

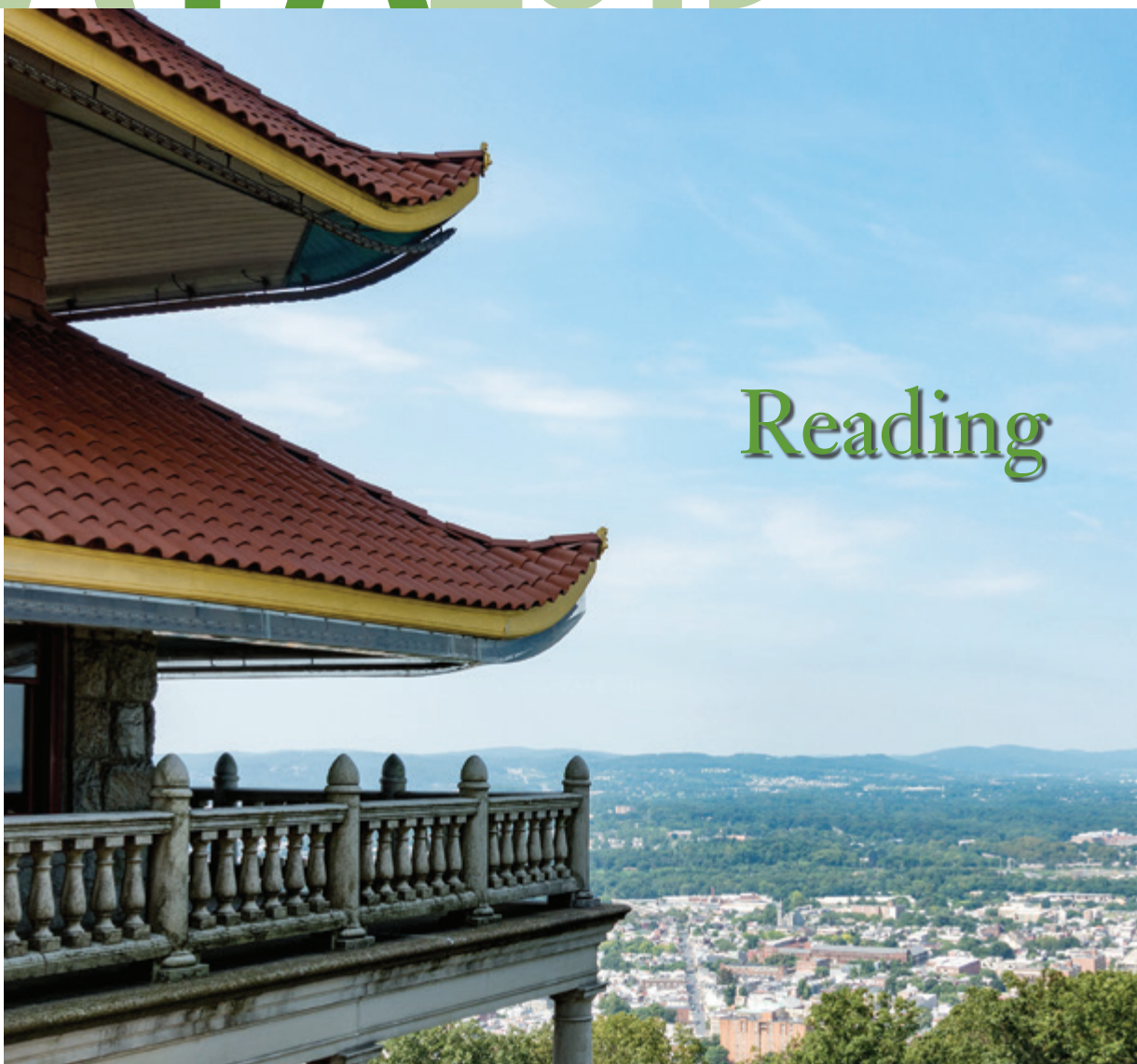


## CONFERENCE ANNOUNCEMENT

# APA-PA2019

### *this year!*

- **400** planners expected
- Over **40** classroom sessions
- **4** mobile workshops offered
- Up to **12.25** CM credits, including Law and Ethics
- Making a return, **Fast—Fun—Fervent** showcasing multiple presenters, multiple topics, seven minutes each
- **Welcome Reception at Berks History Center**
- *"We say YES! An Affirmative Agenda for Sustainable Growth"* **Opening Keynote Session** by **Jason Duckworth, Arcadia Land Company**
- **Annual Awards** presentation—our best and brightest
- **State of the APA-PA Chapter**
- Monday reception with the **Exhibitors**
- **Plenary** *"City and County Together Again!"*
- *"Extroverted Urbanism"* **Pitkin lecture** by **Chris Kroner, MASS Design Group**
- Tuesday afternoon Desserts with our **Exhibitors**
- **The largest annual gathering of planners in PA!**



PA Chapter of the American Planning Association  
**2019 Annual Conference**  
Sunday, October 20–Tuesday, October 22  
Reading, PA  
#APAPA19



American Planning Association  
**Pennsylvania Chapter**

*Making Great Communities Happen*

## The largest annual gathering of Planners in PA!



The Center for Energy Policy and Management at Washington & Jefferson College is a grant-funded initiative designed to provide free or low-cost assistance to communities of all sizes with issues pertaining to energy, sustainability, and resilience



### TRAINING & WORKSHOPS

The Center provides quality programming on a range of energy issues, from energy efficiency in municipal buildings to zoning for fracking, that is geared toward planners and municipal officials



### RESOURCE SHARING

The Center's staff helps connect local officials to the tools and resources they need to address their communities' most pressing issues



### RESEARCH

With the resources of a premier research institution, our staff works hard to provide credible, impartial, and accessible information about new processes and technologies available to communities

GET IN TOUCH: ● 724.531.6871 ● [cyoung2@washjeff.edu](mailto:cyoung2@washjeff.edu) ● [www.WJenergy.org](http://www.WJenergy.org)

The Berks County Commissioners and Planning Commission would like to welcome the American Planning Association Pennsylvania Chapter to Berks County and the City of Reading for your 2019 Annual Conference. We hope that you enjoy our beautiful and unique County!





Photo courtesy of Pam Shupp

# YOURGUIDE

Conference @ a Glance	5
Many Thanks	6
Featured Speakers	7
Conference Etiquette	8
Speakers, Sessions and CM Credits General Info	8
Special Events	9
Conference Planning Committee	11
Mobile Workshops	14
Conference Greening	16
Ed Sessions Agenda	17
2019 Registration/Pricing	35
Information on Hotel Reservations	36
Travel Info	36



American Planning Association  
**Pennsylvania Chapter**

*Making Great Communities Happen*

PA Chapter of APA President: **James Cowhey, AICP**

2019 Conference Co-Chairs: **Sara Pandl, AICP** and **Shannon Rossman, AICP**

**PA Chapter of APA**  
**PO Box 4680**  
**Harrisburg, PA 17111**  
**717.671.4510**  
[info@planningpa.org](mailto:info@planningpa.org)

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

Conference

# @AGLANCE

## SUNDAY, OCTOBER 20, 2019

1:00p–5:00p	Registration Open
1:00p–4:30p	<b>Mobile Workshop</b>
1:00p–2:30p	Legislative Committee
3:30p–4:40p	PMPEI Forum
3:30p–5:00p	<b>Concurrent Education Sessions A</b>
5:15p	Walk or ride to the reception (Meet in the hotel lobby)
5:30p–6:30p	<b>Berks History Center</b>
Evening	Dinner on your own

