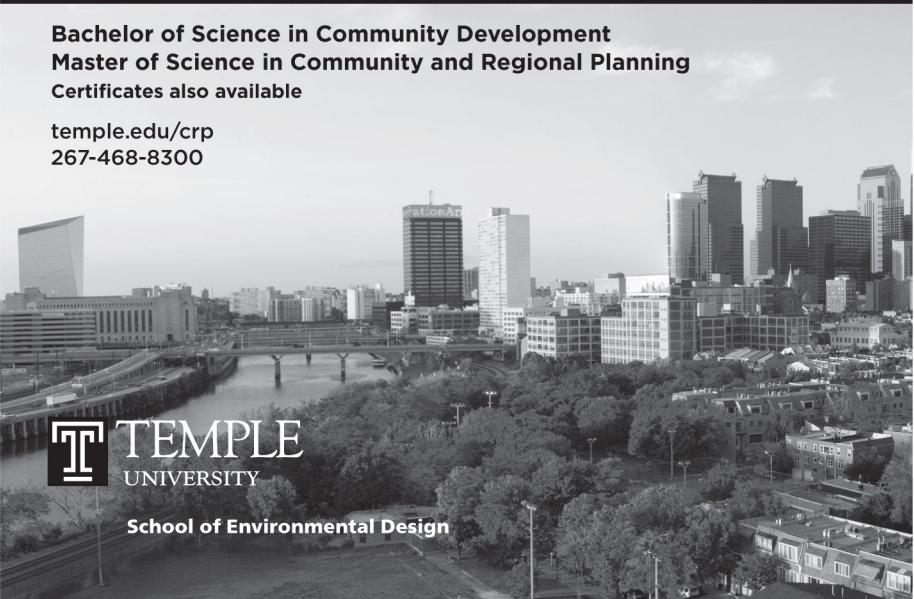
DO WHAT MATTERS

Bachelor of Science in Community Development
Master of Science in Community and Regional Planning
Certificates also available

temple.edu/crp
267-468-8300



School of Environmental Design



MANY THANKS

Will your company be seen at the 2014 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.

**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 July 19)

Diamond Sponsor

4ward Planning, LLC

Platinum Sponsors

RBA Group
Temple University, School of Environmental Design
Wallace Roberts and Todd

Gold Sponsor

Urban Engineers

Silver Sponsors

CDM Smith
Econsult Solutions
Kennedy & Associates
Michael Baker, Jr., Inc.
PolicyMap

Exhibitors

4ward Planning, LLC
Azavea
CDM Smith
Delaware Valley Regional Planning Commission
Econsult Solutions
Maser Consulting P.A.
PennDOT
Pennsylvania Wireless Association
Philly Bike Tour Co.
PolicyMap
RBA Group
Simone Collins Landscape Architecture
Temple University, School of Environmental Design
Urban Engineers
Wallace Roberts & Todd
West Chester University, Geography & Planning

Advertisers

4ward Planning, LLC
CDM Smith
Econsult Solutions
Hanover Engineering
Kennedy & Associates
Michael Baker, Jr., Inc.
Pennoni Associates, Inc.
Philly Bike Tour Co.
PolicyMap
RBA Group
Simone Collins Landscape Architecture
Temple University, School of Environmental Design
Urban Engineers
Wallace Roberts & Todd
West Chester University, Geography & Planning

In-Kind Sponsors

Philly Bike Tour Co.



WELCOME TO PHILADELPHIA!

Local and National Planning
and Design since 1963

WWW.WRTDESIGN.COM

1700 Market Street, Suite 2800

Philadelphia, Pa 19103

P: 215.732.5215

E: Info@Wrtdesign.com



FORMULATING EXCELLENCE®

clients
+
people
+
projects

urbanengineers.com

800.232.4596

Founded 1960 | ISO Certified | Employee Owned



GUIDED BICYCLE TOURS
OF PHILADELPHIA

CLASSIC CITY TOUR | NORTHERN NEIGHBORHOODS

MOVIE & TV SITES | OUTDOOR ART TOUR

BEER TOUR | FAIRMOUNT PARK TOUR | & MORE



www.phillybiketours.com

FEATURED SPEAKERS



Monday, 8:30a - 9:45a

Life in Disaster: Planning in an Age of Extremes

SCOTT GABRIEL KNOWLES, PHD, Drexel University

CM | 1.25

We no longer live between disasters, we live in disaster. Climate change, sea level rise, angry weather, and technological failure--these are the realities of the 21st century American environment. In this challenging time, though, developers continue to develop in risky places and legislators whistle past the (crumbling) seawall. How can planning make a difference in this age of extremes: in research, in design, in politics, and in the broader intellectual effort to meet the challenges of life in disaster?

Monday, 11:45a - 1:30p

Pitkin Lecture, Luncheon

THE HONORABLE MICHAEL NUTTER, Mayor of Philadelphia

CM | 1.00

Mayor Nutter will discuss how he has been able to bring innovative planning, design and leadership to the historic foundation of the City of Philadelphia.



Tuesday, 8:15a - 9:45a

How to be an Expert Witness

DENNIS GLACKIN, AICP, PP, Glackin Thomas Panzak, Inc.

CHARLES GUTTENPLAN, AICP, PP, Whitemarsh Township

MARC JONAS, ESQ., Eastburn and Gray

CARL PRIMAVERA, ESQ., Harrison, Harvey, & Branzburg

(Moderator) **NEIL SKLAROFF, ESQ., Ballard Spahr**

CM | 1.5 LAW

The purpose of this session is to help planners prepare for expert witness testimony. This professional development session was designed to allow the planning professionals to obtain an advanced understanding of expert witness testimony process. As professional planners gain experience, they are increasingly required to give testimony as a professional. Often planners have only limited experience in these types of legal proceedings.

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.

Smoking is not permitted at any conference event. The session rooms at the Sheraton Society Hill are smoke-free.



Kennedy & Associates

PLANNERS AND LAND USE CONSULTANTS

29 MAINLAND ROAD, HARLEYSVILLE, PA 19438 215.513.1720 LANDPLAN.COM



Pennoni

PENNONI ASSOCIATES INC.
CONSULTING ENGINEERS

**SERVING
PENNSYLVANIA
SINCE 1966**

Comprehensive Plans
Zoning and Subdivision & Land Development Ordinances
Open Space & Environmental Plans
Trails & Recreational Facility Plans
Transportation Planning & Community Development Plans
Revitalization Planning

215-222-3000 | www.pennoni.com

listen. think. deliver.®



Water
Environment
Transportation
Energy
Facilities

**CDM
Smith**
cdmsmith.com

Harrisburg • Philadelphia • Pittsburgh

Baker

MICHAEL BAKER INTERNATIONAL
Global Innovation ... Done Right

Planning Vibrant, Resilient Communities
Integrating Engagement and Expertise
Delivering Innovative and Sustainable Plans

www.mbakintl.com

Baker RFB jma SLD KASEMAN SALVPORT PMSI

Mark Your Calendars!

2015 APA-PA Annual Conference

October 18-20, 2015

Westin Convention Center, Pittsburgh, PA

PITTSBURGH 2015

CONFERENCE

PLANNING COMMITTEE

Committee Chairs

Justin J. Dula, AICP, Delaware County Planning Department

Martha J. Cross, AICP, PP, TRF Development Partners

Ronald K. Bednar, AICP, Econsult Solutions, Inc.

Nando Micale, AICP, Wallace Roberts & Todd

Committee Members

Christina Arlt, AICP, Delaware Valley Regional Planning Commission

Sarah K. Bowen, AICP, CFM, Michael Baker Jr., Inc.

Chrissy Caggiano, AICP, Michael Baker Jr., Inc.

Dr. Kristen B. Crossney, West Chester University of PA

Julie T. Donofrio, AICP, Wallace Roberts & Todd

Susan S. Elks, AICP, Chester County Planning Commission

John Federico, AICP, Urban Engineers Inc.

Charles L. Guttenplan, AICP, PP, Whitemarsh Township PA

Jill N. Hall, AICP, Delaware County Planning Department

Pankaj Jobanputra, AICP, Econsult Solutions, Inc.

Sharon E. Maclean, AICP, US Dept. of Housing & Urban Development

Susan Myerov, AICP, Pennsylvania Environmental Council

Brian O'Leary, AICP, Montgomery County Planning Commission

Rebecca M. Ross, AICP, Delaware County Planning Department

Tom P. Shaffer, AICP, Delaware County Planning Department

Michael Swidrak, Delaware County Planning Department

Karen A. Thompson, Delaware River Waterfront Corporation

Mindy Watts, AICP, PP, Interface Studio, LLC

Alexis Williams, AICP, Michael Baker Jr., Inc.

David C. Zipf, AICP, Bucks County Planning Commission



**RIDE YOUR
HEART OUT!**

**Sign up for a 5-day
Independence Pass**

SEPTA

CELEBRATING 50 YEARS of public transit services for Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, SEPTA is the nation's sixth largest public transportation system, with a vast network of services including bus, subway, trolley, trackless trolley, high speed and Regional Rail. SEPTA serves a 2,202 square mile service region and hundreds of thousands of riders every day. SEPTA is also one of the region's largest employers, with a workforce of more than 9,000 employees.

PHILADELPHIA AND the neighboring counties are connected by SEPTA service to national passenger rail service via Amtrak at the historic 30th Street Station. SEPTA also provides direct rail service to Delaware, Trenton and New Jersey and the Philadelphia International Airport. SEPTA passengers are able to directly connect with NJ Transit rail service and the Port Authority Transit Corporation (PATCO) High Speed Line to New Jersey.

