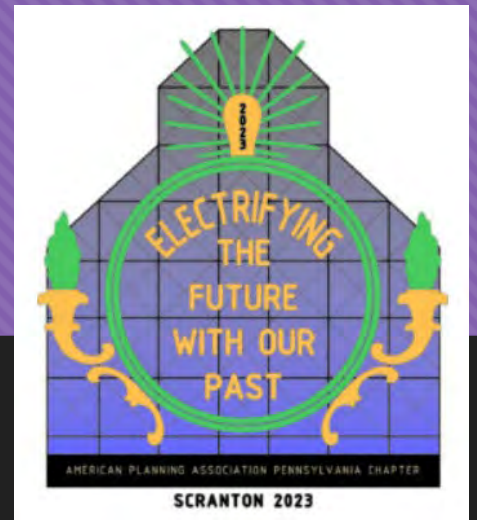


Fast Fun and Fervent Session

Pennsylvania Chapter of the American Planning Association
Annual Conference
Scranton, PA
Monday, October 16, 2023



Lineup

1. Doug Robbins, AICP, PP – Is Your Glass Half Full?
2. Lauren Lazzari – Johnstown's Story Walks - Developing Family Focused Community Social Infrastructure Projects
3. Chloe Mohr, AICP – Strategies for Managing Density: The Good, the Bad, and the Falsely Reassuring
4. Melissa Lee, CNU-A – Opportunities for Transformation Beyond Injustice
5. Carolyn Ristau – Does Redlining Live on in Zoning?

SCOTT'S PLANNING DREAM

1. The Planning profession is elevated to Rock Star/Sports Star status.
2. Planners plan in arenas and stadiums packed with screaming fans.
3. Planners are paid like Rock Stars/Sports Stars...Show Me the Money!

DREAM BIG!

- Walkup Music

PRESENTATIONS

Doug Robbins, AICP, PP



- Doug is a Managing Principal and Associate Vice President with AECOM in their Center City Philadelphia office where he leads the urban design and visualization practices. With degrees in architecture and city planning, Doug looks for creative design solutions within large infrastructure projects. He has created a visualization practice in the Philadelphia office that pushes the boundaries on how projects are communicated to clients and the public. He also leads the Philadelphia office's Cities Initiative, a cross-disciplinary group that pursues innovative and transformative projects in the Greater Philadelphia region. Doug has over 15 years of experience incorporating context sensitive and multi-modal solutions into a wide range of projects and environments.



Is Your Glass Half Full?

Doug Robbins, AICP

Managing Principal at AECOM

PA APA Conference

October 16, 2023



NO
SMOKING

Federal Highway
Administration

Schedule of Current Construction

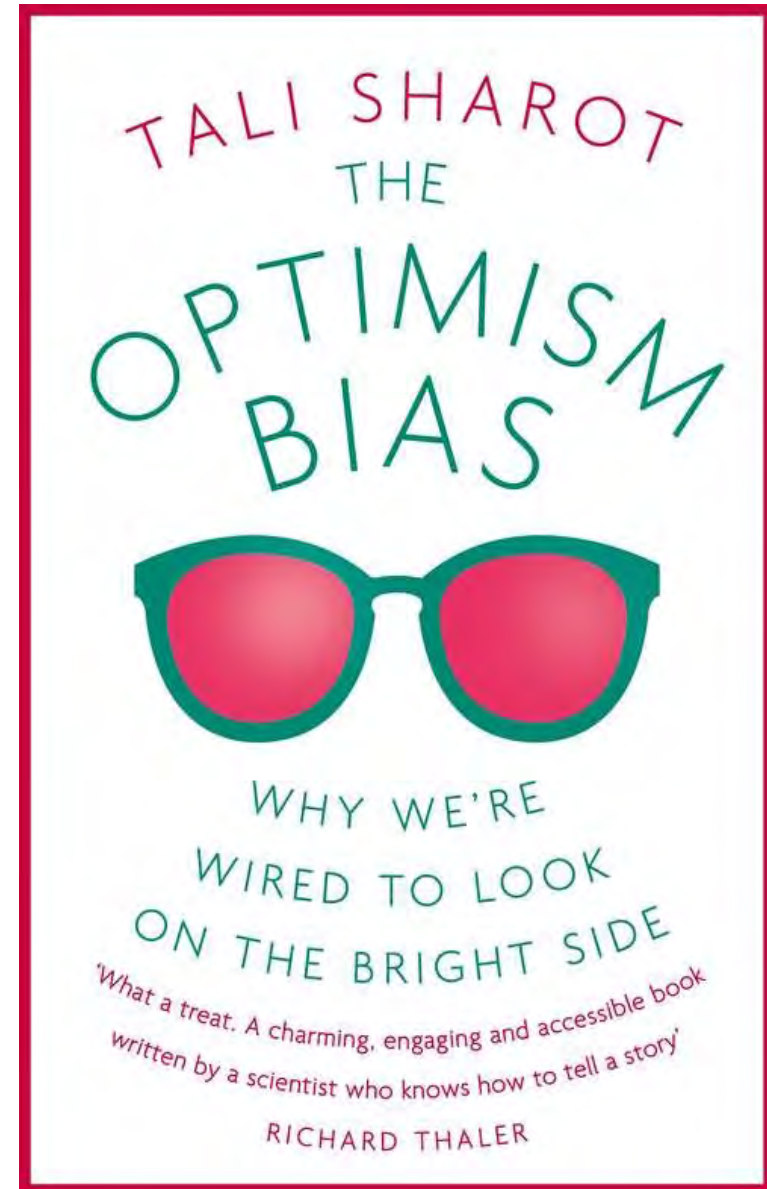
Section	2020	2021	2022
GR1	Complete (Started in 2011)		
GR2	Complete (2012-2016)		
GR3	Complete (2014-2018)		
GR4			
GR5			
GR6			

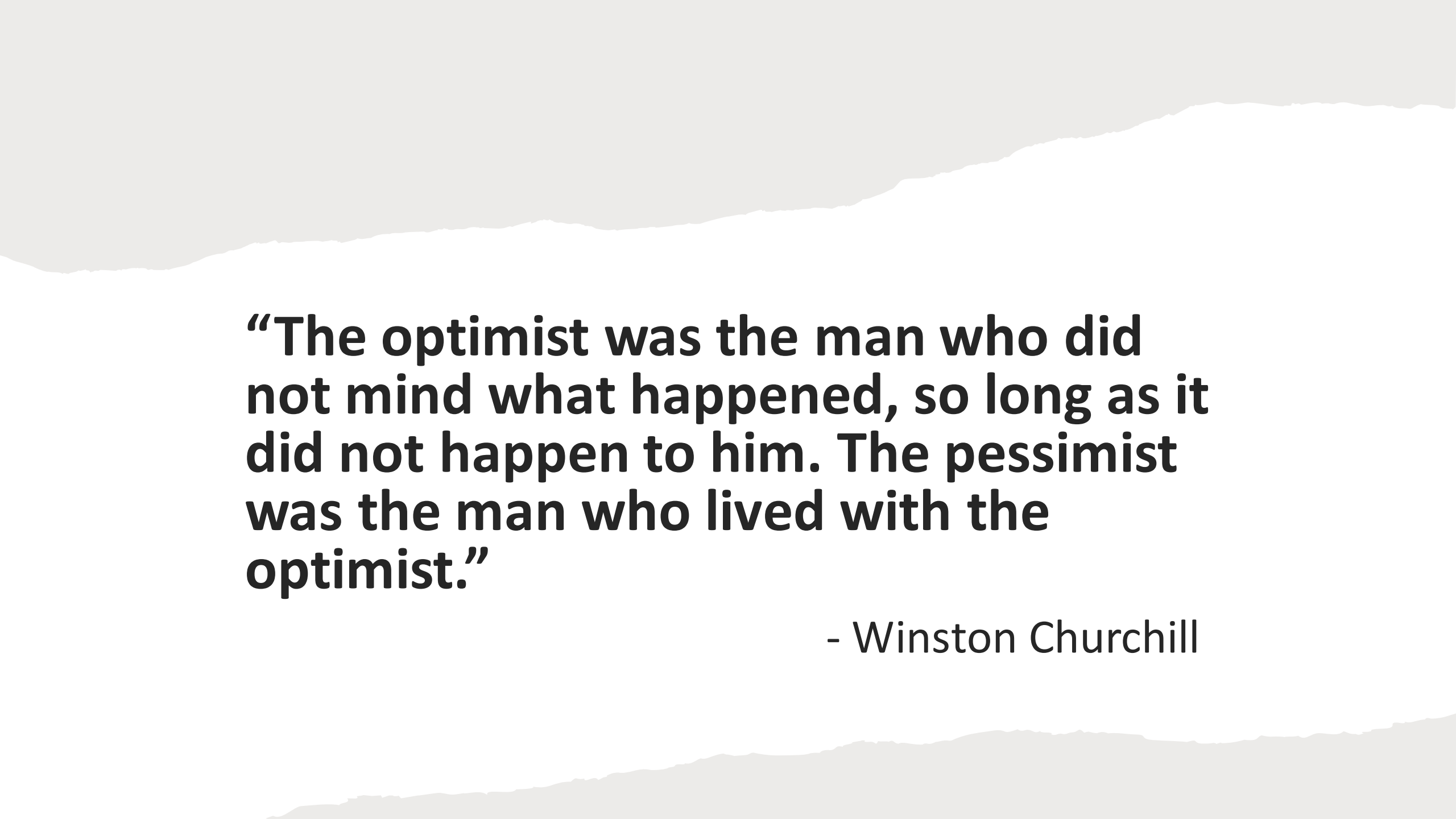
LOWERING YOUR EXPECTATIONS

IS THE KEY TO A HAPPY LIFE.