## MONDAY, OCTOBER 21, 2019

6:00a–7:00a	Fun Run and Walk
7:00a–5:00p	Registration Open
7:00a–6:15p	Exhibit Hall Open
7:00a–8:00a	Continental Breakfast with Exhibitors
8:00a–8:15a	Welcome and Introductions
8:15a–9:30a	Opening Keynote Session with Jason Duckworth
9:30a–10:00a	Refreshment Break with Exhibitors
10:00a–11:30a	<b>Mobile Workshop</b>
10:00a–10:45a	<b>Concurrent Education Sessions B</b>
10:45a–11:00a	Break/Travel
11:00a–11:45a	<b>Concurrent Education Sessions C</b>
11:45a–1:45p	Luncheon, State of the Chapter and Awards Presentation
1:45p–2:00p	Break/Travel
2:00p–3:15p	<b>Concurrent Education Sessions D</b>
3:15p–3:45p	Refreshment Break with Exhibitors
3:45p–5:15p	<b>Mobile Workshop</b>
3:45p–5:15p	<b>Concurrent Education Sessions E</b>
5:30p–6:30p	<b>Evening Reception with Exhibitors</b>
6:30p	<b>Planners Social</b>
Evening	Dinner on your own

## TUESDAY, OCTOBER 22, 2019

7:00a–3:30p	Registration Open
7:00a–2:00p	Exhibit Hall Open
7:00a–8:00a	Continental Breakfast with Exhibitors
7:00a–8:00a	Professional Development Committee Meeting
7:00a–8:00a	Planning Officials Development Committee Meeting
8:00a–8:15a	Welcome and Introductions
8:15a–9:30a	Plenary, <i>City and County Together Again!</i>
9:30a–10:00a	Refreshment Break with Exhibitors
9:45a–11:45a	<b>Mobile Workshop</b>
10:00a–11:30a	<b>Concurrent Education Sessions F</b>
11:30a–1:30p	Pitkin Luncheon and Lecture with Chris Kroner
1:30p–2:00p	Dessert with Exhibitors (Raffle Drawing, Silent Auction, 50/50)
2:00p–3:30p	<b>Concurrent Education Sessions G</b>



### Mark Your Calendars

### 2020 APA-PA Annual Conference

October 18–20, 2020

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Scranton, PA

# MANY THANKS

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## **Platinum**

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- Temple University, Tyler School of Art and Architecture
- West Chester University

## **Gold**

- City of Reading
- Traffic Planning and Design, Inc.

## **Silver**

- Berks County Planning Commission
- CodeMaster Inspection Services
- Delaware Valley Regional Planning Commission
- JMT
- Kennedy & Associates
- Keystone Consulting Engineers, Inc.
- Lehigh Valley/Berks Section, PA Chapter of APA
- Lehigh Valley Planning Commission
- Michael Baker International
- PennDesign, University of Pennsylvania
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## **Exhibitors**

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- Lehigh Valley Planning Commission
- Michael Baker International
- PennDesign, University of Pennsylvania
- Pennoni
- Spotts, Stevens and McCoy
- Temple University, Tyler School of Art and Architecture
- Traffic Planning and Design, Inc.
- Washington & Jefferson College, Center for Energy Policy and Management
- West Chester University

## **Friends**

- Central Section, PA Chapter of APA

**Questions?** If you have questions about the conference, please contact the Chapter office at **717.671.4510** or [info@planningpa.org](mailto:info@planningpa.org).

# FEATURED SPEAKERS

**Monday, 8:00a–9:30a**  
**Opening Keynote**



## **We Say YES! An Affirmative Agenda for Sustainable Growth**

**JASON DUCKWORTH**, Arcadia Land Company  
CM | 1.25

Why is it so hard to build the right thing? So many of us recognize the perils of sprawl: loss of natural resources, traffic congestion, disinvestment in existing towns. Yet, too often, conventional suburban greenfield development is just easier and cheaper to build than dense infill development. Zoning, transportation policy, local taxes and a host of other regulations create incentives for sprawl. In this session, Jason Duckworth will discuss “We Say Yes!” an affirmative agenda of the Delaware Valley Smart Growth Alliance for sustainable growth.”

**Tuesday, 8:00a–9:30a**  
**Plenary**



## **City and County Together Again!**

**KEVIN BARNHARDT**, Berks County  
**LUCINE SIHELNIK**, City of Reading  
**JEFFREY WALTMAN**, City of Reading  
CM | 1.50

Berks County Commissioner Kevin Barnhardt, Reading City Council President Jeffrey Waltman and City Councilwoman Lucine Sihelnik will be discussing City and County relations, especially how both jurisdictions can work together on issues of mutual interest, such as blight elimination, economic development and business attraction.

**Tuesday, 11:30a–1:30p**  
**Pitkin Luncheon and Lecture**



## **Extroverted Urbanism**

**CHRIS KRONER**, MASS Design Group  
CM | 1.00

After a decade of testing their mission globally, MASS Design Group has brought its unique design approach to Poughkeepsie, NY by opening the Hudson Valley Design Lab. The lab is a community design and innovation center and expands upon MASS's fundamental belief in architecture and design as powerful tools for constructing social justice. By immersing our team in Poughkeepsie, we commit to a daily practice of active listening and a belief in architecture as community organizing. We believe that design thinking is key to uncovering and developing dormant value inherent in disinvested places like Poughkeepsie, and that bringing new and diverse partnerships together can spark innovative solutions to intractable challenges.

Chris Kroner will discuss what they've learned while bringing the Hudson Valley Design Lab to life, some of the key projects being developed in Poughkeepsie, and how the lab fits within the conceptual framework of MASS's mission. A number of the projects at the lab are focused on the role of urban design and creative placemaking, which will be highlighted within the larger portfolio of MASS.

# CONFERENCE ETIQUETTE

The dress code for the conference is **business casual** attire.

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

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

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

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

---

Speakers, Sessions and CM Credits

## GENERAL INFO

About the Main Speakers, Sessions and Certification Maintenance Credits

**Application will be submitted 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 12.25 CM credits may be earned depending on session selections. Mobile workshops will have CM credit. Law and Ethics CM credits are offered.

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

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

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

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

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



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

# SPECIAL EVENTS

**Sunday, 5:30p–6:30p (gather in lobby to walk/ride 5:15p)**

## Welcome Reception: Berks History Center

At 5:15p, meet in the DoubleTree lobby to walk/ride over to the Berks History Center. It wouldn't be an APA-PA Chapter event without time for networking and camaraderie. The Berks History Center is home to over 32,000 artifacts and a dozen carefully curated galleries and exhibits that showcase Berks County's unique heritage. This reception includes heavy hors d'oeuvres and refreshments.

**Monday, 6:00a–7:00a**

## Fun Run and Walk

Join with friends and colleagues and explore Reading on this early-morning exploration. Walkers and runners will set off from the DoubleTree Lobby at 6:00a.

**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 Reading!

**Sunday and Monday Evening**

## Dinner on your own

After the reception enjoy many restaurants and eateries in the city of Reading. Downtown Reading will surprise you!

**Monday, 11:45a–1:45p**

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

Join us as we celebrate the achievements of fellow Pennsylvanians who shape where we live, work and play! Join **Denny Puko**, Chair of the PA Chapter of APA Awards Committee, for an inspiring **Annual Awards** program. We will recognize the work of fellow planners, planning officials, and elected officials and their roles in planning Pennsylvania. PA Chapter of APA President, **James Cowhey, AICP** will present the **State of the Chapter** highlighting the Chapter's successes and key activities during 2019.

**Monday, 6:30p**

## Planners Social

Let's get together with our fellow conference attendees for some fun and challenging brain teasers while trying out some great food and libations at a local historic watering hole in the City of Reading! Where will we be? Stay tuned for more information. We promise a great time, complete with prizes!



# SCHOLARSHIP FUND

Support the next generation of Planners!  
Give to the PA Chapter of APA Scholarship Fund!

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

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

## HOW TO HELP:

- **Make a tax-deductible contribution.** Simply indicate your financial gift when you register for the Conference and include it with your payment. We'll mail a thank you letter for your tax records.
- **Purchase raffle tickets** at the Conference. 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.
- **Participate in the 50/50 raffle!**
- Donate items for the raffle—big or small! Donate a **basket** from your county or region. Reach out to your local attractions for **tickets**. Donate a **book**! Donate a **painting or print**! Are you lucky enough to have a **vacation condo or cabin** you can donate for a week or weekend? Please contact the PA Chapter Office with the details of your giveaway at 717.671.4510 or [info@planningpa.org](mailto:info@planningpa.org).