SEPTA'S 5-DAY Anywhere Pass provides you with an unlimited number of rides on SEPTA trains, subways, trolleys and buses. This includes SEPTA's Airport Line which stops at all major PHL terminals and takes only twenty-five minutes to/from Center City Philadelphia. The Anywhere Pass also gets you discounts from SEPTA's participating Pass Perks partners including The National Museum of Jewish American History, Philadelphia Premium Outlets and Sugarhouse Casino. Visit **SEPTAPASSPERKS.ORG** for more info. For all travel related questions, visit **SEPTA.ORG** or call **215-580-7800**.

If you would like to take advantage of SEPTA's offer for a free 5-day Independence Pass, you must check the appropriate box on the registration form. There is an additional fee of \$1.00 to receive your pass in the mail. NO passes will be mailed after Monday, September 29. If you do not need your pass mailed, you can visit the SEPTA Booth in the Exhibit Hall to pick up your pass.

Receiving your pass in advance, enables you to utilize SEPTA transportation to get to and from the conference.

Geography & Planning WEST CHESTER UNIVERSITY

New: GIS Certificate 100% Online



DEGREE PROGRAMS INCLUDE:

- **MASTER OF PUBLIC ADMINISTRATION**
(Urban & Regional
Planning Concentration)
- **GRADUATE CERTIFICATE IN URBAN
AND REGIONAL PLANNING**
- **GRADUATE CERTIFICATE IN GIS**
(online or traditional classroom)
- **MASTER OF ARTS, GEOGRAPHY**
- **BACHELOR OF ARTS, GEOGRAPHY**
(Planning Concentration)



WCU
WEST CHESTER
UNIVERSITY

Learn More
wcupa.edu/gis

Hanover

Engineering Associates Inc

*Civil, Municipal & Planning,
Structural, Surveying, Environmental,
Transportation, Utility Line Permitting*

20 C Snyder Lane, Ephrata, PA 17522

717.721.7444 • Fax 717.721.7447

www.hanovereng.com

*Additional Offices located in Bethlehem,
Allentown, Poconos, Elizabethtown,
Towanda, Wellsboro, and New Castle
in Pennsylvania, and Canton Ohio*

ESCONSULT SOLUTIONS
economics | policy | strategy

ESI IS PROUD TO SPONSOR
THE PENNSYLVANIA CHAPTER OF THE
AMERICAN PLANNING ASSOCIATION
(APA PA) 2014 ANNUAL



WE PROVIDE ECONOMIC AND PLANNING CONSULTING SERVICES
FOR PUBLIC AND PRIVATE CLIENTS.

econconsultsolutions.com

215.217.2777

SPECIAL EVENTS

Sunday, 10:00a

PA Chapter Open Golf Outing: Bala Golf Club

Additional fee of \$60 includes golf, greens fee and cart, lunch, snacks and prizes.

From Center City to 1st tee in 12 minutes, Bala is the closest private golf club to Center City Philadelphia, with a challenging course spread over a secluded rolling countryside accentuated by towering pines and meandering creeks. Offering easy access and the area's best pace of play, Bala is a classic William S. Flynn designed golf course, the current home of the St. Joe's Hawks Golf Team and host of the 1952 U.S. Women's Open.

Sunday, 6:00p

Walking Tour to Reception

As you take a short walk to the Independence Visitors Center for the Welcome Reception, stationed guides will point out various historical points of interest you are passing.

Sunday, 6:30p – 7:30p

Welcome Reception: Independence Visitor Center

Located in Independence Mall at 6th and Market Streets, the Independence Visitor Center is just a stone's throw from some of Philadelphia's most popular attractions, including the new Liberty Bell Center, Independence Hall and the National Constitution Center. Come and meet up with friends and colleagues you have not seen since last year's conference and enjoy a 'taste' of Philadelphia. This reception is suitable as a light dinner.

Monday, 6:30a – 7:30a

Fun Run and Walk

Join with friends and colleagues and explore downtown Philadelphia or the water front area on this early-morning exploration through the neighborhood. Walkers and runners will set off from the Sheraton at 6:30 am. Stay tuned for additional information.

Monday, 5:30p - 6:30p

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 Philadelphia!

Monday, 6:30p

Dinner on your own

Over 200 various restaurants and eateries are within walking distance of the hotel! There is sure to be something to please everyone.

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 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, **Brian O'Leary, AICP** will present the State of the Chapter highlighting the Chapter's successes and key activities during 2014. Scholarship recipients will be recognized.

SCHOLARSHIP FUND

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

QUESTION:

How many PA Chapter of APA members does it take to support a scholarship fund?

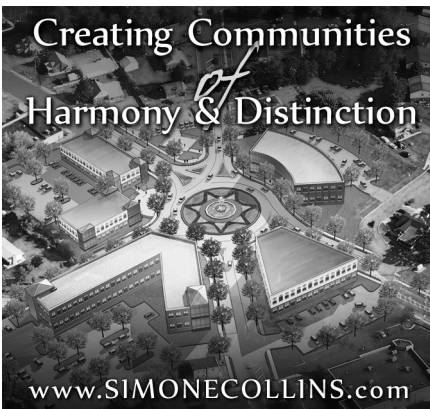
ANSWER:

All of them! 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. Last year's raffle was a huge success! Help make it fun again this year while raising funds to support young planners. Generous donors contribute a variety of **great prizes**, from weekend getaways to gourmet food baskets to Pennsylvania-themed gear. Tickets will be on sale throughout the Conference.
- **Donate items** for the raffle – big or small! Donate a **basket** from your county or region. Reach out to your local attractions for free **tickets**. Donate a **book!** Please contact the PA Chapter Office with the details of your give-away at 717-671-4510 or info@planningpa.org.



Good data. Smart decisions.

Get unlimited access to data with our easy-to-use, professional mapping tool.

TRF
polycymap

THE LATEST DATA EASY-TO-USE MAPPING ALL ONLINE

1-866-923-MAPS (6277) | POLICYMAP.COM

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 17.5 CM credits may be earned depending on session selections. Both Law and Ethics CM credits are offered. Mobile workshops can help add additional CMs.

The list of approved sessions will be posted on the PA Chapter website, www.planningpa.org, after approval is received from APA.

Courses approved by APA for CM credit are also accepted by the Commonwealth of PA for landscape architect continuing education.

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.

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 12

- A2 Practical Ways to Illustrate Immigrant Demographics for Key Audiences using the American Community Survey
- B2 Strategies Toward Designing a Healthier Community

Monday, October 13

- C3 Ideas to Implementation: Realizing the Master Plan for the Central Delaware
- D8 Preparing for the AICP Exam
- E5 Turning Smart Growth into "Smart & Safe Growth" - the "Whole Community" Approach

Tuesday, October 14

- F7 Git 'R Done: Engaging the Community to Implement the Plan
- G1 Understanding (and Explaining) Fiscal Impacts to Your Community and Governing Body

You may also be interested in attending a general **Quizzo** on Monday evening at Lucha Cartel following the Exhibitor Reception (*details to follow.*)

AICP



MOBILEWORKSHOPS

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



Sunday, 9:00a – 2:00p

(M1) Brandywine Battlefield: A Visual Lesson on Planning Partnerships and Large Scale Resources & Landscapes Protection

CM | **4.00**; Additional \$60 fee required, includes lunch
MINIMUM of 20 registrations; MAXIMUM of 60 registrations.

This mobile workshop provides a tour of the Brandywine Battlefield from a planning perspective that highlights historic resource protection, interpretation, land conservation, public access, and tourism issues and opportunities. The workshop will look at key landscapes/resources in the 35,000 acre, 15-municipalities, two-county Revolutionary War battlefield, identified by the National Park Service as one of only four Class A Revolutionary War sites. Historic preservation within a community planning framework, using technology to engage a broad audience, working with many stakeholders for successful collaborative planning, and lessons learned from Battlefield Task Force planning and 2013 Battlefield Preservation Plan will be discussed.

JILL HALL, AICP, Delaware County Planning Department

JAKE MICHAEL, Chester County Planning Commission

JEANNINE SPEIRS, Chester County Planning Commission

Sunday, 12:00p – 2:00p



(M2) A Workshop on Wheels: Bicycle Facilities that Change Travel Patterns While Making Streets Safer for All Users

CM | **2.00**; Additional \$10 fee required
*MAXIMUM of 15 registrations for those without bikes (a sponsor will supply up to 15 bikes);
MAXIMUM of 10 registrations for those with their own bikes.*

This mobile workshop will showcase recent bicycle enhancements that serve Center City and University City in Philadelphia. Participants will ride along the always active Schuylkill River Trail, colored bike lanes, left side bike lanes, paint-buffered bike lanes, streets with sharrows and the new Penn Street Trail – a pilot facility along the Delaware River with separate bicycle and pedestrian paths plus extensive stormwater enhancements. During the tour we will discuss the evolving plans for Philly's bike share system, to open in 2015. This traveling workshop will begin with a short discussion on trail etiquette and bicycle safety. All experience levels are welcome but a basic knowledge of how to ride a bike is required. After a similar tour provided for staff from Lancaster, one participant wrote: "I learned a great deal and the experience of riding in that environment was a real confidence builder that we could pull this off in Lancaster!"

