



FINAL PROGRAM

# APA-PA2020



PA Chapter of the American Planning Association  
**2020 Annual Conference**  
Monday, October 19–Tuesday, October 20  
Virtual  
#APAPA20



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**Pennsylvania Chapter**

*Making Great Communities Happen*

The largest annual gathering of Planners in PA!

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American Planning Association  
**Pennsylvania Chapter**

*Making Great Communities Happen*

APA PA President: **Amy McKinney**  
2020 Conference Co-Chairs: **Cindy Campbell and Howard Grossman**

**PA Chapter of APA**  
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Conference

# @AGLANCE

## MONDAY, OCTOBER 19, 2020

8:45a–10:00a	Welcome & Introductions Opening Keynote Session: Leonardo Vazquez with the National Consortium for Creative Placemaking
10:15a–11:00a	<b>Concurrent Education Sessions A</b>
11:00a–11:15a	Transition
11:15a–12:00p	<b>Concurrent Education Sessions B</b>
12:00p–12:30p	Lunch/Transition
12:30–1:30p	<b>Concurrent Education Sessions C</b>
1:30p–1:45p	Transition
1:45p–3:15p	<b>Concurrent Education Sessions D</b>
3:15p–3:30p	Transition
3:30p–4:45p	<b>Concurrent Education Sessions E</b>
5:30p–6:30p	Healthy Communities in PA Networking All are welcome to attend

## TUESDAY, OCTOBER 20, 2020

8:45a–10:00a	Welcome & Introductions Plenary: Cindy Dunn with Pennsylvania Department of Conservation & Natural Resources
10:00a–10:15a	Transition
10:15a–11:15a	Chapter Address & Awards
11:30a–12:00p	Lunch/Transition
12:00p–1:15p	Welcome Introductions Pitkin Lecture: Randall Arendt with Greener Prospects
1:30p–3:00p	<b>Concurrent Education Sessions F</b>
3:00p–3:15p	Transition
3:30p–4:45p	<b>Concurrent Education Sessions G</b>



**Mark Your Calendars**

**2021 APA-PA Annual Conference**

October 17–19, 2020

Sheraton Pittsburgh Hotel at  
Station Square  
Pittsburgh, PA



# VIRTUAL CONFERENCE ETIQUETTE

**Mute your microphone.** To help keep background noise to a minimum, make sure you mute your microphone when you are not speaking.

**Be mindful of background noise.** When your microphone is not muted, avoid activities that could create additional noise, such as shuffling papers.

**Position your camera properly.** If you choose to use a web camera, be sure it is in a stable position and focused at eye level. This will help create a more direct sense of engagement with other participants.

**Limit distractions.** You can make it easier to focus on the meeting by turning off notifications, closing or minimizing running apps, and muting your smartphone.

**Avoid multi-tasking.** You'll retain the discussion better if you refrain from replying to emails or text messages during the meeting.

**Prepare materials in advance.** If you will be sharing content during the meeting, make sure you have the files and/or links ready to go before the meeting begins.

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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 the main speakers and most of the educational sessions at this year's virtual conference. A total of 11 CM credits may be earned depending on session selections. 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.

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



# MANY THANKS

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**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, 8:45a–10:00a**

## **Opening Keynote Session**



### **Planning for the 2020s and Beyond**

#### **LEONARDO VAZQUEZ**

We enter this decade confronting two major challenges that incorporate and transcend land use – public health and systemic oppression. The skills and approaches we need to address them go beyond the traditional prescriptive and proscriptive ones taught to us in planning school. Planners need to become more adaptive and exercise underutilized leadership skills. And we can learn from a surprising source: local artists and cultural professionals.

**Tuesday, 8:45a–10:00a**

## **Plenary**



### **Conservation in a Changing Climate**

#### **CINDY DUNN**

Given the environmental, social and conservation challenges Pennsylvania faces, DCNR has pushed beyond its core work managing public lands to address emerging issues including climate change and sustainability, water quality and quantity, and the next generation of conservationists.