Conference

# PLANNING COMMITTEE

**Cheryl Auchenbach**, Berks County Planning Commission

**Steve Dellinger, AICP**, Hanover Engineering

**Shanice Eillison**, Berks County Planning Commission

**Devon Hain**, Berks County Planning Commission

**David Hunter, AICP**, City of Reading

**Nate Jones, AICP**, Lower Macungie Township

**David Kimmerly, AICP**, Allentown City Planning Commission

**George Kinney, AICP**, South Whitehall Township

**David Manhardt, AICP**, South Whitehall Township

**Daren Martocci**, Upper Macungie Township

**Matt McGough**, Berks County Planning Commission

**Laura Mursch**, Berks County Planning Commission

**Sara Pandl, AICP**, Lower Macungie Township, **Conference Co-Chair**

**Alan Piper**, Berks County Planning Commission

**Tracy Purdy**, Temple University

**Amanda Raudenbush, AICP**, Bethlehem Township Planning Commission

**Rick Roseberry, AICP**, Maser Consulting

**Tina Roseberry, AICP**, Michael Baker International

**Shannon Rossman, AICP**, Berks County Planning Commission, **Conference Co-Chair**

**Tracy Samuelson**, Bethlehem City Planning Commission

**Charlie Schmehl**, Urban Research & Development Corporation

**Amanda Schumacher**, Borton Lawson

**Ashley Showers**, Berks County Planning Commission

**Adam Thomas**, City of Reading

**Molly Wood, AICP**, Lehigh and Northampton Transportation Authority



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# HEALTHY COMMUNITIES

## *Monday, October 21 has a spotlight on Healthy Communities!*

The day includes:

- **Exciting sessions** centered around this emerging topic.
- **Discounted rate** available for health professionals and advocates.
- **Expanded resources** available on the [Healthy Communities in PA](http://Healthy Communities in PA) website after the conference



### Healthy Communities Sessions

- M2. Mobile Workshop.** Adaptive Reuse: How Local Government and Developers Can Succeed When They Work Together (additional fee)
- B2. Missing People Costs Money**
- D1. Fast, Fun, Fervent** (Environmental Justice and Planning)
- D2. Bike Montco:** New Approaches to Bicycle Planning in the Suburbs
- D3. Importance and Challenges of Planning for and Saving a Middle Neighborhood in Bethlehem**
- E1. Tools for Getting the Entire Community Engaged**
- F3. Common Ground: Planning for Equitable Investments in Public Parks**
- G3. Choose Your Own Adventure in Vision Zero**

### Post Conference Resources!

Check out the Chapter's [Healthy Communities in PA Task Force](http://Healthy Communities in PA Task Force) before and after the conference for regularly updated resources on healthy community design. We will post all the sessions on our website with our other resources.

### Get involved throughout the year!

You can get involved by joining one of the Healthy Communities in PA's orientation and information sharing calls to find out about previous work and how your interests fit in. Orientation and information sharing call typically the fourth Thursday of each month at 2:00 p.m.

### About the Healthy Communities in PA Task Force

The [Healthy Communities in PA Task Force](http://Healthy Communities in PA Task Force) envisions communities in all parts of Pennsylvania being built in a way that makes the healthy choice the easy choice for every resident. The Healthy Communities in PA Task Force achieves its vision through volunteer efforts by planning and health advocates creating tools and resources to assist partners in promoting healthy community design. The tools and resources are created by working groups of task force topic experts collecting best practices needed by Pennsylvania's healthy community design partners and to create new partners. The American Planning Association, Pennsylvania Chapter is committed to sharing these resources and facilitating discussion around healthy community design in Pennsylvania.

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# MOBILEWORKSHOPS

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

**Sunday, 1:00p–4:30p**



## M1. The Mount Penn Preserve: Securing the Legacy

CM | **3.00** Additional \$25 fee required

The 4000-acre Mt. Penn Preserve is a cultural, historic, open space and recreational asset for the Reading area. Its lands are owned by several municipalities and municipal authorities and as a result, lacked a system-wide focus for preservation and enhancement. A grass roots initiative created the framework for the Mt. Penn Preserve Master Plan that has now led to a Council of Governments (COG) agreement to plan and work cooperatively on system-wide improvements that will give funding agencies a clear view of priorities for the Preserve. Learn how citizens and planners crafted a plan that appealed to all partners since it revealed common challenges and opportunities shared by all. This approach can be replicated in many locations where municipalities and agencies share land and facilities that obscure municipal boundaries by visitor use and enjoyment of similar park and open space facilities. Each stop will include a brief overview of the feature and how it relates to the Mt. Penn Preserve.

**Kevin Barnhardt**, Berks County

**Lee Olsen, AIA, NCARB, AMDP**, Olsen Design Group Architects, Inc.

**Shannon Rossman, AICP**, Berks County Planning Commission

**Peter Simone, RLA, FASLA**, Simone Collins Landscape Architecture

**Monday, 10:00a–11:30a**



## M2. Adaptive Reuse: How Local Government and Developers Can Succeed When They Work Together

CM | **1.5** Additional \$25 fee required

An overview of the VF/Knitting Mills project and the development of the VF North Lot, the future home of Teleflex and the Drexel Medical School. Participants would walk the two sites (located a block apart) and hear from Borough officials and Equus Capital Partners, the developer. The discussion would be focused on the multiple ways the Borough and Equus worked together to redevelop the two sites and how the projects will have a long-term positive impact on the surrounding community. Attendees will also be given information on a bicycle/pedestrian route created by the Borough, in partnership with multiple private property owners, including these two sites.

**Michele Bare**, Borough of Wyomissing

**Erik Garton, PE**, Gilmore & Associates, Inc.

**George Haines**, Equus Capital Partners, Ltd.

**John Wichner, PE, PTOE**, McMahon Transportation Engineers and Planners



# MOBILEWORKSHOPS

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



**Monday, 3:45p–5:15p**

## M3. Discover Downtown Reading

CM | **1.5** Additional \$10 fee required.

Discover Downtown Reading through a guided walking tour—public art, architecture, redevelopment projects, and future plans will be highlighted.

**Aaron Gantz**, Greater Reading Chamber Alliance



**Tuesday, 9:45a–11:45a**

## M4. Tour of Berks Nature

CM | **1.75** Additional \$25 fee required.

Attendees will tour the new Berks Nature Facility situated among nearly 100-acres in Reading's Angelica Creek Park. Berks Nature includes wetland trails and demonstration gardens. Home to Berks Nature's headquarters, Eco-Camp, and a new Nature Preschool, the Nature Place sits among nearly 100-acres in Reading's Angelica Creek Park. Take a stroll through the dog-friendly wetland trails. Get your hands dirty in our teaching and demonstration gardens. Let the kiddos run free with their imaginations in our Nature Play Zone. Then retreat inside our lobby and store for one of our "Saturdays at the Nature Place" programs—or a tour of the green features of our LEED Gold building. The Nature Place makes a perfect venue for your next business event or birthday party.

**Kim Murphy**, Berks Nature

**Tami J. Shimp**, Berks Nature

**Questions?** If you have questions about the conference, please contact the Chapter office at **717.671.4510** or [info@planningpa.org](mailto:info@planningpa.org).

# 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 convention center 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.

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# EDSESSIONSAGENDA

**Sunday, October 20, 2019**

- 11:00a–5:00p**      **Registration Open**
- 1:00p–2:30p**      **Legislative Committee**
- 3:30p–4:30p**      **PMPEI Forum**
- 1:00p–4:30p**      **M1 MOBILE WORKSHOP**  
***The Mount Penn Preserve: Securing the Legacy: (See page 14)***

## **3:30p–5:00p**      **Concurrent Education Sessions A**

### **A1. Connecting with Audiences: Story Mapping and Online Planning**

CM | 1.50

Now, more than ever, it's vitally important for planners to tell their stories. In this session, you will learn the basics of ESRI's Story Map platform and how it is being used across Pennsylvania to help planners educate the public and inform decision-making. Story Maps have become an accessible tool for engaging and inspiring audiences with thoughtful narratives, ease of use, and eye-catching cartography and design. This session will offer a sampling of great Story Maps and provide tips and tricks on conceptualizing a story, editing and refining a narrative, and going beyond the basics to engage with your audience.