JEANNETTE BRUGGER, AICP, Philadelphia City Planning Commission

CHARLES CARMALT, Mayor's Office of Transportation & Utilities

BENJAMIN CROMIE, AICP, CHPlanning

GREGORY KRYKEWYCZ, PP, AICP, Delaware Regional Planning Commission



MOBILEWORKSHOPS



Sunday, 1:00p – 2:00p

(M3) Special Walking Tour: Ed Bacon's 20th Century City Planning Masterpiece, Society Hill Greenways

CM | **1.00**; Additional \$10 fee required
MAXIMUM of 25 registrations.

This is a walking tour.

Join Gregory Heller, author of *Ed Bacon: Planning Politics and the Building of Modern Philadelphia*, for a special walking tour of the historic Society Hill neighborhood. One of the nation's first urban renewal projects to embrace historic preservation, Society Hill is an important case study of adaptive reuse, public-private partnerships, and urban revitalization. The neighborhood includes numerous 18th century houses, modern infill development, and the I.M. Pei-designed Society Hill Towers, interwoven with a system of pedestrian greenways installed in the 1960s as part of the urban renewal program. Today Society Hill is one of Philadelphia's most affluent neighborhoods. The program is in partnership with Design Philadelphia, an annual festival that highlights Philadelphia's vibrant creative culture. Space is limited and advanced registration required. This **walking tour** leaves from the lobby of the Sheraton Philadelphia Society Hill Hotel. Book signing will follow the program.

GREGORY HELLER, Econsult Solutions Inc.

Monday, 10:00a – 11:30a



(M4) Urban Green Infrastructure: Stormwater Management as a Tool for Community Engagement

CM | **1.50**; Additional \$40 fee required
MINIMUM of 12 registrations; MAXIMUM of 30 registrations.

The Philadelphia Water Department has implemented the Green City, Clean Waters program, a 25-year commitment to manage stormwater from one-third of the impervious surfaces in the city. This tour highlights successes during the first years of this innovative program. First, stormwater planters highlight how civic groups, with the help of PWD maintenance grants, maintain the beauty and functionality of Green Stormwater Infrastructure (GSI). Then, a porous green street showcases how the City worked with residents to solve localized flooding issues. Finally, a green school focuses on using GSI as a tool for environmental education for students and the community.

AMY LIU, Philadelphia Water Department

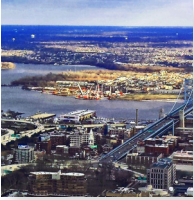
MEG MALLOY, Philadelphia Water Department

JESSICA NOON, AICP, Philadelphia Water Department

MAGGIE WOOD, Philadelphia Water Department



MOBILEWORKSHOPS



Monday, 1:45p - 3:15p

(M5) On the Old Waterfront: Analyzing the Long Term Impacts of Un-environmental Planning and Making the Most of Legacy Urban Infrastructure

CM | **1.50**; Additional \$10 fee required
MINIMUM of 5 registrations; MAXIMUM of 20 registrations.
This is a walking tour.

Upon the very site of our conference once rested Dock Creek flowing gently into the mighty Delaware amidst lush flora and copious fauna. Then planning decisions led to burial of the creek, filling of tidal wetlands, construction of 20 lanes of highway and placement of a megastructure between historic riverfront neighborhoods and the river. On our walking tour we head "upstream" along buried Dock Creek, traverse greenways inspired by Ed Bacon, observe neighborhoods cut off from the river and experience Philly's most recent green riverside reclamation. We cap off our walk exploring and taking in views from just completed Pier 53, Philly's former immigration pier repurposed into a majestic park over the water. Along the way we note lasting impacts of past planning and ponder opportunities to improve.

SCOTT QUITEL, ESQ., Applied Ecological Services
LIZZIE WOODS, Delaware River Waterfront Corporation

Tuesday, 10:00a – 11:30a



(M6) Searching for Philadelphia's Great Concealed Places

CM | **1.50**; Additional \$10 fee required
MAXIMUM of 30 registrations.
This is a walking tour.

Want to see great concealed places within walking distance of the conference? Architect David S. Traub has captured some of Philadelphia's best, but least known, public spaces in *Searching for Philadelphia: The Concealed City*, a photographic collection of the many partly hidden and unexpected architectural structures in the Quaker City. Several of these sites are within walking distance of the conference, and this session will explore those sites. Traub, author and longtime architect, will take participants to entrances, narrow streets, mid-block walkways, courtyards, secret gardens, tiny parks, and unnoticed buildings – overlooked views that add exceptional character and a human dimension to a great American city.

DAVID S. TRAUB, AIA, David S. Traub Associates



EDSESSIONS

Questions?

If you have questions about the conference, please contact the Chapter Office at 717-671-4510 or info@planningpa.org.

TRACK KEY

*These are suggested basic tracks.
Some sessions may cross more than one track.*



Impacts of Changing Demographics



Community Development & Neighborhoods



Economic Development & Revitalization



Environment, Energy & Sustainability



Planning Core Principles: MPC, Zoning, Codes



Transportation



Food & Health



Planning Operations



Innovation in Planning Techniques



Historic Foundations



Law



Ethics



Sunday, October 12, 2014

8:30a - 6:30p
Registration Open

9:00a - 2:00p
M1 Mobile Workshop *(see page 15)*

11:00a - 12:30p
Board of Directors Meeting

12:00p - 2:00p
M2 Mobile Workshop *(see page 15)*

1:00p - 2:00p
M3 Mobile Workshop *(see page 16)*

2:30p - 3:45p
CONCURRENT EDUCATION SESSIONS A



A1 Registered Community Organizations

CM | 1.25

Philadelphia's recently enacted zoning code legislates the operations of registered community organizations (RCOs). The session will give an overview of the evolution of legislation regarding RCOs and lessons learned so far from the perspective of the Planning Commission, which is responsible for the registration of such groups. Others can learn from Philly's experience in trying to codify community engagement in the development process.

DONNA J. CARNEY, AIA, LEED AP, Philadelphia City Planning Commission

ANDREW MELONEY, Philadelphia City Planning Commission

ELEANOR SHARPE, AICP, LEED AP, Philadelphia City Planning Commission



A2 Practical Ways to Illustrate Immigrant Demographics for Key Audiences using the American Community Survey

CM | 1.25

Understanding the demographics and settlement patterns of foreign-born newcomers is vital. Knowledge of your area's immigrant communities can inform policymakers, improve public health and education projects, and better-equip planners to serve their constituents. This practical session will provide detailed case studies of how ACS data has been used to inform policy and practice. Christina Arlt will showcase DVRPC's recent data snapshots of immigrant communities in the Greater Philadelphia region. Amanda Bergson-Shilcock of the Welcoming Center for New Pennsylvanians will provide a ground-level overview of how to use ACS data to inform planners and policymakers seeking to understand local immigrant populations.

CHRISTINA ARLT, AICP, Delaware Valley Regional Planning Commission

AMANDA BERGSON-SHILCOCK, Welcoming Center for New Pennsylvanians



A3 Creative Placemaking in Frankford, Philadelphia

CM | 1.25

A series of grant funded projects are being undertaken by the Philadelphia Planning Commission and its partners to build upon the momentum that the Globe Development Group and the Frankford Community Development Corporation



EDSESSIONS

have started in revitalizing Frankford's industrial buildings and commercial corridor. The largest of these, Destination Frankford, is an arts-based initiative using marketing and creative placemaking to enhance and expand the resources of Frankford's growing arts, artisanal industry, and creative business economy. This session will give an overview of this multifaceted project and how it is igniting interest in the revitalization of Frankford and helping to leverage additional funds for planning and implementation.

CHARLIE ABDO, Globe Development Group

IAN LITWIN, LEED AP, Philadelphia City Planning Commission

KIMBERLY WASHINGTON, ESQ., Frankford Community Development Corporation



A4 Collective Impact for Watershed Protection – Integrating Water Resource Management Across the Public, Private, and Not-for-Profit Sectors

CM | 1.25

This session will provide an overview of the Delaware River Watershed Conservation Program, supported with funding from the William Penn Foundation, to illustrate the principals of the collective impact and integrated watershed management frameworks, highlighting the values of collaboration and education across multiple watershed areas and the importance of many stakeholders in the process. Over 50 non-profit organizations, public agencies and professional planners were engaged in the process. The Foundation's strategy and monitoring framework for watershed protection will be presented followed by examples of applied case studies drawn from the suburban region upstream of the city of Philadelphia.

NATHAN BOON, William Penn Foundation

SUSAN MYEROV, AICP, Pennsylvania Environmental Council



A5 From Boxcars to Buses: Reusing Railroad Corridors for Transit in Pittsburgh and Philadelphia

CM | 1.25

The nation's inactive and abandoned railroads tell the story of America's industrial past. Today, more than ever, these railroad rights-of-way have captured the imagination of planners, politicians, and citizens who envision these alignments as new transportation, recreation, and cultural resources. This session will focus on the reuse of inactive railroads for transit in Pittsburgh and Philadelphia and explore the implications for adjacent land uses. Learn how portions of Pittsburgh's modern-day East and West busways and light rail transit system have reused historic rail rights-of-way and discuss recent efforts to reactivate Philadelphia's City Branch as a transit asset.