Pennsylvania's public lands, especially state forests and state parks, are a critical part of our response to mitigating and adapting to climate change. The secretary will discuss DCNR's science-based approach to climate change adaptation, including: sustainable technologies such as green buildings, renewable energy such as solar arrays, and zero-emission vehicles like the electric motorcycles used by some of our park rangers; forest carbon sequestration, including stream buffers and urban trees; the link between land management and water; and new patterns of outdoor recreation.

**Tuesday, 12:00p–1:15p**

## **Pitkin Lecture**

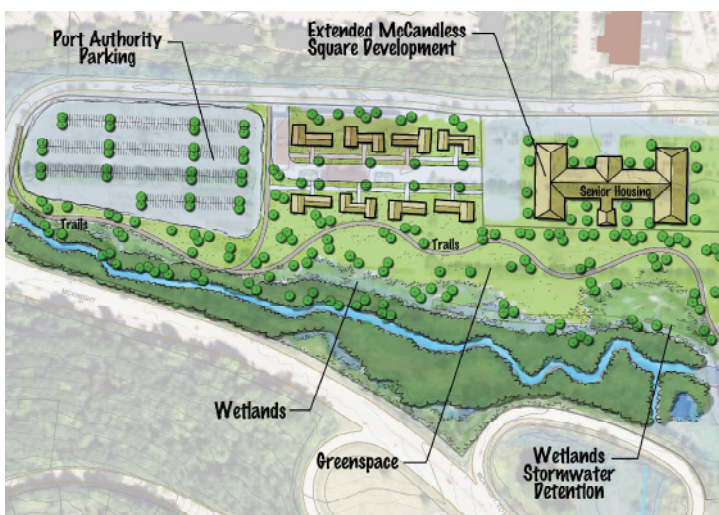
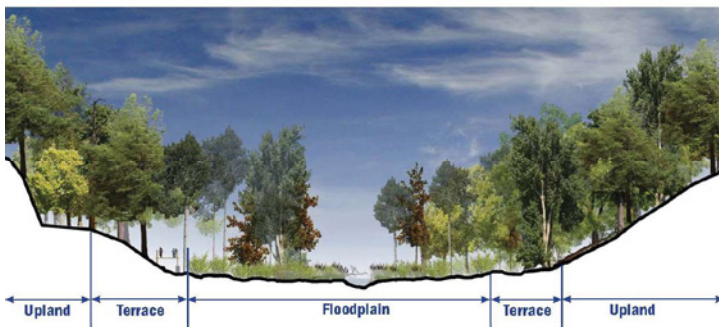
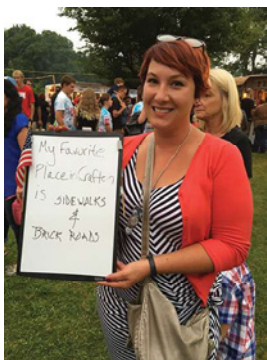


### **Relevant Conservation Subdivision Design Examples from Other States**

#### **RANDALL ARENDT**

This session will present a variety of examples of conservation subdivisions from other states with climate terrain and landscapes like Pennsylvania. The range of densities will also be similar to those common in the Keystone State. This session will show examples attendees have not seen before.





## Implementable Planning

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- Provides the creative ideas and strategies to fuel action plans that can be readily undertaken
- Builds teams of leaders and resource groups that represent ways and means to get things done.

It makes implementation a well-supported, clear and feasible next step.

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- Comprehensive Planning
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- Urban Planning & Design
- Public Engagement
- Zoning Ordinances
- Overlay Zoning Districts
- Subdivision & Land Development Ordinances
- Corridor Studies
- Transit Revitalization Investment District Planning
- Active Transportation Planning & Design
- Site Planning & Design
- Park and Recreation Planning & Design
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# EDSESSIONSAGENDA

Monday, October 19, 2020

## 10:15a–11:00a Concurrent Education Sessions A

### A1. Municipal Led Mobility Studies: Successes in Ferguson Township CM | 0.75

As communities evolve, streets require attention to efficiently re-allocate space, address conflicts, and offer room for new priorities. This session will provide an overview of the Northland Area Mobility Study conducted in Ferguson Township, Centre County, PA. The study included web-based WikiMapping and public meetings, roadway safety audits, multi-modal concept development, and project prioritization for the Township's Capital Plan. The Project Working Group brought together staff from Township planning and public works, regional planning, transit operations, and PennDOT. This session will highlight successes, lessons learned, and educate others on an approach to implementing mobility studies at the local level.