**Patrick Kielty**, PA Department of Transportation  
**Alexa Korber**, Tri-County Regional Planning Commission  
**Jamie Lemon**, Michael Baker International

### **A2. Ethics Case of the Year**

CM | 1.50 **ETHICS**

This year's "case of the year" is a series of ethical scenarios based on real-life planning issues that occurred in 2018-2019. It was developed by the national AICP Ethics Committee with the assistance of AICP Ethics Officer James Peters, FAICP. It features eight different "cases" that address topics including: taking credit, inadequate information, workplace harassment, professional comments, expert witness testimony, and political donations. Through these real-life examples, the AICP Commission hopes that planners can identify how the rules and ethical principles of the AICP Code of Ethics and Professional Conduct are applicable in their daily professional lives.

**Deb Lawlor, FAICP, PP**, Maser Consulting  
**Richard Roseberry, PE, AICP**, Maser Consulting

**Questions?** If you have questions about the conference, please contact the Chapter office at **717.671.4510** or [info@planningpa.org](mailto:info@planningpa.org).



# EDSESSIONSAGENDA

**Sunday, October 20, 2019, *continued***

**A3. Planning for Freight/Logistics and Industrial Development: Lessons Learned**  
CM | 1.50

The session will focus on lessons learned in the Lehigh Valley in planning for and evaluating substantial (700K–1 Million sq. ft.) industrial freight and logistics facility development. This includes best overall site design considerations and accommodations for operational needs, environmental mitigation and enhancement opportunities, progressive storm-water management, planning for rail connectivity and factors relating to supply chain support. Examples of real world successful projects will be highlighted and evaluated with the group to illustrate effective Land Development management and planning for this burgeoning industry in the Commonwealth of Pennsylvania.

**Nathan D. Jones, AICP, BCO**, Lower Macungie Township  
**George Kinney, AICP**, South Whitehall Township  
**Sara Pandl, AICP, RLA**, Lower Macungie Township  
**Jared Souders, LEED-AP**, Liberty Property Trust

**A4. Creating and Sustaining Effective Local Preservation Programs**  
CM | 1.50

Historic places and neighborhoods give communities distinction, identity, and pride. Preserving these resources is about more than ordinances and review boards, however, and requires local governments to integrate preservation-friendly approaches into a variety of functions. This session will explore how communities can develop holistic local preservation programs and a discussion of Reading's 40+ years of experience in building and growing its preservation program. The session will also include an overview of the Certified Local Government program and the technical and financial resources available to Pennsylvania communities.

**Amy Johnson**, City of Reading  
**Cory Kegerise**, PA State Historic Preservation Office

**A5. The Suburban Apartment Boom: Understanding the Opportunities and Implications of Multifamily Housing**  
CM | 1.50

The demand for multifamily housing is surging and shows no signs of letting up. While planners often tout the virtues of strategic density, proposals to build new apartments are frequently met with opposition based on concerns about local traffic, municipal finances, and community character. How can planners help communities make smart decisions when the local impacts of higher density development are frequently not well defined or understood? This session will highlight new research and analysis from communities in Southeastern Pennsylvania designed to help planners and elected officials better understand the economic and transportation implications of new multifamily projects.

**Scott France, AICP**, Montgomery County Planning Commission  
**Derek Lombardi**, Delaware Valley Regional Planning Commission  
**Brian O'Leary, AICP**, Chester County Planning Commission  
**Andrew Svekla, AICP**, Delaware Valley Regional Planning Commission

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



# EDSESSIONSAGENDA

**Sunday, October 20, 2019, continued**

## **A6. City, College Collaboration: Vision, Goals and Strategies** CM | 1.50

This session will explore the common vision, goals, strategies of the City of Reading and Albright College. The goal of this session is to discuss the collaboration of the city and college towards the redevelopment of vacant and industrial areas surrounding this anchor institution. Albright is looking to partner with the City to enhance the areas immediately adjacent to the campus, as the college and the City desire to continue to build upon the success of projects recently constructed north and west of the campus. The goal is to spur economic development.

Albright College is also seeking to initiate additional public, private partnerships which will assist with the implementation of adopted economic development goals. Interested parties are welcome to attend this session.

**Christy Agnese**, Albright College

**Jacquelyn Fetrow, PhD**, Albright College

**David Hunter, AICP**, City of Reading

## **5:30p–6:30p Welcome Reception: Berks History Center**

5:15p Meet in the lobby to walk/ride to the Berks History Center. It wouldn't be an APA-PA Chapter event without time for networking and camaraderie. The Berks History Center is home to over 32,000 artifacts and a dozen carefully curated galleries and exhibits that showcase Berks County's unique heritage. This reception includes heavy hors d'oeuvres and refreshments.

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# EDSESSIONSAGENDA

## Monday, October 21, 2019

**6:00a–7:00a**

**Fun Run and Walk**

Wake up with an invigorating walk or run in Reading!

**7:00a–5:00p**

**Registration Open**

**7:00a–6:30p**

**Exhibit Hall Open**

**7:00a–8:00a**

**Continental Breakfast with Exhibitors**

**8:00a–8:15a**

**Welcome and Introductions**

**8:15a–9:30a**

***We Say YES! An Affirmative Agenda for Sustainable Growth***

**Jason Duckworth**, Arcadia Land Company

CM | 1.25

Why is it so hard to build the right thing? So many of us recognize the perils of sprawl: loss of natural resources, traffic congestion, disinvestment in existing towns. Yet, too often, conventional suburban greenfield development is just easier and cheaper to build than dense infill development. Zoning, transportation policy, local taxes and a host of other regulations create incentives for sprawl. In this session, Jason Duckworth will discuss “We Say Yes!” an affirmative agenda of the Delaware Valley Smart Growth Alliance for sustainable growth.”

**9:30a–10:00a**

**Refreshment Break with Exhibitors**

**10:00a–11:30a**

**M2 MOBILE WORKSHOP**

***Adaptive Reuse: How Local Government and Developers Can Succeed When They Work Together***  
(See page 14)

**10:00a–10:45a**

**Concurrent Education Sessions B**

**B1. Planning a Sustainable Future for Reading, PA (Part 1)**

CM | 0.75

Reading needs your professional help. Members of the Reading Environmental Advisory Council and others in Reading are aware that cities like Pittsburgh, Lancaster, and others (e.g., Seattle, Detroit, and Portland, OR) have used sustainability as an economic development strategy. We see the opportunity to do the same in Reading, but we need your help knowing how and where to begin. Using a structured, facilitated workshop process, we want to tap into the expertise at the APA Pennsylvania Chapter annual conference to highlight successful strategies, tools, and funding sources to make Reading’s “green” vision a reality.

**Scot Case**, Reading Environmental Advisory Council



# EDSESSIONSAGENDA

## Monday, October 21, 2019, *continued*

### **B2. Missing People Costs Money**

CM | 0.75

The 2020 Census is vital to both Pennsylvania and your government. The Census is the basis for distributing federal funds as well as political representation in local, state, and federal districts. In this workshop, you will learn how your municipality can get an accurate census count by working with the Census Bureau community partnership engagement program through partnership specialists. This workshop will give you an understanding of what's new for the 2020 census, area census offices, recruitment efforts, confidentiality and data tools and products. You will also learn about forming Complete Count Committees to educate and motivate your residents to participate in the Census. Website containing up-to-date 2020 Census information will be reviewed and tools for accessing data when it is released will be highlighted.

**Sue Copella**, PA State Data Center

**Lynne Newman, JD**, US Census Bureau

**Jennifer Shultz**, PA State Data Center

### **B3. Why Revitalize West Reading**

CM | 0.75

Learn about West Reading Borough before our Main Street and Elm Street programs started. Hear what the Borough did with ordinances in conjunction with the Main Street and Elm Street program to create our now successful Main Street. We share what people can learn from our success and current issues we are trying to correct.