BETSY MASTAGLIO, Delaware Valley Regional Planning Commission

ANDREW SVEKLA, AICP, Delaware Valley Regional Planning Commission

DAVID WOHLWILL, AICP, Port Authority of Allegheny County



A6 Best Practices in Local Sign Control: A Study of the Montgomery County Sign Ordinance

CM | 1.25

The Montgomery County Planning Commission (MCPC) has completed a model sign ordinance that provides a comprehensive approach to sign regulations by incorporating best practices from communities around the country, appropriate federal and state statutes, and provisions based on recent leading court decisions involving signage. The model sign ordinance includes regulations for both on-premise and off-premise signs as well as detailed general regulations including an extensive sign illumination regulations section. This session will summarize the innovative structure of the model sign ordinance and highlight how the drafters created content-neutral sign regulations that fit the context of the parcel size and orientation, zoning district, and community character.

MARLEY BICE, Montgomery County Planning Commission

JOHN ERNST, AIA, Lansdale Borough

MICHAEL STOKES, AICP, Montgomery County Planning Commission

MEREDITH TREGO, Montgomery County Planning Commission



EDSESSIONS



A7 The Campus as Community: Blurring the Boundaries

CM | 1.25

Each of the three presenters will briefly outline the history of their institutions, explaining the evolution of the physical campus environments as they relate to institutional and community development over the years. Speakers will discuss the evolving attitudes and interactions between the institutions and their adjacent neighborhoods to allow attendees to better understand the impact these relationships have had on the physical environment of both the campuses and the communities. Additionally, presenters will discuss ongoing and envisioned changes being planned for their respective campuses, comparing the historical evolution to current transformations, and the role the community is playing in the process. Presenters will address issues such as social biases and diversity, economic forces, the varying needs to create a sense of security as well as a sense of place, the importance of public transportation, the risks/benefits of gentrification, and the value of public private partnerships.

MARGARET M. CARNEY AIA, APA, Temple University

MARK A. KOCENT, AIA, AICP, University of Pennsylvania

NANCY ROGO TRAINER, FAIA, AICP, LEED, Drexel University

3:30p – 5:00p

Legislative Committee

3:30p – 5:00p

PMPEI Committee

3:45p - 4:00p

Refreshment Break

4:00p – 5:30p

CONCURRENT EDUCATION SESSIONS B



B1 Reinventing Turnpike Corridor Business Parks

CM | 1.50

This session will focus on efforts to strengthen the business parks in Montgomery County by adopting new land use policies and installing new slip ramp interchanges to the Turnpike. Presenters will discuss market trends, issues facing townships that are dependent on business parks, the business perspective, proposed land use changes in King of Prussia, and an overview of transportation planning issues.

LEO BAGLEY, Montgomery County Planning Commission

ERIC GOLDSTEIN, King of Prussia Business Improvement District

BRIAN O'LEARY, AICP, Montgomery County Planning Commission

JACK SMYTH, JR., Boles Smyth Associates

WILLIAM WALKER, Horsham Township



B2 Strategies Toward Designing a Healthier Community

CM | 1.50

Our panel session will cover the essential role that planning plays in a community's health and wellness and highlight examples of low-cost and easy to replicate strategies and tools used in communities such as Austin, Camden, and Philadelphia to improve overall community health. We will discuss the lessons learned from our case studies, as well as the most up to date research about the linkages between public health and planning, including access to healthful foods and supermarkets, physical activity and recreation, and exposure to outdoor advertising such as tobacco and fast food advertising in the Philadelphia area.

GARLEN CAPITA, Wallace Roberts & Todd

BENJAMIN CHRISINGER, University of Pennsylvania School of Design

DR. AMY HILLIER, University of Pennsylvania School of Design

NANCY O'NEILL, AICP, Wallace Roberts & Todd



EDSESSIONS



B3 Making Solar Shine in PA: Overcoming Barriers to Solar Energy Adoption

CM | 1.50

With the hardware costs of solar PV systems steadily declining, there is tremendous potential for solar to play an important role in future energy generation across the county. Planners can play a role in helping to mitigate solar PV “soft costs,” which typically account for a significant cost and serve as barriers to solar adoption. Soft costs include compliance with municipal regulations (permitting, inspection, and zoning), customer acquisition, and access to financing. This session will include presentations from regional, county and local planners providing lessons learned and best practices for reducing solar PV soft costs at the municipal level.

LIZ COMPITELLO, Delaware Valley Regional Planning Commission

JON LESHER, Montgomery County Planning Commission

KRISTIN SULLIVAN, CEM, City of Philadelphia



B4 Zoning from 0 to 60: A Rural Borough Takes the Wheel with a Form-Based Code

CM | 1.50

How does one small town transform its own thinking and influence other communities to do the same? Put the pedal to the metal (and wear a helmet, of course). A borough's pursuit of introducing zoning where no prior local land-related regulations existed represents how innovation and flexibility in local codes are paramount. Engaging the public in the visual aspects of zoning, rather than the text, has allowed an Indiana County community the ability to be in the driver's seat so that it can cooperatively work with the private sector in welcoming desirable economic development and revitalization.

ROB BARTO, Clymer Borough

ZACHARY NORWOOD, Indiana County Office of Planning and Development

ANDREW SCHWARTZ, AICP, RLA, LEED AP, Environmental Planning & Design



B5 Civic Engagement in the Digital Realm: Expanding Community Outreach using Apps, Social Media and Hackathons

CM | 1.50

There are a growing number of tools to allow planners to manage community engagement on-line. In addition to social media sites like Facebook, the array of choices often have unstated goals of reaching a new audience or expanding upon existing ones with fewer resources. But is this true? When planners reach out using new media, is anyone new listening? In addition, a culture of civic-minded tech professionals is sprouting up who want to volunteer their time to better their communities. How can planners cultivate the civic tech community and translate outcomes into outreach? Over the last two years, the City of Philadelphia has experimented with digital civic engagement, smart phone apps, and hackathons. Successes, mistakes, measures and process steps will be shared for adoption by other municipalities.

MARK WHEELER, GISP, Philadelphia City Planning Commission

TIM WISNIEWSKI, City of Philadelphia



B6 Natural Resources Greenway Plans for Municipalities and Regions

CM | 1.50

The groundbreaking Upper Salford Township Greenway Preservation Guidebook will be a model for natural resources greenway plans in our region and perhaps throughout the state. Using natural factors data now readily available on-line and a small number of common programs, a low-budget but high-value and easily understood greenway plan can be created for small municipalities or regions. We will review the Upper Salford example, which also includes a proposed trail network, and then interactively demonstrate how easy it is to create such a sophisticated and effective plan.

R. ERIC JARRELL, Montgomery County Planning Commission

MATTHEW SCHELLY, MCP, MLA, BArch, Montgomery County Planning Commission



B7 Getting Back on Track at the Station

CM | 1.50

Although planners and developers agree that compact mixed-use development belongs around rail stations, finding common ground with citizens, property owners and transit agencies is often daunting. This session highlights community engagement techniques, public-private partnership strategies and form-based codes that are bringing together multiple constituencies around comprehensive station area planning. Our panel will share case studies in Paoli PA, Hempstead NY and Huntington Station NY where these planning techniques have been applied effectively.

MARK EVANS, AICP, PP, RA, Town Planning Partnership, LLC

LISA THOMAS, RLA, AICP, LEED AP, Glackin Thomas Panzak

CHRIS WILLIAMS, PE, McMahon Transportation Engineers and Planners



B8 The Influence of Public Input on Planning the President's House Site "Freedom and Slavery in Making a New Nation"

(followed by walking tour)

CM | 1.50

Throughout the 1790s Philadelphia was our nation's capital and home to our first president. The site of the Executive Mansion is now part of the National Park Service, which conducted extensive public outreach to determine how to best interpret the site, where George Washington housed free and enslaved Africans. This session will review the public process, public input, and how that input informed the site's design and strengthened the outcome of the project. Attendees will see the benefit of using non-traditional interpretation as a way of gathering public input. The session begins at the hotel, and then the group will then walk to the President's House Site in Independence National Historical Park.

DORIS FANELLI, PHD, Independence National Historical Park

JED LEVIN, MA, Independence National Historical Park

KAREN WARRINGTON, Congressman Robert A. Brady (D, PA)

6:00p

Getting to the Welcome Reception

As you walk to the Independence Visitor's Center for the Welcome Reception, stationed guides will point out the various historical points of interest you are passing.

6:30p – 7:30p

Welcome Reception: Independence Visitor Center

Located in Independence Mall at 6th and Market Streets, the Independence Visitor Center is just a stone's throw from some of Philadelphia's most popular attractions, including the new Liberty Bell Center, Independence Hall and the National Constitution Center. Come and meet up with friends and colleagues you have not seen since last year's conference and enjoy a 'taste' of Philadelphia.



EDSESSIONS

Monday, October 13, 2014

6:30a - 7:30a
Fun Run & Walk

7:00a - 5:00p
Registration Open

7:30a - 5:00p
Exhibit Hall Open

7:30a - 8:30a
Continental Breakfast with Exhibitors

8:30a - 9:45a
KEYNOTE ADDRESS: Life in Disaster: Planning in an Age of Extremes

CM | 1.25

We no longer live between disasters, we live in disaster. Climate change, sea level rise, angry weather, and technological failure – these are the realities of the 21st century American environment. In this challenging time, though, developers continue to develop in risky places and legislators whistle past the (crumbling) seawall. How can planning make a difference in this age of extremes: in research, in design, in politics, and in the broader intellectual effort to meet the challenges of life in disaster?