**Robert Watts, PE, PTOE, AICP** | McCormick Taylor

**Ron Seybert, PE** | Ferguson Township

**Michelle Goddard, AICP** | McCormick Taylor

### A2. Phoenixville Rising: Addressing Housing Need in a Growing Community CM | 0.75

Chester County has a growing population and the highest land costs in the Commonwealth, resulting in a tight housing market and decreasing affordability. As a walkable borough with significant amenities, Phoenixville particularly shares these characteristics. Through community-driven approaches, Phoenixville has proactively worked to be a leader in the development of strategies to address housing related issues. The session will discuss the varied and innovative approaches utilized by the Borough to address housing needs in a more developed community, with time provided for questions.

**Chris Patriarca, AICP** | Chester County Planning Commission

**Libby Horwitz, AICP** | Chester County Planning Commission

**Peter Urscheler** | Phoenixville Borough

### A3. Zoning for Difficult Land Uses CM | 0.75

This session will offer practical recommendations on how to address difficult and controversial land uses through zoning regulations. This will include solid waste uses, mineral extraction, wind turbines, scrapyards, heavy industrial uses, drug and alcohol treatment centers, after hours clubs, adult entertainment uses, illicit massage parlors and other uses. There also will be recommendations for addressing growth of colleges and hospitals near residential areas.

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





# EDSESSIONSAGENDA

Monday, October 19, 2020, *continued*

## 11:15a–12:00p Concurrent Education Sessions B

### B1. Beyond the Public Meeting: Easy but Effective Tools for Community Engagement

CM | 0.75

Neighborhood plans should reflect the concerns and priorities of residents but obtaining meaningful input that represents the diverse views of the people who live in a community can be difficult. Public meetings are the most common tool for soliciting feedback from residents and other stakeholders, but they aren't always the most effective and inclusive. Learn about three other methods that were used to engage residents in planning efforts in West Scranton. During this interactive session, you will participate in these activities to witness first-hand how they can be used to engage residents of different ages, races, and socioeconomic backgrounds.

**Todd Pousley** | NeighborWorks Northeastern Pennsylvania

**Nancy O'Neill, AICP** | WRT

**Zoe Mueller** | WRT

### B2. Reviving Small Town America

CM | 0.75

America's small towns and intermediate cities are facing a crisis. With large manufacturing facilities closing and young people fleeing to pursue education and jobs in cities, the economies of these municipalities are dying. What are realistic ways to enliven these areas, making them economically competitive and be viable places to live, work and raise families? Case studies will show how some communities have responded with programs and strategies from Pennsylvania and surrounding states. Find out how planning strategies can strengthen the economic base of smaller communities while recognizing their authentic differences that make them unique places.

**Kimberly Baptiste, AICP** | Bergmann Associates

**Sean O'Rourke, AIA, LEED AP** | Bergmann Associates

### B3. Redesigning Transit Systems to Meet the Changing Needs of Riders

CM | 0.75

This presentation will show how transit systems can be redesigned to better meet the needs of riders. After a decade of strong ridership growth, transit ridership began to decline across the country in the mid 2010s. This trend has led to many systems revisit how their transit system's are designed and deployed. This session will explore the various factors related to redesigning transit systems, from basic service planning concepts to the role of emerging technology and micromobility modes. The session will share findings from research from the upcoming TCRP publication, Redesigning Transit Networks for a New Mobility Future. The session will be organized as a round-table discussion which combines a lecture by the session leader with guided discussion. The goal is to have participants share how communities across Pennsylvania are redesigning their transit networks.