**Mark Ratcliffe**, West Reading Community Revitalization Foundation

### **B4. Introduction to Pennsylvania's New Long Range Transportation Plan**

CM | 0.75

This session will be an overview of the Statewide Long Range Transportation Plan process that will be attempting to address freight planning and statewide priorities such as: safety, security, and mobility needs of Pennsylvanians.

**Michael Rimer, AICP**, PA Department of Transportation

### **B5. Demolition Review: A Historic Preservation Tool for Communities**

CM | 0.75

The City of Frederick is known in large part for its vibrant historic downtown and expansive local historic district. When a significant yet undesignated historic building on the outskirts of the downtown core was demolished seemingly overnight without permits, the community responded with a call for an enhanced review of demolitions city-wide. Led by select elected officials and city planners, an ordinance was drafted that did just that. In early 2013 the final ordinance incorporated community, developer, and elected official input resulting in a new preservation tool for the city. Since then approximately 75 structures have been evaluated for historic significance prior to demolition, resulting in several new landmark designations as well as some notable losses.

**Lisa Mroszczyk Murphy, AICP**, The City of Frederick, Maryland Planning Department



# EDSESSIONSAGENDA

## Monday, October 21, 2019, *continued*

### B6. Strategic Planning for Planning Agencies

CM | 0.75

Strategic planning, used by businesses and nonprofits to improve performance, is also good for planning agencies. This session will discuss how a planning department or commission that feels overwhelmed and ineffective can use strategic planning to set priorities, focus resources, and make a greater impact in its work. The session will outline the steps in a strategic plan, and keys to success, whether for a well-staffed planning department or an all-volunteer commission. Participants will also learn how to apply strategic plan principles in comprehensive plans and other core planning work.

**Denny Puko**

10:45a–11:00a      **Break**

### 11:00a–11:45a      **Concurrent Education Sessions C**

### C1. Planning a Sustainable Future for Reading, PA (Part 2)

CM | 0.75

Reading needs your professional help. Members of the Reading Environmental Advisory Council and others in Reading are aware that cities like Pittsburgh, Lancaster, and others (e.g., Seattle, Detroit, and Portland, OR) have used sustainability as an economic development strategy. We see the opportunity to do the same in Reading, but we need your help knowing how and where to begin. Using a structured, facilitated workshop process, we want to tap into the expertise at the APA Pennsylvania Chapter annual conference to highlight successful strategies, tools, and funding sources to make Reading's "green" vision a reality.

**Scot Case**, Reading Environmental Advisory Council





# EDSESSIONSAGENDA

**Monday, October 21, 2019, *continued***

## **C2. Integrating Municipal Climate Change Concerns into County Hazard Mitigation Plans**

CM | 0.75

Delaware Valley Regional Planning Commission ran a series of workshops on planning for climate change for municipalities in Bucks County and Montgomery County. These workshops were carried out in coordination with FEMA and county officials as part of each county's hazard mitigation planning process. The workshops drew on two recent DVRPC publications: "Energy Use and Greenhouse Gas Emissions Inventory for Greater Philadelphia" and "Municipal Management in a Changing Climate."

At this session, DVRPC will provide an overview of the information provided at the municipal workshops, lessons learned from the workshops, and discuss how it enhanced the county-level FEMA hazard mitigation planning process.

**Robert Graff**, Delaware Valley Regional Planning Commission

## **C3. Inclusionary Housing and Zoning: A Tool to Combat Housing**

CM | 0.75

The City of Pittsburgh, in combination with community partners, introduced one of the Commonwealth's first mandatory inclusionary zoning ordinances. Come learn about the work undertaken, from housing analysis to resident education to advocacy, that created this. Following the presentation, we plan to discuss if this can be a replicable model for other municipalities in Pennsylvania that are seeing rising housing costs and displacement of residents while federal resources for affordable housing are declining.

**Andrew Dash, AICP**, City of Pittsburgh

## **C4. Use Google Earth to Redesign our Cities and Towns**

CM | 0.75

A continuation of last year's session on Google Apps; using Google Earth, we will start by identifying a local area of concern. Once the area (street intersection, etc.) has been identified, we will move images to a drawing software and engage all the participants to create: identify issues and concerns; and conceptual designs solutions.

**Kristen Compitello**, Michael Baker International

**David Hunter, AICP**, City of Reading

**Peter Quintanilla**, Michael Baker International

## **C5. New Wireless Communication Technologies and Their Impact on Communities**

CM | 0.75

The technology of wireless communication has changed dramatically in the few short years since its inception. The next generation of technology involves smaller cells and distributed antenna systems (DAS), but with far more nodes. This session will explain the basics of the technology, and what municipalities can and can not do to regulate wireless telecommunications under new state and federal legislation and FCC regulations.

**David Babbitt, AICP**, David C. Babbitt & Associates, LLC

**Christopher Schubert, Esq.**, Riley, Riper, Hollin & Colagreco



# EDSESSIONSAGENDA

## Monday, October 21, 2019, *continued*

### C6. Collaborative Efforts to Achieve Real Stormwater Results CM | 0.75

As costs of stormwater management continue to rise, municipalities can streamline costs by collaborating on innovative approaches to meet regulatory and aging infrastructure needs. This presentation will showcase how to build partnerships with other MS4-regulated communities in a manner that will reduce your individual municipality's regulatory requirements and lower everyone's overall cost of compliance with MS4 permit requirements. Learn how MS4 permit holders have formed federal, state, and local partnerships to cut costs associated with permit administration and Pollution Reduction Plan implementation by up to 70%.

**Felicia Dell, AICP**, York County Planning Commission  
**Adrienne M. Vicari, PE**, Herbert, Rowland and Grubic, Inc.

### 11:45a–1:45p

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

Join us as we celebrate the achievements of fellow Pennsylvanians who shape where we live, work and play! Join **Denny Puko**, Chair of the PA Chapter of APA Awards Committee, for an inspiring **Annual Awards** program. We will recognize the work of fellow planners, planning officials, and elected officials and their roles in planning Pennsylvania. PA Chapter of APA President, **James Cowhey, AICP** will present the **State of the Chapter** highlighting the Chapter's successes and key activities during 2019.

### 2:00p–3:15p

#### Concurrent Education Sessions D

### D1. Fast-Fun-Fervent CM | 1.25

Hear six dynamic speakers cover planning-related topics at lightning speed. Each speaker will have 7 minutes to cover a maximum of 20 slides for 20 seconds each. Attendees will get to learn about a wide variety of topics in short spurts.

#### ***What would you do with a Park-and-Ride, if you had one, Scarecrow?***

**David Totten, AICP**, Southwestern Pennsylvania Commission

#### ***Rehabilitating Reading's Historic Gateway: Bridging Our Past and Future***

**Kris Thompson**, PA Department of Transportation

#### ***The Terrible Truth About Urban Trees***

**Douglas Smith, AICP**, City of Lancaster

#### ***Environmental Justice and Planning***

**Justin Dula, AICP**, Pennsylvania Department of Environmental Protection

#### ***Creative Community Engagement***

**Julie Burros**, Metris Arts Consulting

#### ***What Can Your Bridges Tell You?***

**Heather Heeter**, Borton Lawson Engineering



# EDSESSIONSAGENDA

## Monday, October 21, 2019, *continued*

### D2. Bike Montco—New Approaches to Bicycle Planning in the Suburbs

CM | 1.25

Bicycle planning in our big cities is a hot topic. But can it be done in a big suburban PA county—with its fractured road-way ownership and cadre of municipal governments? Montgomery County thinks so. This presentation will describe the innovative techniques used to craft Bike Montco, Montgomery County's new bicycle plan, that include unique public outreach methods, a brand-new data analysis tool created specifically for the effort, and a practical implementation strategy.