Optimism Bias is REAL

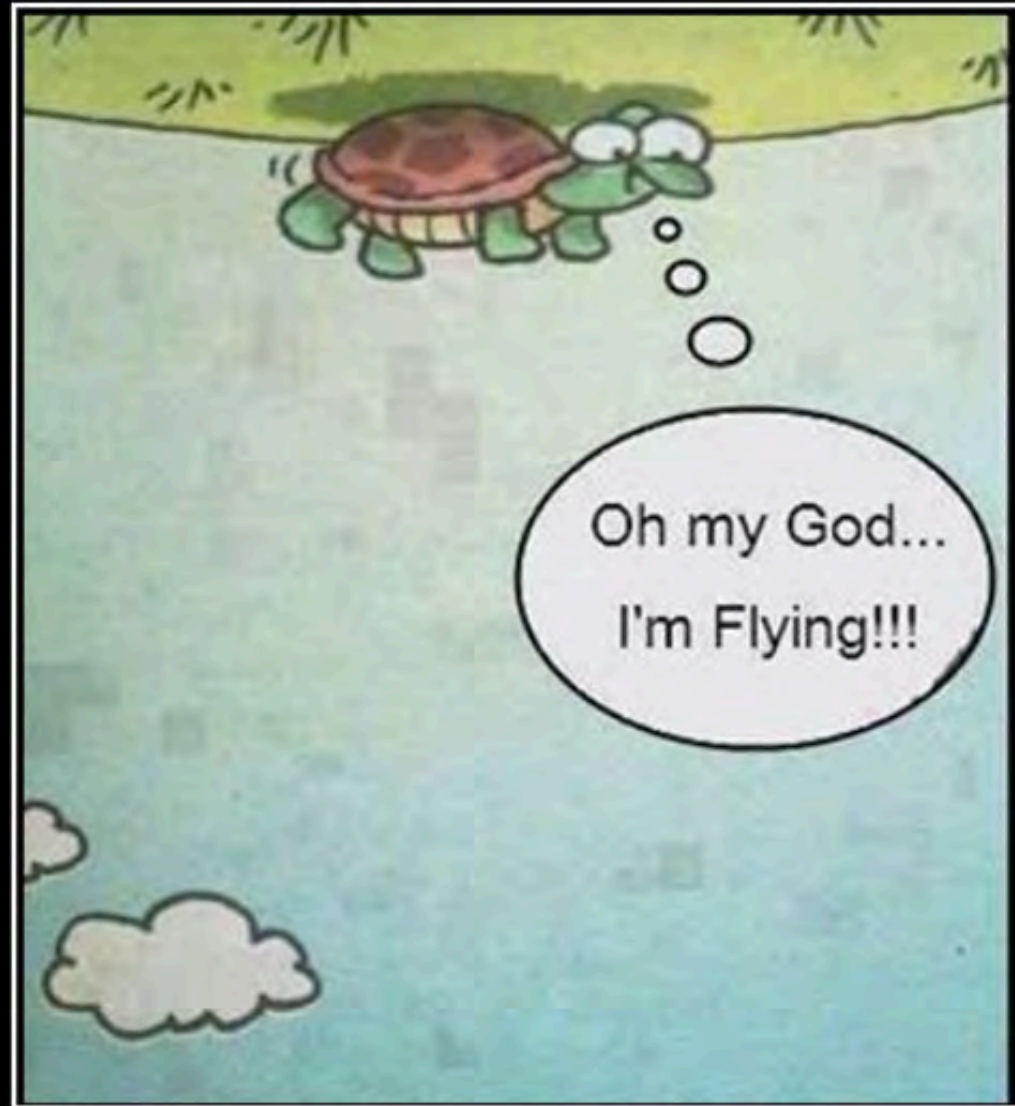




“The optimist was the man who did not mind what happened, so long as it did not happen to him. The pessimist was the man who lived with the optimist.”

- Winston Churchill

Most of us
start with a
full glass...



OPTIMISM

Is the best way to see life.

Life starts to
take some
sips from
your glass...

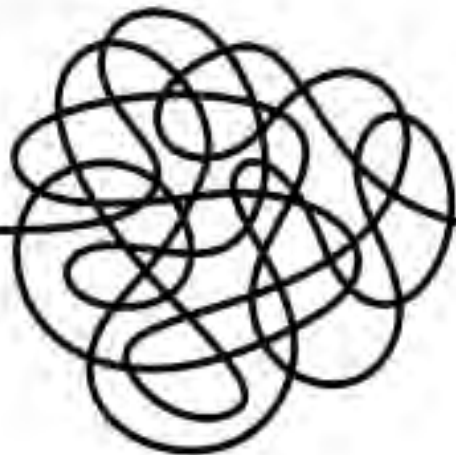
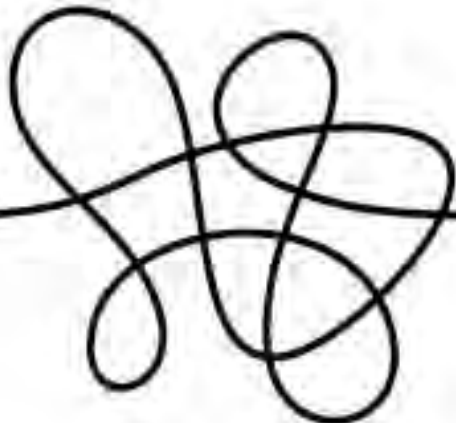




Get out of
our country
now

Let's go back to
the original
document
from 1776

SAVE
OUR
COUNTRY
12/12/16




My 3 Biggest Bummers...

Recommend vs Require

Public Outreach

Dealing with Nuance

A 3D white stick figure with a sad expression, looking down. The figure has a large, round head and a small, thin body. It is standing on a textured, brownish ground. The figure's eyes are closed in a downward curve, and its mouth is a simple downward line. The figure is wearing a white shirt and white pants. The background is a plain, light-colored wall.

**I would make a suggestion
but you wouldn't listen.**







Search Google Maps



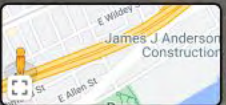
1028 Shackamaxon St

Philadelphia, Pennsylvania

Google Street View

Mar 2023

See more dates



Google

**“What I hear
when I’m being
yelled at is
people caring
loudly at me.”**



What People Think Empathy Is



Feeling sorry
for someone

What Empathy Actually Is



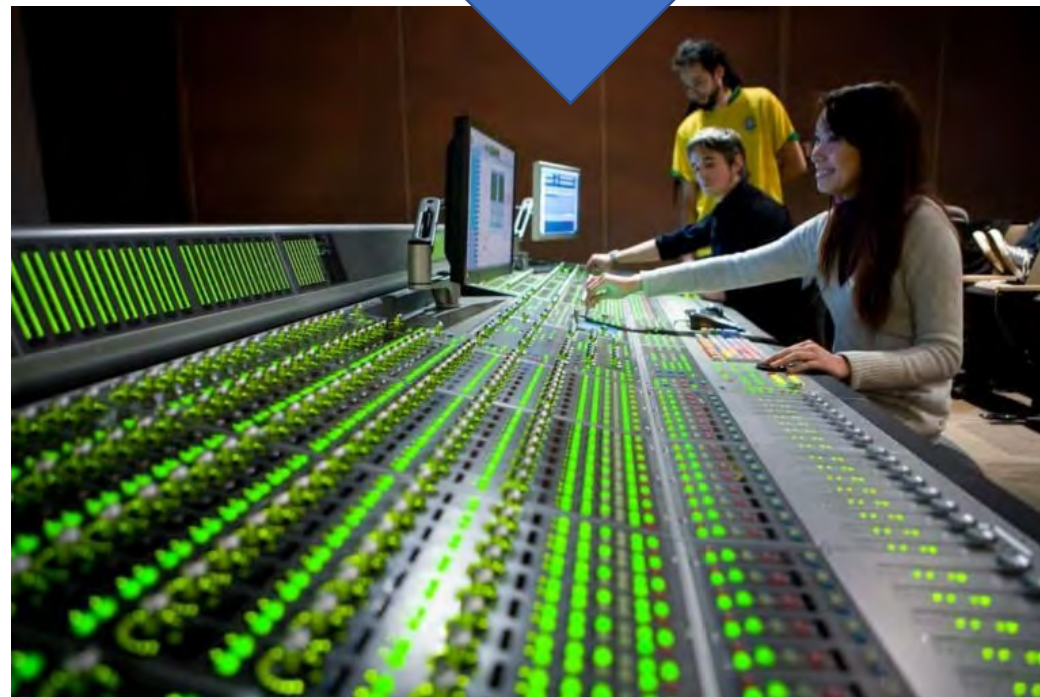
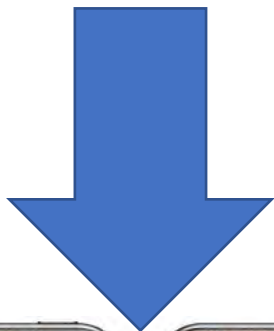
- Sensing other people's emotions
- Mirroring someone's feelings
- Imagine what someone is thinking
- Identify how a person is feeling
- Feeling overwhelmed by others' tragedy
- Really listening to what others have to say
- Understanding another person's feelings
- Imagining how someone is feeling
- Seeing things from another point of view

| TheMindsJournal



OBI-WAN KENOBI

He will always have the high ground





OPTIMIST
GLASS IS HALF FULL.