**Andrew Zalewski, AICP** | Foursquare ITP



# EDSESSIONSAGENDA

Monday, October 19, 2020, *continued*

## 12:30p–1:30p Concurrent Education Sessions C

### C1. How to Select the Best Revitalization Strategies for Your Community

CM | 1.00

This presentation will discuss the various strategies communities can use to attract growth and investment in their downtown areas (such as streetscape and façade improvements, wayfinding signage, traffic calming, etc.). It will also provide guidance on evaluating which strategies make sense for each community's needs. The speaker will present case studies that walk attendees through the process other communities have used to select appropriate revitalization strategies and will offer lessons learned to ensure attendees are successful in implementing their own initiatives.

**Laura Ludwig, AICP** | Herbert Rowland & Grubic, Inc.

**Christina Sarson** | Herbert Rowland & Grubic, Inc.

### C2. Three Great Plans That Taste Great Together: You've Got Your Bikes, Scooters and Parks in My Social Determinates of Health

CM | 1.00

In an environment with limited budgets and staff, state agencies need to link visions, goals, and action steps across multiple planning documents to achieve success. This session will bring staff together from the Department of Transportation, the Department of Conservation and Natural Resources, and the Department of Health to discuss how the three agencies have collaborated to address the broad issues of equity, health, safety, and access to community resources.

**Roy Gothie** | PennDOT

**Alex MacDonald** | DCNR

**Justin Lehman** | PA Department of Health

### C3. A Planner's Guide to Traditional and Nontraditional Preservation Tools

CM | 1.00

This session will present policies and practices, or "tools", used to improve the protection of historic assets at the local level. The goal of the session is to help planners understand the multiple tools available for protecting historic assets, such as design guidelines, overlays, neighborhood conservation districts, form-focused codes, etc. Attendees should leave with an understanding of the appropriate tool to address their community's unique needs, a basic road map for the implementation of each tool, and case studies that show each tool in action. The session will include Q&A and an interactive activity to further illustrate the goals of the session.

**Meredith Johnson** | Johnson Planning and Preservation LLC



# EDSESSIONSAGENDA

Monday, October 19, 2020, *continued*

1:45p–3:15p

## Concurrent Education Sessions D

### D1. Nature: Our Best Tool for Preserving Rural Places

CM | 1.50

Return on Environment (ROE) studies estimate the financial value of open space by measuring avoided costs such as air pollution removal, outdoor recreation revenues, avoided healthcare costs as a result of increased exercise, and increased property values due to proximity to open space. The ROE equips communities to strike an effective balance between maintaining connected, open spaces and supporting smart growth, ensuring a twice green outcome of environmental quality and a sustainable economy. See an online on line interactive ROE mapping application for Lebanon County and hear how Carbon County communities are applying the products by integrating them into local land use codes.

**Ann Hutchinson, AICP, MLA** | Natural Lands

**Jeanne Ortiz** | Audubon Pennsylvania

**Tom West, AICP** | Greener Planning LLC

### D2. Pennsylvania Land Use Law Update: Appellate Cases from 2019-2020

CM | 1.50 **Law**

Appellate Cases will be presented in traditional lecture format as well as interactively with hypotheticals to demonstrate how a recent case decided the outcome. Cases will range from traditional zoning approval cases (variances, special exceptions & conditional uses), zoning interpretation cases and validity challenges, to subdivision and land development cases. Practice points distilled from each will be emphasized.

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

**Ambrose Heinz, Esq.** | Stevens & Lee

### D3. Equitable Engagement to Create an Implementable Comprehensive Plan

CM | 1.50 **Ethics**

A city's comprehensive plan is a way to organize efforts across communities into a common vision and cities are challenged to create equitable engagement across a diversity of neighborhoods. The session will discuss community engagement practices and principles and present the importance of nested scales of engagement, from practices to policies and will discuss the challenges of equitable engagement across diverse communities. As part of the APA CM Ethics Track, the session will discuss how an equitable engagement approach supports the AICP Code of Ethics in ensuring broad community participation with an emphasis on social justice and inclusion. The session will utilize a case study of the comprehensive and economic development plan for Allentown, PA "Allentown Vision 2030" where the City prioritized equitable engagement across a diversity of neighborhoods and demographics and fostered an implementation-focused community planning process.