**Matthew Edmund, AICP**, Montgomery County Planning Commission

**Sarah Moran, AICP**, Delaware Valley Regional Planning Commission

### D3. Importance and Challenges of Planning for and Saving a Middle Neighborhood in Bethlehem

CM | 1.25

What are the ingredients of a great neighborhood? Bethlehem's Northside has everything most communities are looking for—pedestrian scaled streets, proximity to downtown, institutional anchor, and engaged citizens. However, it takes more than the right ingredients to transform a community. Learn how the City of Bethlehem leveraged its LERTA designation, a recently completed city-wide Market Value Analysis, and employed planning tools of “doing while planning,” and citizen-ownership of plan to chart a blueprint towards lasting transformation in this archetypical Middle Neighborhood.

**Emily Dowdall**, Reinvestment Fund

**Darlene Heller, AICP**, City of Bethlehem

**Woo Kim, AICP, LEED, AP, PP**, WRT, LLC

### D4. Managing Expectations with TOD

CM | 1.25

The real benefits of transit-oriented development (TOD) have been well documented. When planning for TOD, it is also beneficial to understand the complexities and challenges sometimes associated with realizing the plan. In some cases, physical attributes impede success, while in other cases, policy has impacted implementation.

Limiting physical features can include site locations next to transit, with limited visibility, precluding certain commercial uses. In other cases, it may be difficult to convince nearby residents to accommodate higher density development. The presentation will highlight ways to potentially overcome some of these challenges, enabling a more efficient TOD planning process.

**Owen Beitsch, FAICP**, GAI/Community Solutions Group

**Patty Folan**, University of Arkansas Community Design Center

### D5. Implementable Comprehensive Plans: Keys to Success

CM | 1.25

Lower Allen Township (Cumberland County) and Susquehanna Township (Dauphin County) recently completed and adopted their respective comprehensive plans and they will share their experiences and insights on their successful implementable comprehensive planning processes. Learn how different public engagement methods and urban design technologies were critical to each process and receive a progress report on each township's plan implementation achievements.

**Betsy Logan, AICP**, Susquehanna Township, Dauphin County

**Erin Trone**, Lower Allen Township

**Troy Truax, AICP**, Michael Baker International



# EDSESSIONSAGENDA

**Monday, October 21, 2019, continued**

**D6. Hug Your Local Code Enforcement Officer: They Implement Your Plan**  
CM | 1.25

Too often ordinances are written without enforcement in mind, which makes day to day application those ordinances challenging and ineffective. Code enforcement officers often feel like hamsters on a wheel, issuing notices of violation on a regular basis without clear connection to a broader blight strategy and advancement of the community's comprehensive plan. This session will connect big picture planning principles such as comprehensive and strategic planning, zoning, and SALDO to a comprehensive blight management strategy with code enforcement principles. This session will unite the big picture (planning) to medium picture (blight mitigation) to day to day code enforcement activities, helping planners realize their roles in blight mitigation and code enforcement.

**Pat Kelly**, Strategic Solutions, LLC

**Chelsea Puff, MPA**, Strategic Solutions, LLC

**John Trant, Esq., AICP**, Strategic Solutions, LLC

**D7. Collaborating on Transportation: Getting Us Where We Need to Go**  
CM | 1.25

NEPA MOVES is a collaborative initiative to improve transportation in Northeastern Pennsylvania with a focus on equity. This presentation will feature speakers from The Scranton Area Community Foundation, The Federal Reserve Bank of Philadelphia, and The Institute for Public Policy and Economic Development who will discuss how NEPA MOVES came into existence, approaches that were used to better understand the region's transportation problems, and strategies that can be a model for solving transportation challenges collaboratively.

**Andrew Chew, AICP**, The Institute for Public Policy and Economic Development

**Kyle DeMaria**, Federal Reserve Bank of Philadelphia

**Vivian Williams**, NEPA MOVES, an initiative of the Scranton Area Foundation

**3:45p–5:15p**

**M3 MOBILE WORKSHOP**

***Discover Downtown Reading*** (See page 15)

Photo courtesy of CVB





# EDSESSIONSAGENDA

**Monday, October 21, 2019, continued**

**3:45p–5:15p**

## **Concurrent Education Sessions E**

### **E1. Tools for Getting the Entire Community Engaged**

CM | 1.50

Are you getting small turn outs and the same people responding to your attempts to engage the community? This interactive workshop will give you the chance to discuss some potential roadblocks to reaching participants who aren't usually involved. We will identify tools to find the people you need to reach for substantive public input. But finding people is only half the battle, you also need to create opportunities to reach people that keep them engaged while getting the information you need. We will show some innovative ways to keep people engaged in the community and expand that small group of involved citizens to better represent the whole community.

**Justin Dula, AICP**, Pennsylvania Department of Environmental Protection

### **E2. Innovative County Comprehensive Plans**

CM | 1.50

Chester, Lancaster, and Montgomery Counties recently adopted innovative comprehensive plans designed to maximize public outreach, address contemporary issues, and support on-going implementation. State-of-the-Art Public Outreach—The presenters will describe their use of on-line surveys, videos, stakeholder interviews, web pages, community meetings, social media, and other tools to engage the public.

Addressing Contemporary Planning Issues—The Chester, Montgomery, and Lancaster County plans address contemporary issues head on, such as economic competitiveness, housing affordability, multi-modal transportation, green infrastructure, watershed planning, and urban revitalization.

Implementing the Plan—Implementation of these plans is being done with advocacy, planning, technical assistance, regulations, programs, and construction.

**Jody Holton, AICP**, Montgomery County Planning Association

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

**Scott Standish**, Lancaster County Planning Commission

### **E3. Transportation Partnership: Keeping Businesses and Communities Safe, Connected, and Vibrant**

CM | 1.50

The County of Berks and Greater Reading Chamber Alliance built a public-private partnership (ReadingBridges.net) to keep Greater Reading vibrant during the construction of four major bridge projects. The partnership has grown to a diverse group of stakeholders and evolved to address the impacts of other long-term transportation infrastructure projects. Learn how the group has collaborated with PennDOT, municipalities, businesses, and key community stakeholders from the unique perspectives of an elected official, chamber vice president, and professional planner. Bring your questions and join a lively roundtable discussion with other members of the public-private partnership.

**Kevin Barnhardt**, Berks County

**Gail Landis, C.P.M.**, Greater Reading Chamber Alliance

**Natasha Manbeck, AICP, PE**, McMahon Associates, Inc.



# EDSESSIONSAGENDA

**Monday, October 21, 2019, continued**

**E4. Missing Middle Housing: An Economic and Fiscal Imperative**  
CM | 1.50

The topic of “Missing Middle” housing has been gaining much attention of late, as persons of all ages and income levels are finding affordable suitable housing in walkable communities harder to find.

While there has been much discussion of what type of housing constitutes the “Missing Middle” housing, less has been said about the economic and fiscal implications for not providing such housing within our urban and suburban communities. As local and regional economies are influenced by the health of local and regional housing markets, and vice versa, awareness by public officials of how shortages in certain housing types (e.g., “Missing Middle” housing typologies) can influence an economy’s fortunes are critical.

Finally, attendees will understand how local zoning choices influence whether and to what extent Missing Middle housing gets developed.

**Todd Poole, MPA, EDFP**, 4ward Planning Inc.

**E5. Pennsylvania Land Use Law Update: Appellate Cases from 2017–2019**  
CM | 1.50 **LAW**

Cases will be presented in traditional lecture format as well interactively with facts of the case revealed bit by bit with audience polled several times on outcome (who wins?). Cases will range from traditional zoning matters (was a hardship proven?) to permitting (was the permit properly revoked?) to subdivision approval (was the modification demonstrated?), depending on what cases the Appellate courts issue. Some cases will emphasize a simple practice point, while others will be more complex.

**Ambrose Heinz, JD**, Stevens & Lee

**Charles Suhr, Esq.**, Stevens & Lee

**E6. The Keystone Economic and Employment Plan (KEEP): Using the Specific Plan to Promote Redevelopment**  
CM | 1.50

We will explain what a “Specific Plan” is (as authorized by Article XI of the MPC). Then we will give an overview of the Keystone Economic & Employment Plan (KEEP), the first adopted Specific Plan in Pennsylvania. This will include background and site challenges and opportunities, participants (including participation by Pottstown Borough, West Pottsgrove Township and Montgomery County), goals, funding from the Local Share Account with match from Montgomery County Redevelopment Authority) and process. We will review the target land uses and explain how they were chosen.