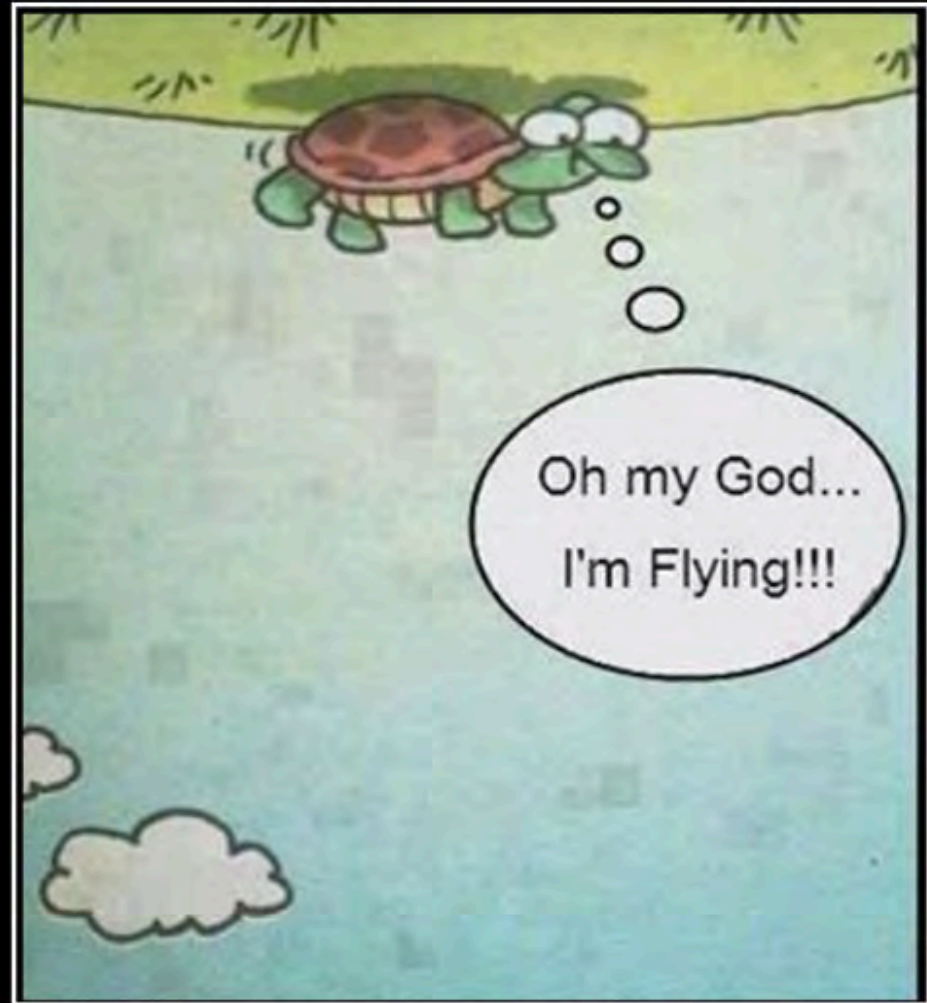


PESSIMIST
GLASS IS HALF EMPTY.



ENGINEER
THE GLASS IS TWICE
AS BIG AS IT NEEDS.

Thank You!
(be the turtle)



OPTIMISM

Is the best way to see life.

NEXT

Lauren Lazzari



- Lauren is a second year PhD student in Community Engagement at Point Park University. Lauren has a M.A. in Community Development & Planning from Clark University and a B.A. in Environmental Studies from the University of Pittsburgh. Lauren has received many awards including, the Pennsylvania Environmental Council 40 Under 40, a recipient of PA Blue Ribbon Champion for Safe Kids by the Pennsylvania Family Support Alliance and a Volunteer of Excellence award from The Western Pennsylvania Girl Scouts. Lauren is the Parent & Child Together Program Director and a Parents as Teachers Parent Educator at Beginnings Inc. in Johnstown, PA. Lauren works with families to build community and connect families to needed resources through center-based family instruction and the evidence-based Parents as Teachers curriculum. Lauren is very involved in her community and currently serves as Board Chair for Stackhouse Park Inc., is a PTO leader and runs environmental programming for her local Girl and Boy Scout groups.



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Lauren B. Lazzari, PhD Student
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(814)525-6071



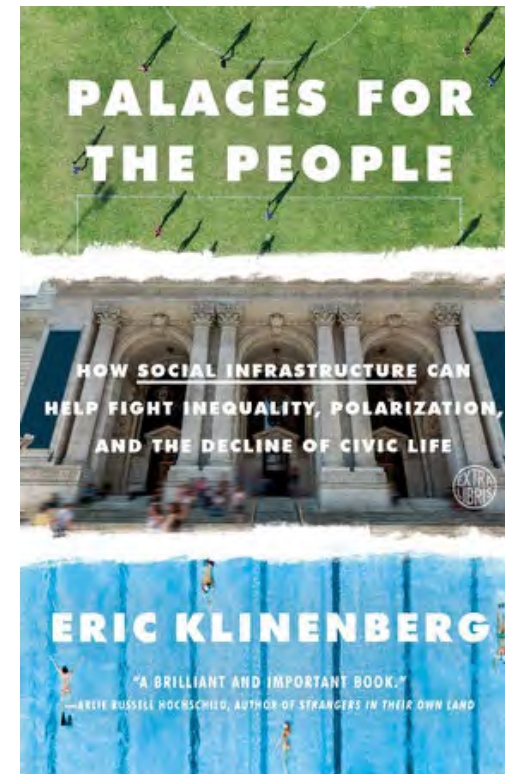
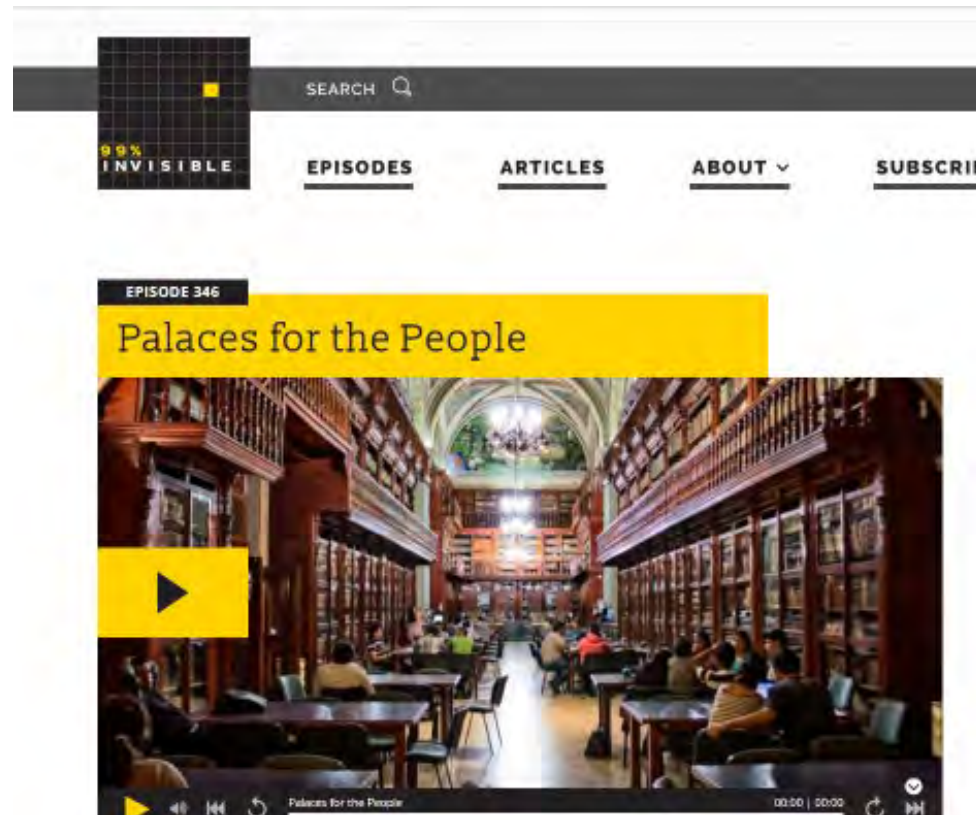
History of StoryWalks®



Johnstown, PA StoryWalks®



Social Infrastructure



Community Supported



1ST SUMMIT BANK
Member FDIC

JAHA
Johnstown Area Heritage Association



girl scouts





JOHNSTOWN **StoryWalk®** @ STACKHOUSE PARK

The **Johnstown StoryWalk®** is a series of signs featuring sequential spreads from a children's picture book.
Walk the trail to read along, and find the book
at the **Cambria County Library!**

Presented by:



1ST SUMMIT BANK

Supporting Sponsors:

Beginnings, Inc.
Cambria County Library
Concurrent Technologies Corporation
Horizon Information Systems
The Learning Lamp
Oakland Church
Penn Installations, Inc.
USSCO Federal Credit Union

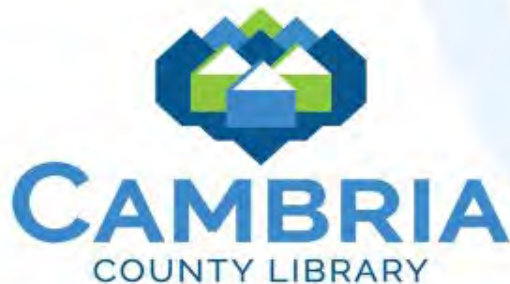
A project brought to you by the John B. Gunter Leadership Initiative.