**Hannah Clark** | City of Allentown

**Christine Mondor, FAIA, LEED AP** | evolve environment and architecture

**Irene Woodward, AICP** | City of Allentown

**Jerry Paytas** | Fourth Economy Consulting





# EDSESSIONSAGENDA

Monday, October 19, 2020, *continued*

3:30p–4:45p

## Concurrent Education Sessions E

### E1. Should We Have an Ordinance for That?

CM | 1.25

Municipalities face a wide range of planning and zoning related issues (affordable housing, redevelopment, rural development, short term rentals, bee keeping, comfort animals, etc.) that they attempt to regulate through a range of MPC –enabled tools. TCRPC is currently updating a set of ordinances: or “toolbox” of model ordinances and reference materials to better enable municipalities to address new issues and complex issues in consistent and effective means. The proposed brainstorming session would enable participants to learn from the TCRPC work completed to date and share their experiences with current planning issues and effective regulatory tools, enabling TCRPC to develop the most effective toolkit possible that could be shared across the state.

**Steven Deck, AICP** | Tri County Regional Planning Commission

**Jerry Duke, AICP** | Tri County Regional Planning Commission

**Betsy Logan, AICP** | Susquehanna Township

### E2. Planning a Bicycle Network for Downtown Scranton

CM | 1.25

Multimodal transportation is a hot topic in transportation planning. As a vehicle dependent nation, many people are looking for alternative forms of transportation and healthier lifestyles. The Downtown Scranton and Wilkes-Barre Bicycle and Pedestrian Study, commissioned by the Lackawanna Luzerne MPO, explored safe and efficient bicycle networks in the downtown business districts of Scranton and Wilkes-Barre. The project included a heavy public involvement process to help identify where people are traveling from, what their destinations are, how they currently travel, and where they would ideally like to travel. A draft network has been developed and the implementation plan is under way. This session will focus on lessons learned during the study process and how the study team is developing an implementation plan with the client and project partners.

**Stephanie Milewski, RLA** | Barry Isett & Associates, Inc.

**Steve Pitoniak** | Lackawanna County Regional Planning Commission

**John Petrini** | Luzerne County Planning Commission



# EDSESSIONSAGENDA

**Monday, October 19, 2020, *continued***

## **E3. Scranton-Abingtons Planning Association: Regionalizing City, Town, Suburban and Rural Zoning**

**CM | 1.25**

The session will highlight how the nine municipalities of the Scranton-Abingtons Planning Association boldly came together to prepare a regional comprehensive plan and zoning ordinances. Administered by the Lackawanna County Planning Department, funded by state, county, and local dollars, and assisted by Environmental Planning and Design, this regional planning effort represents a mix of urban, suburban, and rural landscapes, covering ½ the population and 1/5 of the land area of Lackawanna County. The ordinances include land-use sharing, decided by each municipality and a steering committee. Each municipality maintains autonomy administering its piece of this regional zoning puzzle. Attendees will see how this complex project went from an idea to implementation.

**Mary Liz Donato** | Lackawanna County Regional Planning Commission

**Don King, AICP, CFM** | City of Scranton

**Theodore Ritsick** | PA Department of Community & Economic Development

**Andrew J. Schwartz, AICP, CUD, PLA LEED AP** | Environmental Planning & Design

## **E4. Calling All Students: What's Your Path Forward?**

**NO CM**

Planning students have many questions: Do I need an internship? How do I get one? What are potential career paths? Do I need a bachelor's degree or master's? Do I want to work in the public or private sector? How do I build a strong resume? Does networking matter? A panel representing different sectors will open the session with discussion of key considerations on these topics. Attendees will be provided significant time for questions and discussion among the full group.