**John Cover, AICP**, Montgomery County Planning Commission

**Peggy Lee-Clark**, Pottstown Area Industrial Development

**Mike Narcowich, AICP**, Montgomery County Planning Commission

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



# EDSESSIONSAGENDA

## Monday, October 21, 2019, *continued*

### **E7. Pittsburgh's Neighborhood Plan Guide—A Collaborative Framework for Sustainable Communities** CM | 1.50

Built on Pittsburgh's strong foundation of community planning, the City of Pittsburgh's new Neighborhood Plan Guide establishes a framework for the City and Registered Community Organizations to work with community stakeholders, authorities, and agencies to develop a shared vision, goals, and strategies to positively transform communities resulting in adopted plan. This guide builds on Pittsburgh's national leadership on energy and sustainability by incorporating the EcoDistricts framework that this region has helped to develop and the lessons learned from the planning process of Pittsburgh's Uptown Ecolnnovation District, a model for an environmentally responsible innovation district. In this session, attendees can learn about the Uptown Ecolnnovation District planning and implementation processes from strategic partners, Uptown Partners of Pittsburgh and Green Building Alliance, and the Neighborhood Plan Guide and its applicability to other cities and neighborhoods.

**Angelica Ciranni**, Green Building Alliance

**Stephanie Everett**, City of Pittsburgh

**Joseph Wingenfeld**, Uptown Partners of Pittsburgh

### **E8. Intergovernmental Cooperation—The Berks County Experience** CM | 1.50

The Center for Excellence in Local Government at Albright College is in its 25th year of operation serving the 72 municipalities in Berks County as well as county government itself. The Center exists for local official training, problem solving workshops and fostering intergovernmental cooperation. Recently the Center has been supplying expertise in the field of management, finance, and manager recruitment. The presentation will focus on the history and operations of the Center to assist attendees in understanding how local governments can and do work together for the benefit of their residents for municipal services, emergency response, planning, and even municipal consolidations.

**Paul Janssen, MPA**, Center for Excellence in Local Government

**John Kramer, MA**, Center for Excellence in Local Government

**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 Reading!

**Evening**

**Dinner on your own**



# EDSESSIONSAGENDA

**Tuesday, October 22, 2019**

- 7:00a–4:30p**      **Registration Open**
- 7:00a–3:00p**      **Exhibit Hall Open**
- 7:00a–8:00a**      **Continental Breakfast with Exhibitors**
- 7:00a–8:00a**      **Professional Development Committee Meeting**
- 7:00a–8:00a**      **Planning Officials Development Committee Meeting**

**8:00a–9:30a**      ***City and County Together Again!***

**Kevin Barnhardt**, Berks County  
**Lucine Sihelnik**, City of Reading  
**Jeffrey Waltman**, City of Reading

CM | 1.25

Berks County Commissioner Kevin Barnhardt, Reading City Council President Jeffrey Waltman and City Councilwoman Lucine Sihelnik will be discussing City and County relations, especially how both jurisdictions can work together on issues of mutual interest, such as blight elimination, economic development and business attraction.

**9:30a–10:00a**      **Refreshment Break with Exhibitors**

**9:45a–11:45a**      **M4 MOBILE WORKSHOP**  
***Tour of Berks Nature*** (See page 15)



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# EDSESSIONSAGENDA

**Tuesday, October 22, 2019, continued**

## **10:00a–11:30a Concurrent Education Sessions F**

### **F1. Fast-Fun-Fervent: Economic Development**

CM | 1.50

Hear six dynamic speakers cover planning-related topics at lightning speed. Each speaker will have 7 minutes to cover a maximum of 20 slides for 20 seconds each. Attendees will get to learn about a wide variety of topics in short spurts.

***An Economic Renaissance in Johnstown, PA: From Plans to Reality (Healthy Communities)***

**Toby Fauver, FAICP**, Rockland Consulting, LLC

***Making National Chain Stores and Restaurants Fit into your Community***

**Michael Stokes, AICP**

***Making Sure Your Zoning Doesn't Interfere with Economic Development***

**Charlie Schmehl**, Urban Research and Development Corp.

***Beaver County Before the Boom and Bust: Local Planning and the Shell Cracker Plant***

**Sabina Deitrick, PhD**, University of Pittsburgh Graduate School of Public and International Affairs

***Reading: Past, Present and Future?***

**David Hunter, AICP**, City of Reading

***Cultivating Urban Revitalization through Partnership + Collaboration***

**Aaron Gantz, MPA**, Greater Reading Chamber Alliance

### **F2. What Shapes Zoning in Pennsylvania: The Limits to Zoning**

CM | 1.50 **LAW**

Zoning is a pervasive, complex, and powerful planning tool-but it has its limits. This session looks at how these limitations such as the MPC, court decisions, the Police Power, non-conforming use property rights, and other state and federal laws like the Fair Housing Act, the Medical Marijuana Act, and others shape the drafting and administration of zoning ordinances. This is not an update of recent court decisions or emerging zoning issues but is an interactive discussion of typical zoning problems with activities to explore their impact on zoning.

**Jonathan Andrews, Esq.**, McNees, Wallace and Nurick

**Shannon Calluori, AICP**, CodeMaster Inspection Services

**Stanford Lembeck, AICP, PhD**, PMPEI

### **F3. Common Ground: Planning for Equitable Investments in Public Parks**

CM | 1.50

This session explores an emerging trend in data-driven strategies to guide large-scale investments in long-underfunded public park systems. With a focus on Philadelphia and Pittsburgh, the session will cover the process of integrating existing datasets, institutional knowledge, and equity as a lens for prioritizing capital improvements and maintenance of neighborhood green spaces. Using two cities as case studies, the session will compare methodologies, financing strategies, and applications for other cities.

**Christopher DiStasi**, Interface Studio, LLC

**James Snow**, Pittsburgh Parks Conservancy

**Mindy Watts, AICP, PP**, Interface Studio, LLC



# EDSESSIONSAGENDA

**Tuesday, October 22, 2019, *continued***

**F4. AICP—Is This Certification For You?**

CM | **NO CM**

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. The session will be driven by the needs of attendees, and questions are encouraged.

**Jamie Lemon, AICP**, Michael Baker International

**David W. McFarland, III, AICP**, Blair Planning

**Alexis Williams, AICP, PP**, STV, Inc.

**F5. Our Planet is Changing, Are You? Planning for Change**

CM | **1.50**

Four expert planning and science professionals will provide helpful policy, data examination, planning and community engagement about beginning and continuing climate action planning. Instruction will begin at the Global Covenant of Mayors vision for low emissions and becoming a resilient society. Facilitators will provide information on a local, regional and state/federal level steps to recognize how climate change is occurring. Valuable information on how a planning process should be customized in your community. Establishing baseline inventories, monitoring change, and promotion by land use sectors including resident, business, institution and government. Conference attendees will begin to understand how a planning process should look like in their own community. The course will also provide state and national FEMA goals on risk and hazardous mitigation and community behavior changes required to realize climate change and potentially reduce emissions and become resilient.

**Christine Caggiano**, Michael Baker International

**Rachel Hogan-Carr**, Nurture Nature Center

**Christina Roseberry, AICP**, Michael Baker International

**Douglas Smith, AICP**, City of Lancaster

**F6. Lancaster City: Red Rose Rising**

CM | **1.50**

Danene Sorace, Mayor of Lancaster City and Marshall Snively, President of the Lancaster City Alliance will team to tell the story of Lancaster's amazing renaissance. Recently named by *Forbes* as the "Coolest City to Visit" and by *Newsweek* as one of its "Best Places to Live," the national media has validated that Lancaster has become an up-and-coming "in" place to live, work and play. The Lancaster City Alliance has engaged the community and worked side-by-side with residents, businesses, local communities, education, non-profits, and government to ensure Lancaster is a clean, safe, and vibrant city for all.