The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Vermont Bicycle & Pedestrian Coalition and the Kellogg Hubbard Library.

JOHNSTOWN StoryWalk® @ THE POINT

The **Johnstown StoryWalk® @ the Point** is a series of signs featuring sequential spreads from a children's picture book.
Walk the trail and read along, and find the book
at the **Cambria County Library**.

Presented by:



Storywalk Partners and Contributors

Funded through the Family Engagement Grant, a federal Library Services and Technology Act (LSTA) grant made possible by the Institute of Museum and Library Services (IMLS), administered by the Pennsylvania Department of Education through the Office of Commonwealth Libraries.

Johnstown Redevelopment Authority

JAHA

Beginnings Inc.

Stackhouse Park Inc.

Marsh Construction

Martin-Baker America, Inc.

John B. Gunter Leadership Academy

Westmont Hilltop High School Public Service Class

1st Summit Bank

Community Collaboration

Members of a clean-up crew on Sunday were busy tidying up the Johnstown Greenway Trail that runs along Iron Street in downtown Johnstown. The effort also signaled a new chapter for the riverside trail as workers were creating a StoryWalk.



TRIBDEM.COM

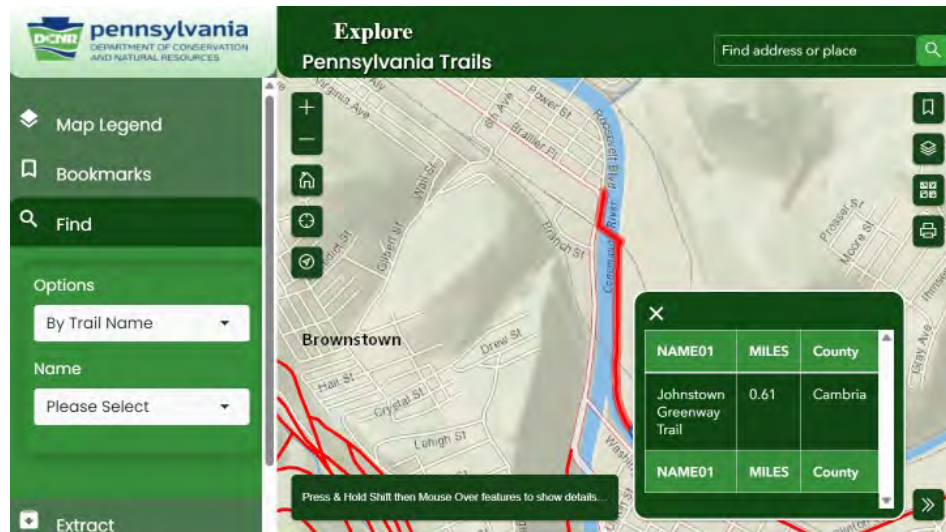
New chapter for trail as volunteers tidy up across downtown Johnstown

Members of a clean-up crew on Sunday were busy tidying up the Johnstown Greenway Tr...

Instillation



Siting of the StoryWalks®



Get the word out!

- [Cambria County library to host opening for StoryWalk \(wtaj.com\)](http://wtaj.com)
- [New Storywalk opened in downtown Johnstown | News | tribdem.com](http://tribdem.com)
- [Path to reading: StoryWalk debuts in Stackhouse | News | tribdem.com](http://tribdem.com)
- [A new Storywalk has been added to the Downtown Johnstown area | WJAC \(wjactv.com\)](http://wjactv.com)
- [New chapter for trail as volunteers tidy up across downtown Johnstown \(yahoo.com\)](http://yahoo.com)
- [Westmont students get out of classroom and into park for Remake Learning event | News | tribdem.com](http://tribdem.com)





Programming



Available State Resources

The screenshot shows the homepage of the Pennsylvania State Library's StoryWalks® program. At the top left is the Pennsylvania State Library logo. Below it is a breadcrumb trail: State Library of Pennsylvania / LibGuides / StoryWalks® for Pennsylvania Libraries / Home. The main heading is "StoryWalks® for Pennsylvania Libraries", followed by a subtitle: "An activity guide for public libraries to use for StoryWalk® programs for children and their families and caregivers." To the right of the heading is a search bar with the placeholder text "Search this Guide" and a "Search" button. On the left side, there is a vertical navigation menu with five items: "Home", "The Belonging Tree by Maryann Cocca-Leffler", "Tidy by Emily Gravett", "Little Owl's Day by Divya Srinivasan", and "Snail Crossing by Corey R. Tabor". The main content area has a blue header "Pennsylvania StoryWalks® Guide" with five tabs: "Introduction" (selected), "Background", "Best Practices", "PA StoryWalk® Locations", and "Book Suggestions". Below the tabs, there is a link for "Commercial Resources". The "Introduction" tab content includes the heading "StoryWalks® for Pennsylvania Libraries" and two paragraphs: "A StoryWalk® is a way to combine physical activity with literacy; it's an innovative way to get people of all ages out walking while reading children's picture books. Pages of a book are transformed into signs that are then laid out on a trail inviting families, children, caregivers, teachers and others to follow the path of pages." and "The purpose of this project is to support libraries, their communities, and partners as they develop literacy enriched activities and ideas that build children's interest in reading while encouraging healthy outdoor activity and family engagement."

pennsylvania
STATE LIBRARY

State Library of Pennsylvania / LibGuides / StoryWalks® for Pennsylvania Libraries / Home

StoryWalks® for Pennsylvania Libraries

An activity guide for public libraries to use for StoryWalk® programs for children and their families and caregivers.

Search this Guide Search

- Home
- The Belonging Tree by Maryann Cocca-Leffler
- Tidy by Emily Gravett
- Little Owl's Day by Divya Srinivasan
- Snail Crossing by Corey R. Tabor

Pennsylvania StoryWalks® Guide

- Introduction
- Background
- Best Practices
- PA StoryWalk® Locations
- Book Suggestions

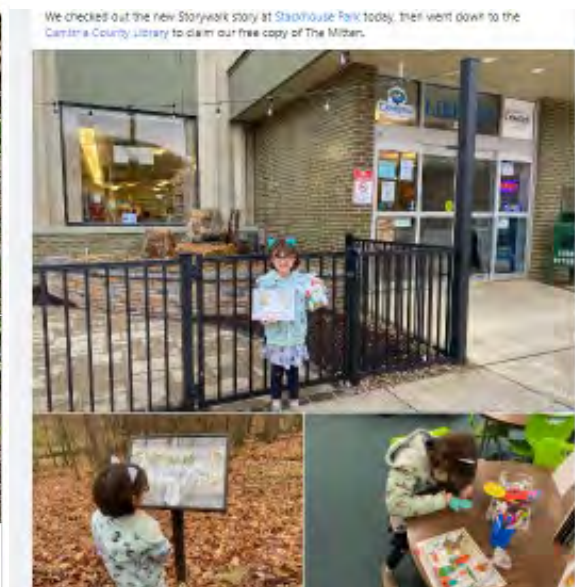
[Commercial Resources](#)

StoryWalks® for Pennsylvania Libraries

A StoryWalk® is a way to combine physical activity with literacy; it's an innovative way to get people of all ages out walking while reading children's picture books. Pages of a book are transformed into signs that are then laid out on a trail inviting families, children, caregivers, teachers and others to follow the path of pages.

The purpose of this project is to support libraries, their communities, and partners as they develop literacy enriched activities and ideas that build children's interest in reading while encouraging healthy outdoor activity and family engagement.

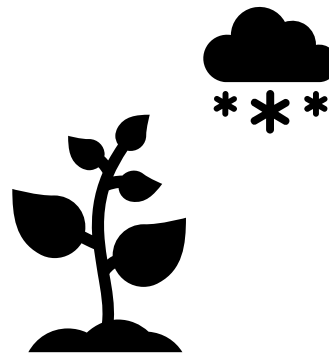
Enjoy the positive difference that you made!



Extension Activities



Changing with the Seasons



“If you build it, they will come!”



Coming Next / Expansion



Come visit a Johnstown StoryWalk®





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Lauren B. Lazzari, PhD Student
LBLazza@pointpark.edu
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NEXT

Chloe Mohr, AICP



- Chloe Mohr, AICP, is a Principal Planner with the Montgomery County Planning Commission. In this role, she assists municipalities with long-range planning, ordinance updates, and land development reviews. Chloe loves getting to help shape great communities. She holds a Master's Degree in Community and Regional Planning from Temple University with a Certificate in Transportation Planning and a Bachelor of the Arts in Music from Oberlin College.

Strategies for Managing Density: The Good, the Bad, and the Falsely Reassuring

Chloe Mohr, AICP
Principal Planner
Montgomery County Planning Commission
Chloe.Mohr@MontgomeryCountyPA.gov
(610) 278-3739



Density

- What is it?
 - “The amount of development within a given area.” – American Planning Association
- Why might we want to limit density?
 - “Excessive density, particularly if poorly designed, can result in inadequate daylight, reduced open space, increased parking demand, and even a lack of privacy.” – American Planning Association

Managing Density

What's the right density for new development in your community?