**John Benhart, Jr. PhD** | Indiana University of Pennsylvania

**Jeffrey Doshna, PhD, AICP** | Temple University

**Susan Elks, AICP** | Chester County Planning Commission

**Matthew Hess**

**Dottie Ives-Dewey, PhD, AICP, PP** | West Chester University

**Jeff Raykes, D.Ed., AICP** | City of Greensburg



# EDSESSIONSAGENDA

Tuesday, October 20, 2020

1:30p–3:00p

## Concurrent Education Sessions F

### F1. Land Use Law Update

CM | 1.50 **Law**

This session is a review of Pennsylvania and federal court opinions, administrative agency decisions and pending and enacted legislation relating to land use regulation.

**Susan Smith, Esq.** | The Law Office of Susan J. Smith

### F2. Stuck in the Middle: Stabilizing PA Legacy Cities by Investing in Middle Neighborhoods

CM | 1.50

How do we stabilize our legacy cities in Pennsylvania? One approach is to invest in Middle Neighborhoods – areas that are neither thriving downtowns nor impoverished inner cities. Middle Neighborhoods are homes to substantial segments of a city's population, representing tax/political bases. These racially mixed areas are relatively affordable with residents who are well educated and employed – hence economically mobile. These “middle child” neighborhoods pose risk of population flight and subsequent disinvestment, presenting city-wide economic vulnerabilities. This session will spotlight Middle Neighborhoods in Pittsburgh, Scranton and Philadelphia, using tools like market value analyses to identify unique demographic and housing trends.

**Woo Kim, AICP** | WRT

**Jesse Ergott** | NeighborWorks Northeastern Pennsylvania

**Nick Fedorek** | Urban Redevelopment Authority of Pittsburgh

**Jacob Rosch** | Reinvestment Fund

### F3. Building Better Bus Stops

CM | 1.50

All trips on transit buses begin and end at bus stops; making bus stops a vital connection between transit service and the communities served. Learn how to expand access to transit with better bus stop planning and design. Presentations from transit planning experts will provide an overview of the draft Building Better Bus Stops Resource Guide being developed by PPTA and PennDOT, SEPTA's Bus Stop Design Guidelines, and lessons learned from enhancing bus stops in the Lehigh Valley. Roll up your sleeves and apply your new bus stop planning and design skills during the interactive workshop portion of the session.

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

**Amy Bernknopf** | Delaware Valley Regional Planning Commission

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





# EDSESSIONSAGENDA

Tuesday, October 20, 2020, *continued*

3:30p–4:45p

## Concurrent Education Sessions G

### G1. ProAct Now: Prepare Your Community for Technological Change

CM | 1.25

Technology is disrupting the social, economic, and environmental fabric of our communities. This session will help planners understand technological trends ranging from artificial intelligence to new mobility and introduce a methodology to help communities manage the impacts. It will begin with an audience flash poll on the community impacts of new technologies. The speakers will then present a scan of emerging technological trends, their present impacts and future implications, and strategies that communities can use to prepare for them. The presentation will be followed by a second flash poll to identify top trends for small-group breakout discussions.

**David Rouse, FAICP**

**Ben Hitchings FAICP, CZO** | Green Heron Planning, LLC

### G2. Rural by Design

CM | 1.25

In this session there will be a discussion on techniques for conserving rural character as residential and small-scale commercial development occurs. Keynote speaker, Randall Arendt, whose book bears the name of this session, will offer examples of rural conservation from his practice across North America. There will be several Pennsylvania examples. Arendt's work across North America contains rural examples that have conserved biodiversity, scenic views, village character, interconnected greenways and historic landscapes. He will showcase a few of his favorites. Ann Hutchinson will illustrate several rural subdivisions and a commercial center that posed particular challenges such as ridgeline protection, woodland conservation and small town character preservation.

**Ann Hutchinson, AICP** | Natural Lands

**Randall Arendt** | Greener Prospects

### G3. AICP: Is This Certification for You?

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.

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

**Rebecca Ross, AICP** | Delaware County Planning Department

**David McFarland, AICP** | Blair County Planning

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