**Marshall Snively**, Lancaster City Alliance

**Danene Sorace**, Lancaster City



# EDSESSIONSAGENDA

**Tuesday, October 22, 2019, *continued***

## **F7. To Shrink or Not To Shrink**

CM | 1.50

As populations shift from suburban to urban settings in Pennsylvania, municipal officials and planners are left to struggle with abandoned properties, dwindling residents, and lack of economic opportunity. While traditional economic development strategies are often a central focus to regain community strength, some cities have employed planning strategies that embrace the ideology of shrinking. Large shrinking cities, such as Detroit, have deeper systemic problems than small municipalities, but is it possible that the planning techniques of shrinking cities can be effectively implemented on a smaller scale? Join fellow planners in this round table discussion focused on the potential to embrace shrinking in a way that is both productive and prudent for economic success.

**Mary Kuna, CECD**, Redevelopment Authority of the City of Pittston

**11:45a–1:30p**

### **Pitkin Luncheon and Lecture Extroverted Urbanism**

**Chris Kroner**, MASS Design Group

CM | 1.00

After a decade of testing their mission globally, MASS Design Group has brought its unique design approach to Poughkeepsie, NY by opening the Hudson Valley Design Lab. The lab is a community design and innovation center, and expands upon MASS's fundamental belief in architecture and design as powerful tools for constructing social justice. By immersing our team in Poughkeepsie, we commit to a daily practice of active listening and a belief in architecture as community organizing. We believe that design thinking is key to uncovering and developing dormant value inherent in disinvested places like Poughkeepsie, and that bringing new and diverse partnerships together can spark innovative solutions to intractable challenges.

Chris Kroner will discuss what they've learned while bringing the Hudson Valley Design Lab to life, some of the key projects being developed in Poughkeepsie, and how the lab fits within the conceptual framework of MASS's mission. A number of the projects at the lab are focused on the role of urban design and creative placemaking, which will be highlighted within the larger portfolio of MASS.

**1:30p–2:00p**

**Dessert with Exhibitors and Announcement of Winners (Basket Auction and 50/50)**

**2:00p–3:30p**

### **Concurrent Education Sessions G**

## **G1. Application of Ethical Principles in Planning and the Rules of Professional Conduct**

CM | 1.50 **ETHICS**

Our panel will use hypotheticals relevant to real-world issues in planning and development. Applying the APA Principles, and the Rules of Professional Conduct for lawyers, we will discuss and engage with the audience on scenarios which attempt to navigate competing interests and political influences often in the background in land use planning and development.

**Daniel P. Becker, Esq.**, Kozloff Stoudt

**Joan London, Esq.**, Kozloff Stoudt

**Randall L. Heilman, AICP**, Spotts, Stephens and McCoy



# EDSESSIONSAGENDA

**Tuesday, October 22, 2019, *continued***

## **G2. Building a Stronger Planning Commission**

CM | 1.50

A strong and well-organized planning commission is critical for a successful planning program. Achieving this is difficult, partly because the membership of commissions is constantly changing and direction from the governing body is often lacking. MPC Article II provides the authority to have a commission but offers no guidance for what is needed to be effective unit serving the governing body and the community. Through activities and interactive discussion this session explores the full range of a commission's work, how it can be organized to accomplish more of its goals, and what's needed to prepare members to contribute to the group's work. Hands-on work with the MPC and facilitated discussion of ethical issues for planning commissioners is included.

**Christina Roseberry, AICP**, Michael Baker International  
**Shannon Rossman, AICP**, Berks County Planning Commission

## **G3. Choose Your Own Adventure in Vision Zero**

CM | 1.50

Every year in Philadelphia, our residents are subject to approximately 10,000 traffic crashes. These crashes take the lives of around 100 people each year in Philadelphia, and severely injuring 250 more. In this session, presenters will give an overview of Vision Zero and how its principals are being applied in Philadelphia. Audience members will then decide which topic to explore further—engineering, education, enforcement, engagement, and equity—as it relates to the successes and challenges faced in policy and implementation of Vision Zero.

**Angela Dixon, AICP**, Office of Transportation, Infrastructure, and Sustainability  
**Sarah Clark Stuart**, Bicycle Coalition of Greater Philadelphia  
**Kelley Yemen, AICP**, Office of Transportation, Infrastructure, and Sustainability

## **G4. Out of the Box: Public Art, Placemaking and Plan**

CM | 1.50

Two seasoned artists, arts administrators and planners will outline their experiences in bringing artists into planning practice. They will then facilitate a modified “problem solving roundtable,” leading brainstorming discussions on how attendees can incorporate artists and placemaking into their own planning practices.

Participants will be encouraged to propose a planning process in which they would like to engage an artist. Through the brainstorming, they will develop an understanding of (a) various methodologies, (b) how to establish successful collaborations with artists, (c) the ways that artists can challenge and transform traditional community engagement strategies, and (d) how to document artists' work.

**Todd Bressi**, Public Art • Placemaking • City Design  
**Joanna Davis Seedorf**, City of Lancaster

## **G5. Deep Dive into Reading: Past, Present and Future**

CM | 1.50

Attendees will get an overview of the history of planning in Reading. We will be exploring the challenges that face Reading's economic development, including Act 47, and how to increase the tax base and encourage businesses to move to and expand in the City. We will also dive into the future vision of Reading, which will explore the potential for redevelopment downtown, at various vacant industrial sites and in residential neighborhoods.

**David Hunter, AICP**, City of Reading  
**John Kramer**, Center for Excellence in Local Government

# 2019 REGISTRATION/PRICING

Save big when you register by September 13! **Emerging Planners, Planning Commissioners/Officials, Health Advocates/Professionals and Retired Planners** receive a 20% discount off the Professional Planner registration fees. Discount applied during online registration. Discount does not apply to mobile workshops.

	Early Bird Rate September 13	Regular Rate October 1
<b>Professional Planner</b>		
Full Registration ( <b>Best Deal!</b> )	\$390	\$440
Sunday	\$100	\$125
Monday	\$230	\$255
Tuesday	\$200	\$220
<b>Student</b>		
Sunday	\$60	\$60
Monday	\$75	\$75
Tuesday	\$75	\$75

**FINE PRINT** (When you register for the conference you agree to the following below)

## Fee, Refund and Other Policies:

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

*APA Members from out of state add \$20.00*

- **Late and Onsite registrations:** An additional \$50.00 administrative fee applies to all registrations received after October 1.
- 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 20, 2019.
- Cancellations received after September 21, 2019 but before October 1, 2019, will be subject to a \$50.00 administrative fee. If the cancellation is received after October 1, 2019 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.

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

Information on

# HOTEL RESERVATIONS



## **DoubleTree by Hilton Hotel Reading**

701 Penn Street  
Reading, PA 19601  
610.375.8000

**Room Rate:** \$159 standard room (Plus applicable taxes)

**Parking:** Complimentary

Book your group rate for American Planning Association Room Block or call 610.375.8000 reference PA Chapter of the American Planning Association.

***The room block cut-off date is Monday, September 30, 2019 but DO NOT WAIT to make your reservation as we anticipate the hotel will be sold out.***

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# TRAVEL INFO

## **Driving Directions:**

Directions from the Hotel Staff (701 Penn Street, Reading, PA 19601)

- **North:** Route 78 or Route 22, EXIT PA-100 S, Exit 49A Trexlertown. Turn RIGHT onto Schantz Rd. to RIGHT on US-222 S toward Reading/Lancaster. Take EXIT US-422 E Pottstown. EXIT Penn St.—Rdg.
- **South:** US-30 MERGE onto US-222 N toward Reading. EXIT US-422 E Pottstown. EXIT Penn St.—Rdg.
- **East:** US-422 W Pottstown. EXIT Penn St.—Rdg.
- **West:** I-76 E / PA Turnpike E Philadelphia. EXIT 286 toward Reading/Ephrata. MERGE onto Spur Rd. EXIT US-222 N Reading. EXIT US-422 E Pottstown. EXIT Penn St.—Rdg.

# TYLER:

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