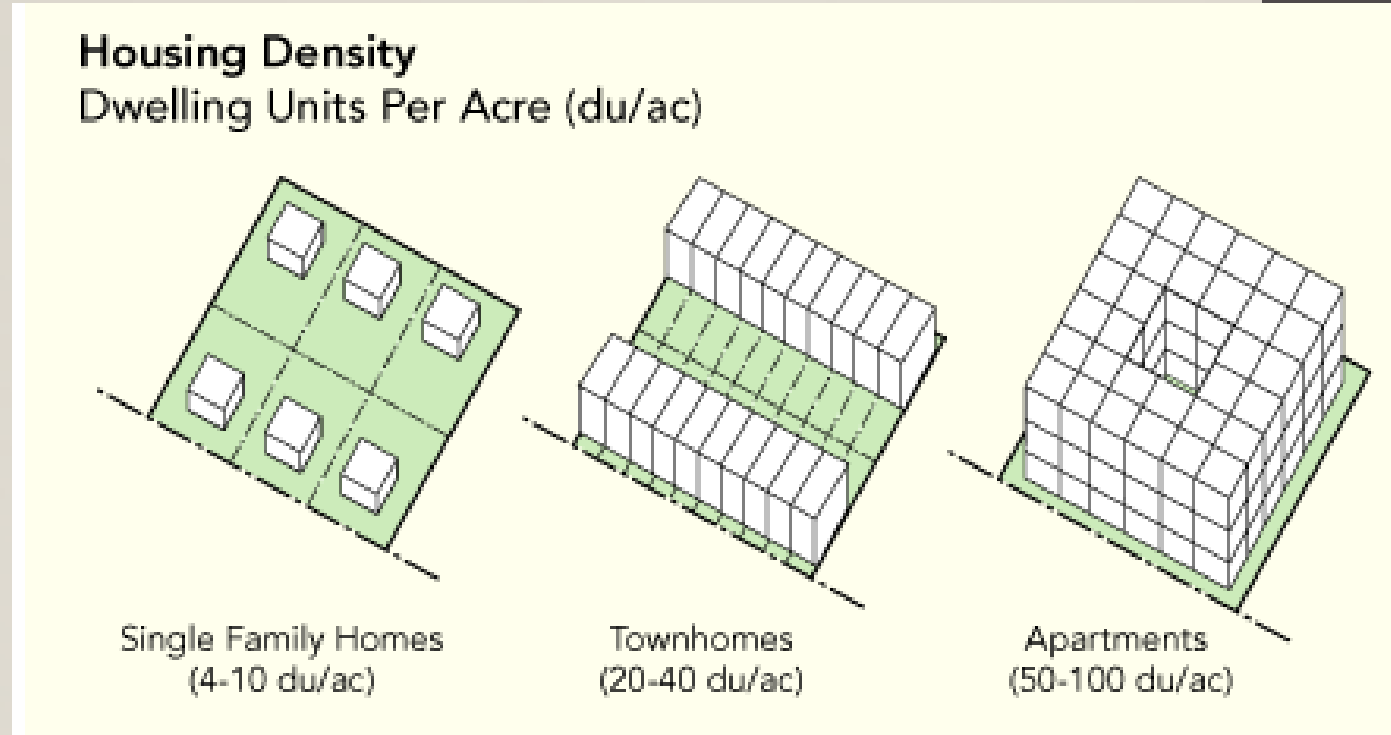
- Measure what's there, using a variety of methods.
- What are community goals/needs?
- Put density controls in ordinances that will result in appropriate development.



Dwelling Units Per Acre

- Net density in dwelling units per acre:

$$\frac{\text{Total dwelling units}}{\text{Developable acreage}}$$



Source: Los Angeles Planning Department

How can we set limits on density?

How can we measure density?

Provision	Limit?	Measure?
Dwelling units/acre	Yes	Yes
Floor Area Ratio (FAR)	Yes	Yes
Height	Yes	Yes
Step-backs	Yes	No
Off-street parking	Yes	No
Landscaping & buffers	Yes	No
Impervious coverage	Yes	Yes
Building coverage	Yes	Yes

How can we set limits on density?

How can we measure density?

Provision	Limit?	Measure?
Setbacks	Yes	No
Right-of-way dedication	Yes	No
Open space or recreation land	Yes	Yes
Restrictions on environmentally sensitive land	Yes	No
Non-residential requirements control residential density	Yes	No
Building spacing	Yes	No
Public plaza	Yes	No
Unit sizes and configuration in square feet or # of bedroom mix (building code and/or zoning code)	Yes	No

How can we set limits on density?

How can we measure density?

Provision	Limit?	Measure?
Building volume ratio	Yes	Yes
Landscape volume ratio	Yes	Yes
Landscape surface ratio	Yes	Yes
Frontage occupancy	Yes	No
Roof slope	Yes	No
Architecture	Yes	No
Lot size (single family districts)	Yes	Yes

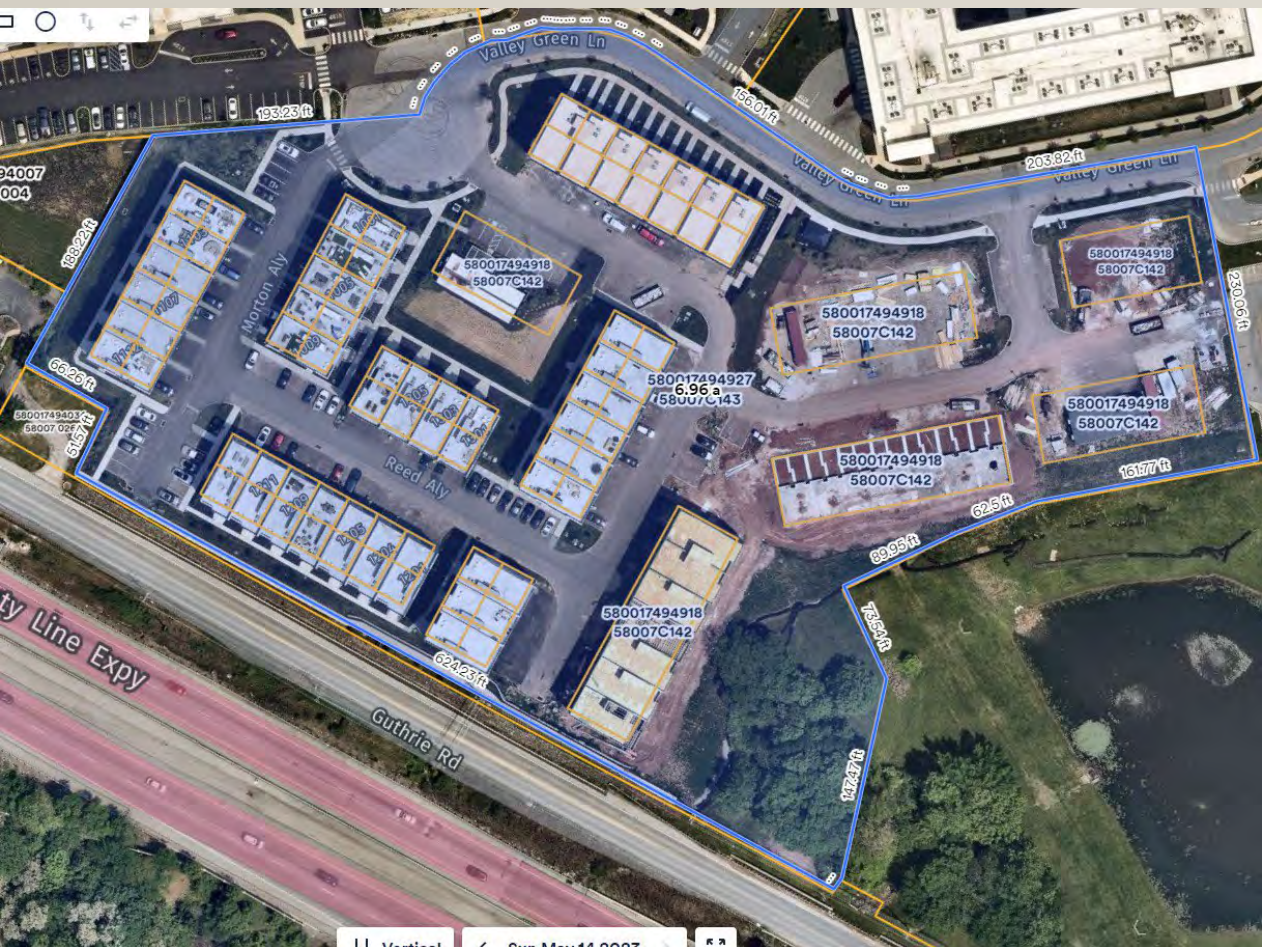
Hatboro Station Townhomes
Hatboro Borough
Montgomery County, PA