SCOTT GABRIEL KNOWLES, PHD, Drexel University

9:45a - 10:15a
Refreshment Break with Exhibitors

10:00a - 11:30a
M4 Mobile Workshop (*see page 16*)

10:15a - 11:30a
CONCURRENT EDUCATION SESSIONS C



C1 Filling the Empty Seat: Innovative Web-based Outreach Strategies to Reach Citizens who Traditionally Don't Participate

CM | 1.25

Too often, even the best planned public outreach strategies result in low turnout and complaints of not having the opportunity to participate when the plans come up for draft review or adoption. Using a variety of easily accessible web-based tools, we will introduce successful strategies drawn from our experience dealing with this issue to demonstrate how planners at any level - from the young, tech savvy recent grad to the tech-averse small town planner with little spare time - can utilize web-based tools to engage citizens who are too often left out of the traditional public process.

BENJAMIN BRYANT, AICP, PP, Group Melvin Design

ANDREW LEVECCHIA, AICP, PP, Camden County

ADAM TECZA, Group Melvin Design

JEFFREY WILKERSON, AICP, City of Trenton



C2 Fairmount Park: Adapting a 19th Century Watershed Park to 21st Century Needs

CM | 1.25

This discussion will explore how Philadelphia is currently adapting its original 19th century watershed park (East and West Fairmount Park) for the 21st century recreational needs of adjacent communities.

BRYAN HANES, ASLA, Studio Bryan Hanes

ANDREW GOODMAN, AICP, New Kensington CDC



EDSESSIONS



C3 Ideas to Implementation: Realizing the Master Plan for the Central Delaware

CM | 1.25

In 2012, after several years of visioning and planning, the Philadelphia City Planning Commission adopted the Master Plan for the Central Delaware. The master plan set out to create a framework for redevelopment of seven miles of the Delaware River waterfront in Philadelphia. Planners from the Delaware River Waterfront Corporation will discuss how they are implementing the different aspects of the master plan and staff from the City of Philadelphia will discuss the legislative issues involved in implementing the plan to turn once active industrial land to a vibrant, mixed-use waterfront destination for Philadelphia.

NATALIE SHIEH, AICP, LEED AP, Office of the Deputy Mayor for Economic Development

KAREN THOMPSON, Delaware River Waterfront Corporation

LIZZIE WOODS, Delaware River Waterfront Corporation



C4 I've Written my Hazard Mitigation Plan, Now What?

CM | 1.25

This session will focus on assisting local planners and interested professionals with how to take the regulatory local hazard mitigation plan from words to action. The presenters will use their experience to provide a discussion of tools, tips, and tricks for hazard mitigation implementation under FEMA's Hazard Mitigation Assistance (HMA) program. Topics to be covered include successful HMA project applications, project administration, and long-term maintenance of hazard mitigation projects. Presenters will use best practices from across the state to illustrate successful mitigation programs and give advice for prospective HMA applicant communities.

CHRISTINE CAGGIANO, AICP, Michael Baker, Jr., Inc.

THOMAS S. HUGHES, Pennsylvania Emergency Management Agency



C5 Montgomery County's Proactive Approach to Building Transportation Projects

CM | 1.25

Counties and municipalities in Pennsylvania often have weak roles in shaping transportation projects, taking a back seat to bigger agencies like the Commonwealth, transit authorities, and MPOs. But for the past decade, suburban Montgomery County has been overseeing large transportation projects and managing them through to completion, with other agencies as partners, resulting in one of the largest local-match projects in Pennsylvania's history. Participants will learn about the county's proactive approach to improving its transportation system and how other local governments in Pennsylvania can follow suit.

LEO BAGLEY, Montgomery County Planning Commission

JAMES COWHEY, AICP, Lancaster County Planning Commission

MATTHEW EDMOND, AICP, Montgomery County Planning Commission

EDWARD SAVARIA



EDSESSIONS



C6 Beyond Maps: Solving Issues and Shaping Communities with GIS

CM | 1.25

As with many other professional fields, planners are increasingly using technology to gather and analyze data, educate the public, and contribute to data-supported decisions. GIS has long been considered a high-quality mapping tool, but is currently also being used by planners to collect real-time data, present complicated issues, craft and model future development scenarios, market community amenities, and provide estimates of fiscal impacts. Presenters will provide a brief overview of numerous unique applications of GIS within the planning field and will also provide detailed discussions and video/internet examples for some of these trends such as community resourcing and interactive data collectors, story maps, mobile applications, and interactive educational maps and databases.

MICHAEL BIALOUSZ, Pennsylvania Department of Conservation and Natural Resources

KELLY ROSSITER, AICP, Pennsylvania Department of Conservation and Natural Resources



C7 Better than Before: Hot Metal Bridge Demonstrates Sustainability's Coolness

CM | 1.25

Pittsburgh's Hot Metal Bridge exemplifies that historic preservation and adaptive reuse of transportation infrastructure can produce "a use cooler than before," as noted in USA Today in 2006. The Hot Metal Bridge spans the Monongahela River. Opened in 2007, it is part of the Great Allegheny Passage Trail, a 150-mile non-motorized trail connecting Pittsburgh and Cumberland, Maryland. Originally constructed in the late 1880s, the railroad bridge was a functional component of the Jones and Laughlin Steel's Pittsburgh Works. Maximizing the structural reuse of the abandoned bridge gave Pittsburgh non-motorized sustainable infrastructure. The Hot Metal Trail Bridge has been open for more than five years, allowing for assessment of the economic impact on adjacent communities.

KATHLEEN COLBERT-GIBSON, AICP, Southwestern Pennsylvania Commission

PATRICK HASSETT, AICP, City of Pittsburgh

11:45a - 1:30p

PITKIN LECTURE, LUNCHEON

THE HONORABLE MICHAEL NUTTER, MAYOR OF PHILADELPHIA will discuss how he has been able to bring innovative planning, design and leadership to the historic foundation of the City of Philadelphia.

CM | 1.00

1:45p - 3:15p

M5 Mobile Workshop (see page 17)





EDSESSIONS

1:45p - 3:15p

CONCURRENT EDUCATION SESSIONS D



D1 Working with a Consultant

CM | 1.50

Planning agencies and local governments regularly hire consultants to undertake comprehensive plans or prepare land use ordinances. Employing the right consultant and getting the best work are critical to success. The session will provide guidance for selecting a consultant, communicating expectations, working effectively with a consultant, dealing with problems, and getting value and the product you want from money spent on a consultant. Participants will hear both client and consultant perspectives, and get useful information from the *Working With Consultants Guidebook* (PA Local Government Training Partnership).

DENNY PUKO, PA Department of Community & Economic Development

DAN SANTORO, AICP, Herbert, Rowland & Grubic, Inc.



D2 Keeping Suburban Downtown Retail Districts Relevant

CM | 1.50

A strong downtown retail district plays a large role in the overall economic development of a community. DVRPC's recent study, *Revitalizing Suburban Downtown Retail Districts: Strategies and Best Practices*, surveyed 71 downtown retail districts in Greater Philadelphia to learn what elements were common among successful older suburban retail districts. Speakers will provide focused strategies (on topics such as downtown management) as the key to local retail success, how to improve downtown aesthetics with a relatively low investment, and how and why to prioritize downtown economic development goals.

KAREN CILURSO, AICP, PP, Delaware Valley Regional Planning Commission

DONNA HARRIS, Heritage Consulting, Inc.

LEIGH MINOR NAGY, Minor Bird Retail Therapy

(Moderator) **KAREN MORRIS, AICP**, Delaware Valley Regional Planning Commission



D3 Benchmarking the Performance of Public Facilities: Making Smart Decisions about Energy and Use

CM | 1.50

Planners often drive decisions about the future of public facilities like municipal office buildings, police and fire stations, libraries, and recreation centers. A critical need in the planning and management of these facilities is data, including building use, age of structures and components, energy and other operating costs, life cycle needs, etc. Learn how Philadelphia has successfully begun assembling and benchmarking data to make informed decisions about energy and cost savings, building improvements, and other investments, while ensuring high-quality delivery of municipal services to the people who live and work in the city.

ALEX DEWS, LEED AP, City of Philadelphia Mayor's Office of Sustainability

ALAN UREK, AICP, Philadelphia City Planning Commission

MARK WHEELER, GISP, Philadelphia City Planning Commission



EDSESSIONS



D4 Planning Better Transit Stops: The Public Transit/Land Use Connection

CM | 1.50

The session will outline how two major public transit agencies in Pennsylvania promote connectivity between land uses and the roadway network where public transit services operate. Through early and well-coordinated planning, transit can provide effective access to commercial and residential communities that will generate ridership. The desired outcomes include increased mobility and improved air quality. LANTA, the Lehigh and Northampton Transportation Authority, has outlined its relationship to the Lehigh Valley Regional Comprehensive Plan, through the development of a transit supportive land use document. This plan is intended to assist municipalities and developers in evaluating the value of integrating public transit into new development as it may occur. It also uses demographic tools to indicate the type of service patterns that may be most appropriate for a particular area. SEPTA, the Southeastern Pennsylvania Transportation Authority, worked with the Delaware Valley Regional Planning Commission to create a Bus Stop Design Guidelines document. This document is used frequently with developers and municipalities to outline best practices for designing transit-supportive facilities. The document works in concert with SEPTA's Annual Service Plan, Service Standards and Process and authority-wide sustainability programs.