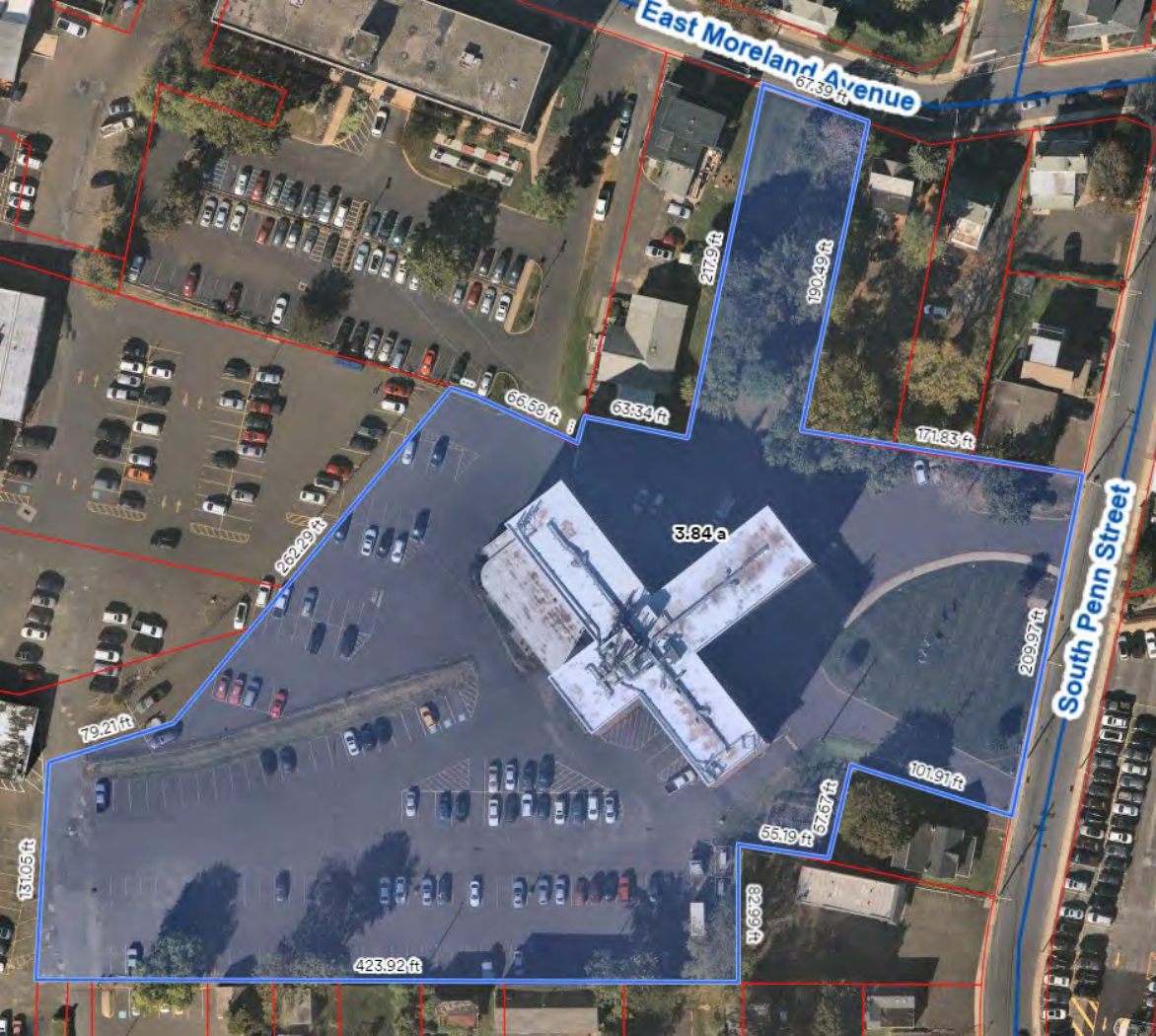
10 du/acre



Overlook at Town Center
Upper Merion Township
Montgomery County, PA



20 du/acre
Large townhome units – 2,000+ square feet



Garner House Apartments
 Hatboro Borough
 Montgomery County, PA



26 du/acre

The George Apartments
Upper Merion Township
Montgomery County, PA



37 du/acre

Cricket Flats
Lower Merion Township
Montgomery County, PA



115 du/acre

Height & Step-back Requirements for New Development

Sample code:

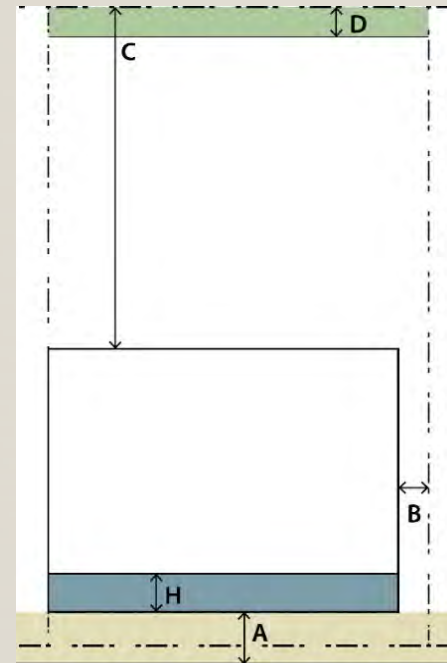
- Front façade limited to 35 feet – consistent with existing 3-story buildings
- Fourth story permitted with 12-foot step back (up to 50 feet).
- Minimum height 20 feet.



Setbacks

Sample code:

- Front setback range: 12-18 feet (A+H)
- Setback from streets other than Main Street: 8-14 feet (A)
- Rear setback: 8 or 20 feet
 - 8 if it meets a non-residential or mixed use lot or a street (D)
 - 20 if it meets a residential lot (C)
- Side setback: 0, 8, 12, or 20 feet
 - 0 if shared party wall
 - 8 if no shared wall (B)
 - 12 if necessary for driveway access to rear parking (requires PennDOT approval)
 - 20 for portions of a lot that are both 150 feet away from Main Street and adjacent to residential zoning/use



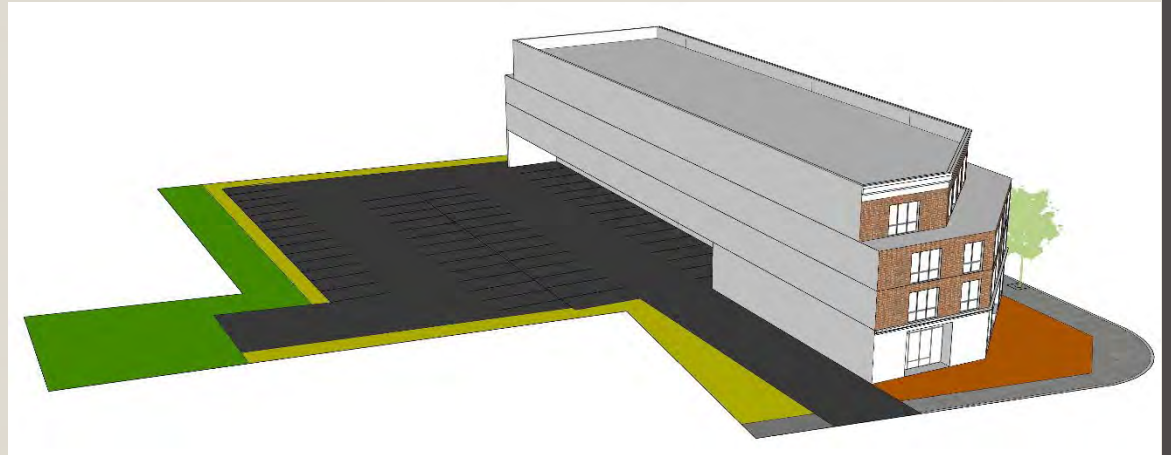
Landscaping, Buffers, Parking

Landscaping

- Planted buffer along residential boundaries
- Hanging baskets, planters, green roofs, trellis
- Tree replacement
- Parking lot landscaping

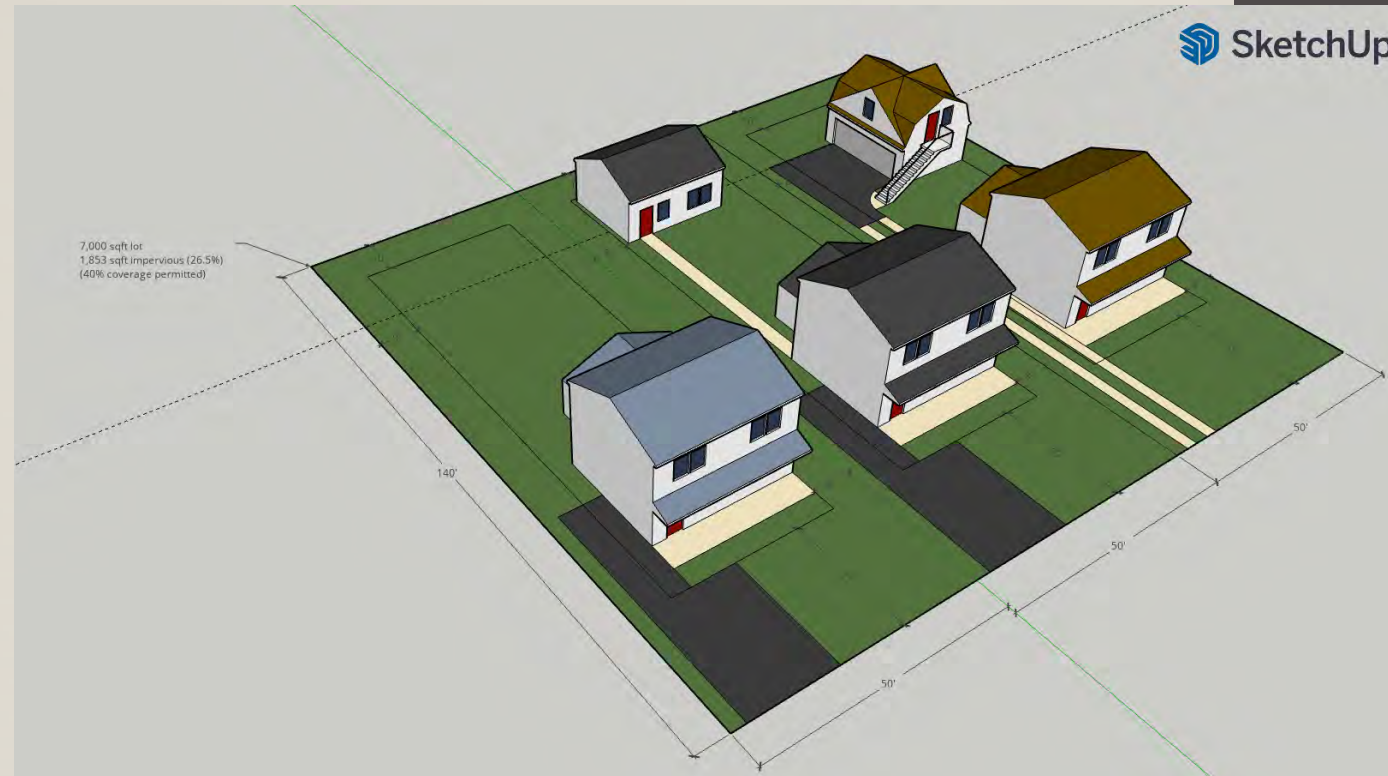
Parking

- Major limit on density!



Coverage Limits and Land Dedication

- Impervious Coverage
- Building Coverage
- Recreation land dedication in Subdivision and Land Development Ordinance for each dwelling unit and for non- residential development



Restrictions on Environmentally Sensitive Land



- Tree protection
- Floodplains
- Wetlands
- Steep slopes
- Woodlands
- Riparian

Plaza, Building Spacing, Unit Sizes

Sample code:

- Plaza required if
 - lot width is [125] feet
 - Corner lot with [80] feet of frontage on Main Street
- Additional square footage required if lot width is greater than [200] feet
- Building spacing: [20] feet required between accessory building and principal building
- Unit sizes
 - Larger minimum unit sizes mean fewer units
 - Bedroom mix can limit units
 - Building code requirements for bedrooms



Architectural Requirements for New Development

Architectural elements required to create differentiation – change in building plane, balcony, bay window, recessed entrance, portico, etc.

Sample code:

- Recessed entryways required if building is at least 30 feet wide.



Reflection

- “Zoning techniques rooted in the form and character of development can address community concerns about compatibility better than simple density limits.” – Norman Wright, AICP, for the American Planning Association, “Form Over Density”



Strategies for Managing Density: The Good, the Bad, and the Falsely Reassuring

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Principal Planner
Montgomery County Planning Commission
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NEXT

Melissa Lee, CNU-A

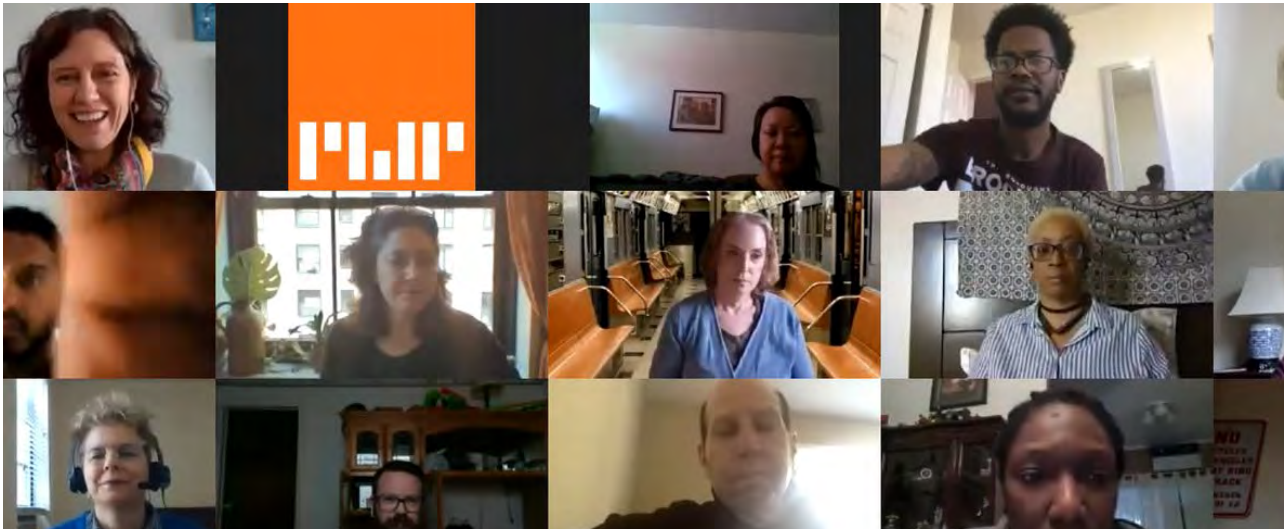


- Steeped in the certainty that anything is possible when radical imagination pairs with action, Melissa leads the development of innovative planning, placemaking, economic development, and community engagement solutions for the government, nonprofit, and private sectors.
- Melissa Lee, Principal at Public Works Partners, brings more than 25 years of experience delivering urban planning solutions that strengthen neighborhoods and communities. From capital improvement strategies to community engagement, Ms. Lee has shared her talents across the country, from New York City to New Orleans to Pasadena, CA. Her work building stronger communities has included roles with the New Orleans Redevelopment Authority, where she launched and managed significant grantmaking initiatives, and the Office of the New York City Mayor, where she oversaw a \$15 million streetscape project. She is committed to making planning more responsive to the quality of life demands of all populations, developing new tools for understanding how social and economic conditions affect access across racial and socioeconomic disparities, and diversifying the involvement of those participating in planning processes.



Opportunities for Transformation Beyond Injustice

Melissa Lee, CNU-A
2023 PA Chapter of APA Annual Conference





Why do we do what we do?

Addressing Past Planning Harms

- 1 Acknowledge our position of power
- 2 Recognize the responsibility to resist exclusion
- 3 Actively create solutions that affect change





“
A Good Democratic
Process is No
Guarantee of a
Good Outcome

Who is making
local decisions?

Who is setting community
agendas and priorities?

Who is influencing
culture?