BECKY BRADLEY, AICP, Lehigh Valley Planning Commission

MARK CASSEL, AICP, Southeastern Pennsylvania Transportation Authority

BOARD MEMBER TBA, Lehigh and Northampton Transportation Authority



D5 Planning for Effective Wireless Telecommunication Service

CM | 1.50 Law



The session will explore planning for wireless technology, which has transformed the way we live and work, and new wireless technologies and regulatory developments aimed at expanding and improving wireless coverage and capacity in PA communities. We will discuss the new technologies, how to plan for effective wireless services and how to work with service providers to ensure that community needs and aesthetic concerns are addressed. We will also provide an overview of recent federal and state legislation on collocation of antennas on existing vertical infrastructure. This panel discussion represents diverse viewpoints on this issue.

DANIEL COHEN, ESQ., Cohen Law Group

NATAUSHA HORTON, ESQ., Cohen Law Group

NICK LIMBEROPOULOS, ESQ., Crown Castle

CAROLYN MITCHELL, ATT Mobility

MIKE STOKES, AICP, Montgomery County Planning Commission



D6 Brandywine Battlefield: Victories & Defeats in Planning for Large Landscapes

CM | 1.50

Session will review lessons learned from the Brandywine Battlefield Task Force (BBTF) planning efforts for historic resource protection, interpretation, conservation, trails, and tourism in the 15 municipalities and 2 county battlefield areas. Presenters will approach battlefield landscape and resource protection from a planning perspective and demonstrate how to integrate historic preservation methods with community planning. Session will look at engaging a large task force, using technology to engage a widespread audience, implementing comprehensive plan policies, and how working with a variety of stakeholders can lead to successful collaborative planning. Attendees can transfer planning approaches provided in the session to other large landscapes.

JILL HALL, AICP, Delaware County Planning Department

JAKE MICHAEL, Chester County Planning Commission

JEANNINE SPEIRS, Chester County Planning Commission



EDSESSIONS



D7 Paseo Verde: A Mixed Use, Mixed Income, LEED Platinum, Transit Oriented Development in North Philadelphia

CM | 1.50

The session will provide an overview of the long-term development and successful completion of Paseo Verde, a sustainable mixed-use rental housing project in Philadelphia and the first LEED ND project in the country to achieve a Platinum rating. The project was recently completed by Jonathan Rose Companies, Asociación de Puertorriqueños en Marcha (APM), and WRT. The 1.9-acre brownfield site is adjacent to a SEPTA Regional Rail corridor and the Temple University station. The mixed-use project offers 120 units of sustainable housing for low and moderate income families, approximately 30,000 SF of ground floor retail and community services, commercial office space, and parking.

ANTONIO FIOL-SILVA, FAIA, AICP, LEED AP BD+C, Wallace Roberts & Todd

PAUL FREITAG, LEED AP, Jonathan Rose Companies

ROSE GREY, Asociación Puertorriqueños en Marcha



D8 Preparing for the AICP Exam

no CM credit

Are you interested in becoming a certified planner by taking the AICP exam? Not sure yet? The PA Chapter and its Professional Development Committee are here to help you decide. In this session, speakers will explain the benefits and requirements of certification, the application process, and the format of the exam for those trying to decide if or when to take the exam. For those who have already decided to take the exam, speakers will identify resources available to help prepare for testing, include discussion of APA's Exam Prep 3.0. The session will be driven by the needs of attendees, and questions are encouraged.

SUSAN ELKS, AICP, Chester County Planning Commission

LEAH PEARLMAN-STORCH, AICP, Tri-County Regional Planning Commission

ALEXIS WILLIAMS, AICP, Michael Baker, Jr., Inc.

3:15p - 3:45p

Refreshment Break with Exhibitors

3:45p - 5:15p

CONCURRENT EDUCATION SESSIONS E



E1 Planning for Immigrant and Multi-Ethnic Communities

CM | 1.50 Ethics

The surge in immigration over the past two decades has engendered an unprecedented level of racial, ethnic and cultural diversity in the United States. This session will present an overview of some key concepts, trends and issues to consider when planning in immigrant and multi-ethnic contexts in the U.S. and in Philadelphia in particular. A range of tools (along with their advantages and drawbacks) will be presented to explore a range of possible planning approaches and tactics for communities with large immigrant populations and illustrate how these approaches can enrich planning practice more generally.

STACEY CHEN, AICP, Interface Studio LLC

MELISSA KIM, Asian Arts Initiative

JENNIFER RODRÍGUEZ, Mayor's Office of Immigrant and Multicultural Affairs



E2 Connecting the Dots: Integrating Historic Preservation into Municipal Planning Programs

CM | 1.50

Local historic preservation programs are most effective when they are integrated into a municipality's larger planning and zoning framework. This session will cover the parameters, strengths, and weaknesses of the legal options relative to historic preservation available to municipalities in Pennsylvania, including the Historic Districts Act and relevant sections of the MPC. How does each of these



EDSESSIONS

laws work? Can they work together? The discussion will include: examples of effective (and some less than effective) local preservation programs in Pennsylvania and from other states; best practices for integrating preservation goals and historic resources into other municipal programs and non-monetary incentives for encouraging preservation.

CORY KEGERISE, Pennsylvania Historical & Museum Commission



E3 What Do You Do When Your Main Street is a State Highway? Dublin's Approach

CM | 1.50

Dublin Borough, a small former Bucks County farming community, has suffered from being bisected by State Route 313, leading to a decline in its historic commercial core as highway widening, on-site parking requirements, and disinvestment have taken their toll on walkability, property values, and pedestrian safety. Dublin has undertaken a design-based revitalization plan that establishes new streetscape standards for each of four character zones in the Borough. Key to the approach is the close collaboration between planners, officials, and potential developers to realize the community's goals of retaining the small town character while strengthening the Borough's economic base. The session will discuss some low-cost approaches suitable for smaller municipalities.

CHRIS HAYES, Dublin Borough

JEFFREY L'AMOREAUX, PE, L'Amoreaux Engineering

CARTER VAN DYKE, ASLA, PP, AICP, Carter van Dyke Associates



E4 Agriculture: A Cost Effective Solution to MS4s and TMDLs

CM | 1.50

Municipalities are currently facing stringent water quality regulations, however, many are finding it difficult to meet reductions without spending several million dollars in upgrades to traditional gray infrastructure systems. Municipalities can partner with landowners to use agricultural BMPs (best management practices) to offset nutrient and sediment loads coming from developed areas, at a fraction of the cost. Several types of green infrastructure projects will be highlighted to meet every budget, from streambank fencing to full floodplain restorations. This workshop will show participants how to develop private-public partnerships in their community to address water quality issues, reinvest in a local industry, and assist with regulatory reporting.

PHILLIP BRATH, PE, ARRO Consulting, Inc.

MARK GUTSHALL, PWS, LandStudies

STEPHANIE SMITH, Lancaster Farmland Trust





E5 Turning Smart Growth into "Smart & Safe Growth"– the "Whole Community" Approach

CM | 1.50

In recent years, we have emphasized smart growth initiatives. The recent flooding events, severe winter storms, and Superstorm Sandy, has left the Mid-Atlantic reeling, making it imperative for us to focus on turning 'smart growth' initiatives into 'safe growth' policies. How do we get there? By effectively integrating and intermingling safety concepts into communities' plans and ordinances to help reduce risk and make communities more disaster-resilient. FEMA's Pilot Plan Integration project integrates hazard mitigation into local planning mechanisms in three counties in Maryland, Delaware, and Pennsylvania, in the areas of land use planning, infrastructure and transportation, emergency management, environmental planning and plan implementation.

TESS GRUBB, FEMA Region III, Philadelphia

MARK SWEITZER, Cecil County Department of Emergency Services

DEEPA SRINIVASAN, AICP, CFM, Vision Planning and Consulting, LLC



E6 Legislative Update: Federal Perspective

CM | 1.50 Law

The legislative panelists will make remarks followed by an audience Q/A moderated by APA-PA Legislative Chair, Kyle Guie. Topics for discussion will relate to the Federal Transportation Bill Authorization, Biggert-Waters Flood Insurance Reform Act of 2012, CDBG funding, Tax Reform, Energy Efficiency, and Hazard Mitigation.

SENATOR CASEY (or representative)

SENATOR TOOMEY (or representative)

KYLE GUIE, Greater Valley Forge Transportation Management Association



E7 Philadelphia and Pittsburgh: Metrics and Outreach in Trail and Open Space Planning

CM | 1.50

OpenSpacePGH presents a 25-year strategy for the most efficient use of open space based on a data-intensive needs analysis. The Philadelphia Trail Master Plan describes and prioritizes proposed trails and details next steps towards optimal network expansion. This session will detail the benefits and shortfalls of these planning methods and demonstrate how metrics-based planning will shape the future of open space assets in Pennsylvania's largest cities.

JEANNETTE BRUGGER, AICP, Philadelphia City Planning Commission

ANDREW DASH, AICP, City of Pittsburgh Department of Planning

5:30p - 6:30p

Evening Reception with Exhibitors

6:30p

Dinner on your own





EDSESSIONS

Tuesday, October 14, 2014

7:00a - 4:00p
Registration Open

7:15a - 2:30p
Exhibit Hall Open

7:15a - 8:15a
Continental Breakfast with Exhibitors

7:15a - 8:15a
Professional Development Committee Meeting



8:15a - 9:45a
PLENARY SESSION: How to be an Expert Witness

CM | 1.50 Law

As professional planners gain experience, they are increasingly required to give testimony as a professional. Often planners have only limited experience in these types of legal proceedings. This panel presentation will provide planning professionals with an advanced understanding of the expert witness testimony process.

DENNIS GLACKIN, AICP, PP, Glackin Thomas Panzak, Inc.
CHARLES GUTTENPLAN, AICP, PP, Whitmarsh Township
MARC JONAS, ESQ., Eastburn and Gray
CARL PRIMAVERA, ESQ., Harrison, Harvey, & Branzburg
(Moderator) **NEIL SKLAROFF, ESQ.**, Ballard Spahr

9:45a - 10:15a
Refreshment Break with Exhibitors

10:00a - 11:30a
M6 Mobile Workshop (*see page 17*)

10:15a - 11:30a
CONCURRENT EDUCATION SESSIONS F



F1 Urban Redevelopment and Brownfields Roundtable

CM | 1.25

One question typically arises as part of any post-industrial brownfields area revitalization planning process, "How can the resultant land from a plant closure become an asset instead of a liability?" Many of the most desirable urban environments that are driving broader urban revitalization are former industrial districts. These industrial areas are also often adjacent to older established neighborhoods and downtowns which have a vested interest in the redevelopment of post-industrial areas, especially to ensure that new development is complimentary and not competitive to the existing community fabric. Communities are often faced with the reality that the demand for industrial development has vanished, yet the legacy of the former industrial economies remain - contaminated land, degraded landscapes, and outdated infrastructure. Using lessons learned from Carlisle Borough's recently adopted Urban Redevelopment Plan and its U.S. EPA Brownfields Area-Wide Planning process currently underway, a roundtable consisting of public planning officials and community planners will discuss how communities can act as leaders in facilitating the clean-up of brownfield sites and defining a planning process to determine a community and developer desirable redevelopment strategy.

SEAN GARRIGAN, AICP, Stromberg Garrigan & Associates, Inc.
ED LECLEAR, AICP, State College Borough
KIRK STONER, AICP, Cumberland County
TROY TRUAX, AICP, Michael Baker Jr., Inc.
TRACEY VERNON, PP, AICP, Vernon Land Use, LLC



EDSESSIONS



F2 Resilient Revitalization: Building Climate Hazard Resiliency into Chester City and Surrounding Municipalities

CM | 1.25

The City of Chester will be one of the first municipalities in the Greater Philadelphia region to develop a climate change vulnerability assessment and adaptation plan. This session will provide an overview of the planning process, conducted by local, county, and regional planners; U.S. EPA; and PA Sea Grant. The project team engaged city officials and staff, and community members with planning tools - such as storm surge models, vulnerability profiles, and web-based maps - to help stakeholders assess Chester's vulnerability to flooding, sea level rise, and extreme weather and identify actions that reinforce existing community goals and planning activities.

MICHAEL DUNN, U.S. EPA Mid-Atlantic Region 3

LATIFAH GRIFFIN, City of Chester

CHRIS LINN, AICP, Delaware Valley Regional Planning Commission



F3 Green Stormwater Infrastructure for Towns and Cities

CM | 1.25

Green stormwater infrastructure is an essential element of creating sustainable towns and cities. This session focuses on innovative ideas for integrating green stormwater infrastructure into the existing built environment. It also explores the potential role of green stormwater infrastructure in revitalizing communities and creating a stronger sense of place. The green stormwater infrastructure presented in this session was developed for three specific sites as part of the Infill Philadelphia: Soak It Up design competition—a partnership of the Philadelphia Water Department, U.S. EPA Mid-Atlantic Region, and Community Design Collaborative.

CHRISTOPHER GUBENO, PE, Urban Engineers, Inc.

LAURA HANSPLANT, RLA, Roofmeadow

ARI MILLER, RLA, OLIN Studios

(Moderator) **TAVIS DOCKWILLER, RLA**, Viridian Landscape Studio



F4 Land Use Data in Regional and City Planning

CM | 1.25

Planners have many options for how to gather and utilize land use data. Learn how the very different choices made by the Delaware Valley Regional Planning Commission and the Philadelphia City Planning Commission reflect these agencies' needs, resources, and technologies. Explore the pros and cons of aerial imagery, administrative records, and field surveys.

PATRICIA ELKIS, AICP, PP, Delaware Valley Regional Planning Commission

JOHN HAAK, AICP, Philadelphia City Planning Commission

MARK WHEELER, GISP, Philadelphia City Planning Commission



F5 Implementation of a Bicycle and Pedestrian Travel Monitoring Program in Southeast Pennsylvania

CM | 1.25

Recently, DVRPC has begun implementing a multi-faceted bicycle and pedestrian travel monitoring program in accordance with recently-adopted guidance from the Federal Highway Administration's Traffic Monitoring Guide. This guidance calls for installation of permanent counting equipment in order to develop region-specific seasonal adjustment factors, which when applied to shorter-term counts are used to estimate annual average bicycle and pedestrian traffic. DVRPC obtained funding and installed permanent automated bicycle and pedestrian counting equipment in 12 locations on the Circuit, Greater Philadelphia's regional trail network. DVRPC staff will discuss implementation of this program and implications for bicycle and pedestrian planning in southeastern Pennsylvania.

SCOTT BRADY, Delaware Valley Regional Planning Commission

SHAWN MEGILL LEGENDRE, MCP, Delaware Valley Regional Planning Commission

CHRIS LINN, AICP, Delaware Valley Regional Planning Commission



EDSESSIONS



F6 Promoting Efficiency and Increasing Public Transit Options through Regionalization

CM | 1.25

With public sector costs growing at a faster pace than revenue growth, tough decisions must be made to ensure a stable future for public organizations. This is particularly true in public transportation, where cost increases regularly outpace subsidy and fare increases. To encourage increased efficiency and improve public transportation, PennDOT has undertaken seven regionalization studies that evaluate the benefits and savings related to combining transit agencies. To further promote this effort, Act 89 of 2013 offers local incentives to consolidation. This session will provide an overview of the initiative featuring case studies of regionalization efforts and discussing barriers to implementation.

ANDY BATSON, AICP, Michael Baker Jr., Inc.

TOBY FAUVER, AICP, Pennsylvania Department of Transportation

DANIELLE SPILA, Pennsylvania Department of Transportation



F7 Git 'R Done: Engaging the Community to Implement the Plan

CM | 1.25

The plan is complete, now what? There is often a disconnect between the completion of a plan, the community and end results. Learn how to actively engage a community, inspire action and get projects done using proven techniques from across the state. By using facilitated workshops, field observations and a structured process, community members can become more effective, empowered and actively involved in the implementation of plans.

LIZZIE HESSMILLER, Pennsylvania Environmental Council

STEVEN NELSON, AICP, Eastwick Marketing

KIMBERLY STEVER, Eastwick Solutions



11:45a – 2:00p

Luncheon, Annual Awards Presentation and State of the Chapter

2:00p - 2:30p

Dessert with Exhibitors & Announcement of Raffle Winners

2:30p - 4:00p

CONCURRENT EDUCATION SESSIONS G



G1 Understanding (and Explaining) Fiscal Impacts to Your Community and Governing Body

CM | 1.50

This session will explore the various elements underpinning a fiscal impact analysis, as it relates, in particular, to projects containing housing. In particular, the speaker will address (correct) the many assumptions commonly held about the fiscal implications of a project containing housing (particularly relevant, given the need to develop new types of housing over the coming two decades). The speaker will use a combination of case studies (projects on which he has worked and is most familiar) along with anecdotal projects provide by session participants, to address such hot topics as the impacts of school age children, service costs associated with multi-family rental housing and housing density.

TODD POOLE, EDFP, 4ward Planning, Inc.



G2 We're In This Together: Community Engagement and Neighborhood Revitalization Planning

CM | 1.50

Though planning over the years has generally adopted more participatory practices as a response to the Jacobian push against "top down" planning approaches, real tensions still exists between the desire for collaborative decision-making and planning, and the necessity of expertise in helping shape and guide planning goals to implementation. The work done by NKCDC during the planning process for the North of Lehigh Revitalization Plan highlights how community engagement with the intention of involving residents in the decision-making, visioning, and implementation of planned objectives can vastly improve the quality of goals created, and ensure community buy-in to see those goals realized.

ANDREW GOODMAN, AICP LEED AP, New Kensington Community Development Corporation

SCOTT PAGE, Interface Studio LLC

RAPHEAL RANDALL, Interface Studio LLC



G3 The Viability of Pennsylvania Casinos and the Implications of Increased Regional Competition

CM | 1.50

Pennsylvania state government collects more tax revenue from casino gaming than any other state. Much of the revenue comes from people who have gambled out-of state, typically New Jersey, but are now staying closer to home. Other states, eying Pennsylvania's results, have introduced casino gaming to attempt to recapture some of the revenue. We will explore what casinos have meant to Pennsylvania, both from a fiscal perspective and an economic development perspective, and will talk about possible futures for the gaming industry in Pennsylvania as it reacts to increased gaming in other states, as well as the introduction of online gaming in New Jersey.

PETER ANGELIDES, PHD, AICP, Econsult Solutions

STEPHEN MULLIN, Econsult Solutions

ROBERT AMBROSE, Drexel University



G4 Planning for Adoption of Plug-in Electric Vehicles in the Northeast United States and Southeastern Pennsylvania

CM | 1.50

Recently, the U.S. Department of Energy funded 16 plug-in electric vehicle (PEV) readiness projects, including DVRPC's Ready to Roll!: Southeastern Pennsylvania's Regional Electric Vehicle Action Plan and the Transportation & Climate Initiative's (TCI) Northeast Electric Vehicle Network. Speakers will discuss guidance documents and EV planning and policy tools for local governments, employers, building owners, and others, as well as highlight analysis of expected PEV adoption in southeastern Pennsylvania and planning recommendations for counties and municipalities.

ROB GRAFF, MPA-URP, Delaware Valley Regional Planning Commission

CASSANDRA POWER, Georgetown Climate Center



EDSESSIONS



G5 So What's the Big Dill Anyway? Understanding Food Systems' Impact on Local Planning

CM | 1.50

With growing national attention on issues like childhood obesity, climate change, and food security, food policy is receiving more attention from planners, policy-makers, and the general public. However, food policy and food system planning seem abstract. There are real challenges for practicing planners to incorporate food into local plans and programs. This session will feature a variety of food system planning and implementation at various scales – from the urban to the rural to the mega-region. The City of Philadelphia's Department of Public Health is a prime example of integrating various planning tools and programmatic efforts to show reduced rates of childhood obesity. Lancaster County, known for its agricultural heritage and present-day industry, has long recognized the importance of integrating farmland preservation and land use planning. Penn State University is leading a nationally significant research project – Enhancing Food Security in the Northeast through Regional Food Systems – to better understand regional food systems and their possible impact on food access, food affordability, local farmers, and other businesses. Participants will be invited to add their own experiences to the discussion.

KATE CLANCY, Johns Hopkins Center for a Livable Future

ALISON HASTINGS, AICP, Delaware Valley Regional Planning Commission

DEAN SEVERSON, AICP, Lancaster County Planning Commission

AMANDA WAGNER, Philadelphia Department of Public Health



G6 Dense, Denser, Densest: Rezoning the Suburbs

CM | 1.50

This session focuses on case studies about how three very different places approached rezoning their suburban location. First is a 575-acre industrial / office park in King of Prussia that is transforming itself to a mixed use area to provide for new opportunities in the regional marketplace. Second is a three mile suburban "main street" in Limerick Township where the community seeks to create a higher design standard and sense of place that is currently missing in this community. Third is a 950-acre suburban area in Mechanicsburg that is currently a combination of auto-centric shopping malls and strip commercial areas but that wishes to allow for mixed use redevelopment to include multi-modality, enhanced architectural and streetscape design, and new ratables to keep local taxes low.

ERIC GOLDSTEIN, RLA, King of Prussia Business Improvement District

DANIEL KERR, Limerick Township

PETER SIMONE, RLA, FASLA, Simone Collins Landscape Architecture



G7 Review of Recent Land Use Decisions of the Commonwealth and Federal Courts and State Agencies

CM | 1.50 Law

Legal principles applicable to land use matters evolve and are refined by the decisions of the courts and administrative agency boards. This session will refresh your working knowledge of these principles and inform you of changes and emerging issues. The session includes a comprehensive review of the caselaw and administrative decisions issued during in the twelve months prior to the conference.

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



4:00p Conference Concludes

(Continue to page 38 for Registration and Pricing)



WHERE SEPTA GOES, THE ECONOMY GROWS.



Our goal at SEPTA is simple - create reliable transportation that moves people forward. Because when public transit is done right, it doesn't just benefit the riders. Thoughtfully prepared Transit Oriented Development projects bring a bigger tax base and new ratables. And data from a recent study* by The American Public Transportation Association and the National Association of Realtors® reveals that during the last recession, residential property values performed 41% better on average if they were located near public transportation with high-frequency service.

SEPTA has done some pretty remarkable things to benefit communities in the Delaware Valley and even more improvements are in the works. We're always finding ways to move our part of the Commonwealth of Pennsylvania forward. Visit septa.org to learn more.



* The study, The New Real Estate Mantra: Location Near Public Transportation, was released on March 21, 2013

REGISTRATION/PRICING

Online registration is EASY.

Visit <https://www.regonline.com/PAAPA2014>
or click on the portal on the Chapter website.

With three main speaker sessions, 51 concurrent sessions and six mobile workshops, plus exhibits and networking opportunities, the PA Chapter of APA's 2014 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/PAAPA2014>
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. 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 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 12!

REGISTRATION FEES

	EARLY BIRD DEADLINE September 12	REGISTRATION DEADLINE October 3
Professional Planner		
Full Registration* YOUR BEST DEAL	\$395	\$445
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.

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.

Retired Planner? You too can take a 20% discount. Receive a 20% discount off the Professional Planner registration fees. Discount applied during online registration.

Students

Sunday	\$22	\$22
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 3.

A LA CARTE OPTIONS

Golf – Sunday Morning <i>(includes greens fee and cart, lunch, snacks, and prizes)</i>	\$60
Mobile Workshops <i>(logistics and transportation fee)</i>	<i>varies per workshop</i>
Sunday Welcome Reception <i>(Included in full and Sunday registration, but not for the Monday only registration)</i>	\$50
Meal Package <i>(For guests of attendees. Includes continental breakfasts, refreshment breaks, and lunches, and receptions. Education is not included.)</i>	\$285
5- Day SEPTA Independence Pass <i>(If mailed to you.)</i>	\$1

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 3.

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.

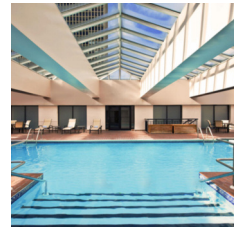
The registration fee is fully refundable if the PA Chapter of APA office receives written notification postmarked or emailed no later than September 19, 2014.

Cancellations received after September 19, 2014 but before October 4, 2014, will be subject to a \$50.00 administrative fee. If the cancellation is received after October 4, 2014 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**



Sheraton Philadelphia Society Hill Hotel – *Official Hotel of the Annual Conference*



**1 Dock St. (2nd & Walnut Streets)
Philadelphia, PA 19106
Phone: (215) 238-6000
Hotel Reservations: 888-627-7078**

Room Rate: \$169 Single/Double (Plus applicable taxes)
Rates will be available 2 days prior and 2 days after the conference based on availability of guest rooms at the time of the reservation.



Parking: The only on-site parking at the hotel is Valet Service at a fee of \$36 (plus applicable taxes) per night. Other suggestions for parking can be found on page 41.

How to Make a Reservation:

By phone: Dial **1-800-325-3535**. Mention that you are attending the APA-PA Chapter Conference.



Online: You can make a hotel reservation online at our individualized Sheraton registration link:

<https://www.starwoodmeeting.com/Book/paapa>

The room block cut-off date is September 15, 2014.

DO NOT WAIT to make your reservation as we anticipate the hotel will be sold out.

TRAVELINFO

Getting to the Conference

Driving Directions:

From Philadelphia International Airport

Take Interstate 95 North to Exit 20 (Columbus Boulevard). Turn left at the traffic light onto Columbus. Turn left turn at the sixth light, for Dock Street. Turn right at the stop sign. The hotel is on the right-hand side.

From East

Take Ben Franklin Bridge from Camden, stay in the right lane. Take the first right off of bridge to Sixth Street then follow Sixth Street to Market Street and turn left. Follow Market to Second Street and turn right. Follow Second Street to Dock Street and the hotel is on the left.

From North

Take Interstate 95 South to Exit 20 (Columbus Boulevard). At the bottom of the ramp, turn left onto Columbus Boulevard. Follow for 3 traffic lights to Dock Street and turn left. Continue to a dead end and turn right. The hotel will be on the right.

From West

Take Pennsylvania Turnpike to 76 East (Exit 326 - Valley Forge). Follow 76 East to 676 East (Exit 344 - Central Philadelphia). Continue on 676 East to Interstate 95 South. Take I-95 South to Penn's Landing (Exit 20). At the bottom of the ramp, turn left onto Columbus Boulevard. Follow to Dock Street and turn left. Continue to the dead end and turn right. The hotel is on the right-hand side.

Consider Carpooling

Consider carpooling with other members from your region to save costs and reduce your footprint. Network with your section to connect with members who are also attending the conference.

Train

The Amtrak Station is located at Station Building, 2955 Market Street, 30th Street Station, Philadelphia, PA 19104 which is 2.6 miles from the hotel. Across the street is a SEPTA Station where you can board the Market-Frankford Line east-bound. Get off at 2nd street and walk 2.5 blocks South on Market Street to the hotel.

Parking Options

• Park America

205 Lombard St.

<http://www.philapark.org>

• Waterfront Parking Sugestions

<http://www.delawariverwaterfront.com/parking>

Come early...stay late...

DesignPhiladelphia Festival

October 9-17, 2014

A DECADE OF DESIGN

Every fall, the city celebrates the historic role of design in the region while showcasing the innovation yet to come during **DesignPhiladelphia**.

The **DesignPhiladelphia Festival**, an annual city-wide festival, one of the largest of its kind in the nation, highlights Philadelphia's vibrant creative culture. This festival celebrates its 10th anniversary this year from October 9-17, 2014.

During the nine-day festival, approximately 200,000 people are estimated to explore the world of design during more than 120 events held throughout the city. **DesignPhiladelphia** aims to celebrate and promote Philadelphia a design capital and destination.

The oldest and largest design event of its kind in the country, the **DesignPhiladelphia Festival** showcases the work of over 400 professionals and students alike; their work will be represented in practically every design discipline, including architecture, multi-media and urban planning. Events included exhibitions, lectures, workshops and demonstrations to help shine a light on the city's design scene and history.

Most events are free and open to the public.

For more on **DesignPhiladelphia** and complete listing of events:
<http://2014.designphiladelphia.org>



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.