**What can you do differently
now vs. yesterday?**

Improving Engagement



1.
Assessment
and needs
identification



2.
Inclusive
decision-making

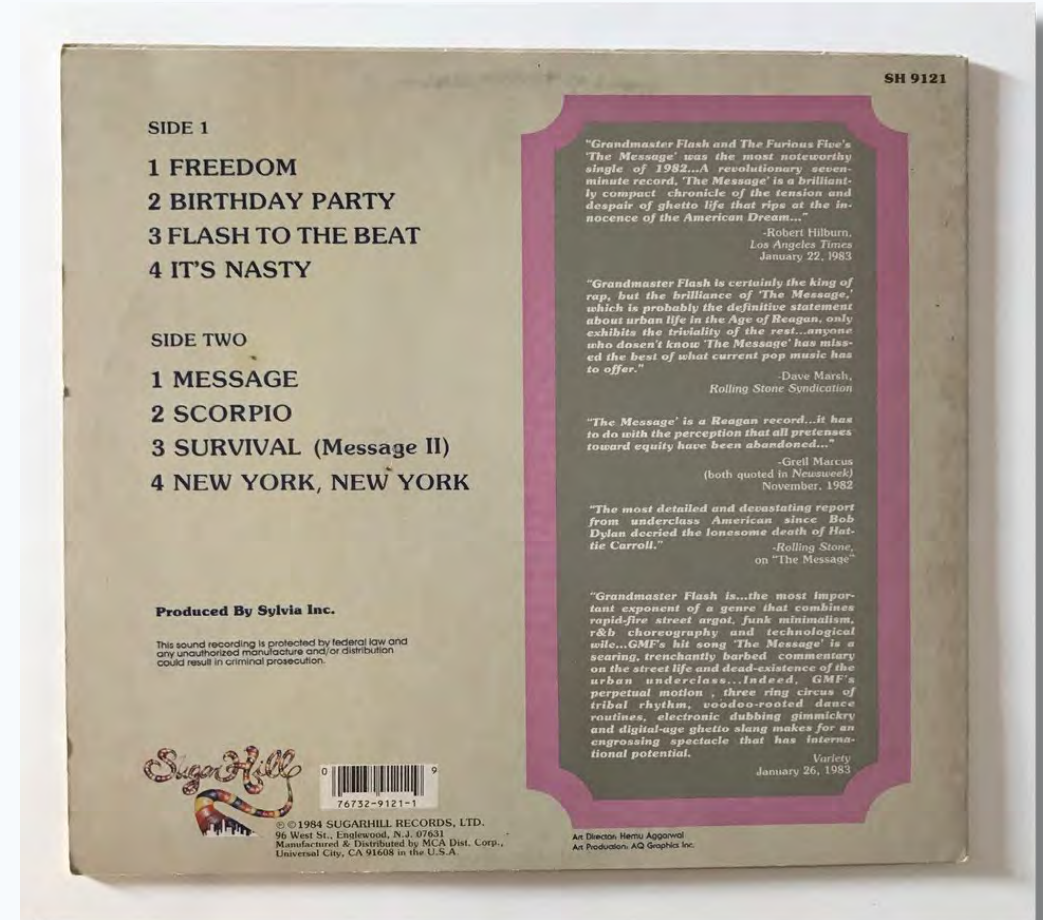


3.
Translate input
into actionable
efforts

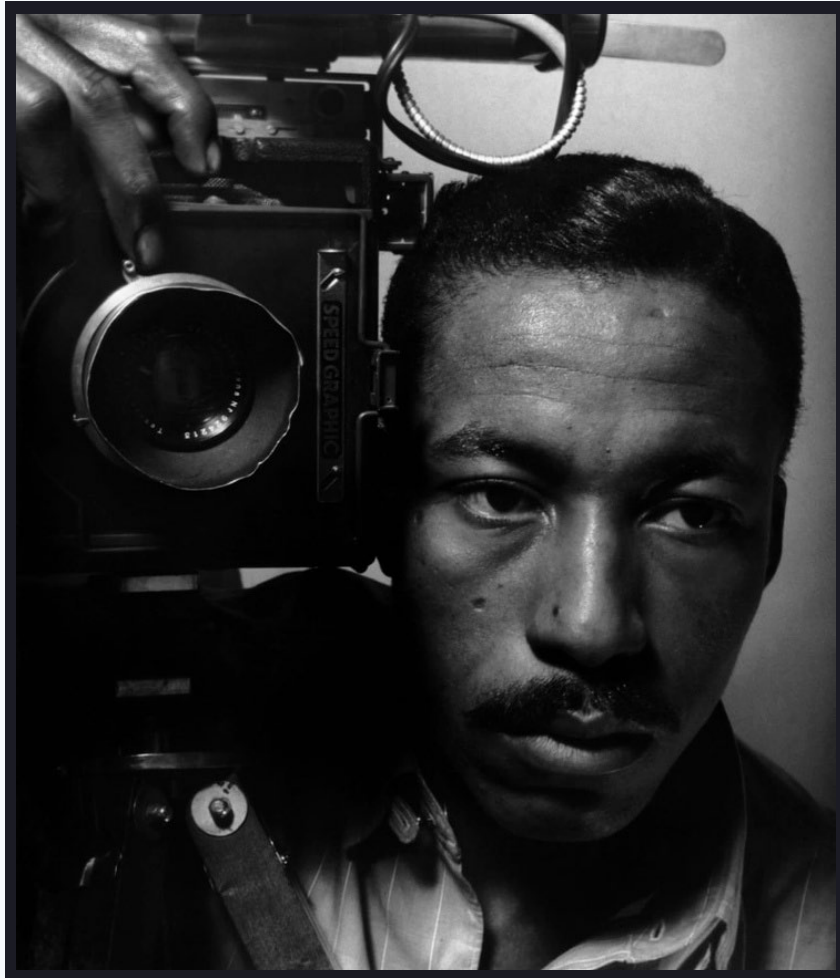


Think of your favorite city expert...

Grandmaster Flash



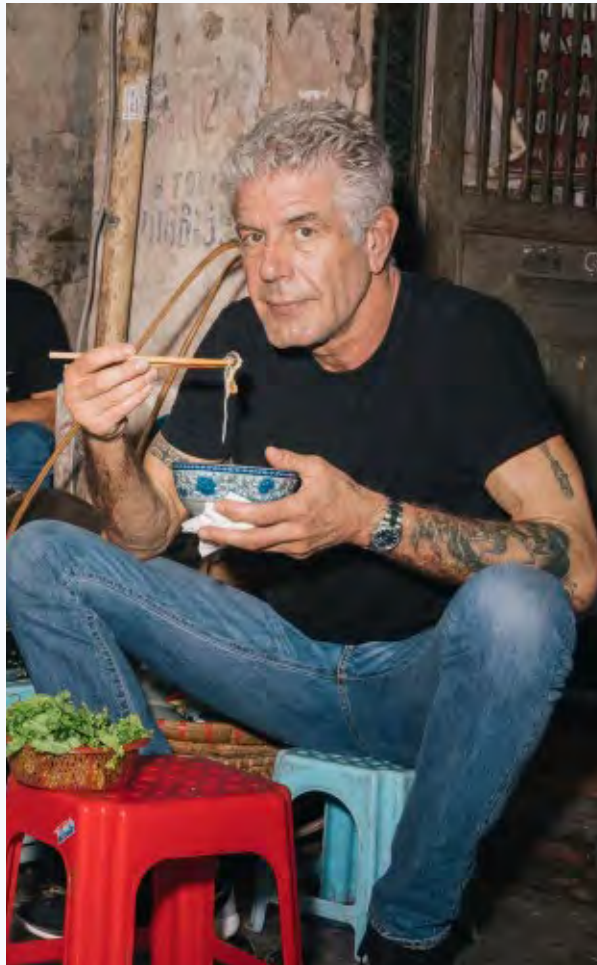
Gordon Parks (1912 - 2006)



Jean-Michel Basquiat (1960-1988)



Anthony Bourdain (1956 – 2018)



Kendrick Lamar



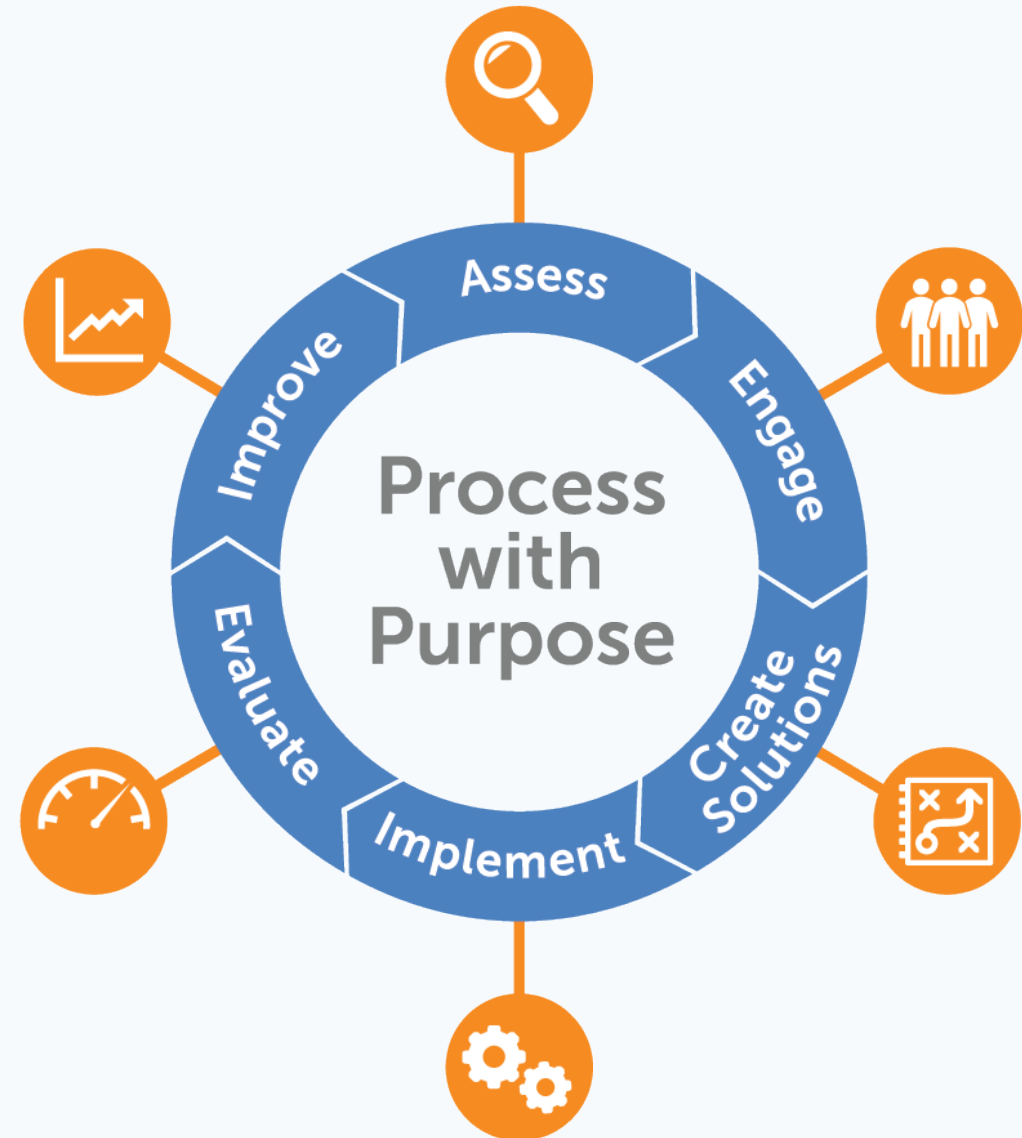


**How do we achieve authentic
engagement and find our city experts?**



Introducing... **Process with Purpose**

The Public Works Approach





**We must ensure that equitable planning
and engagement are at the forefront of
public policy change.**

Your Role in an Equity-Driven Future

Embracing the **responsibility of advocating for equitable policies** and projects.



Holding ourselves **accountable for promoting inclusivity** and justice in our decision-making processes.



Encouraging collaboration among diverse stakeholders in the room and beyond.



Thank you!



Melissa Lee, CNU-A
Principal
Public Works Partners

www.publicworkspartners.com
mlee@publicworkspartners.com
[@wearepublicworks](https://www.instagram.com/wearepublicworks) 
(347) 619-2892

NEXT

Carolyn Ristau



- Carolyn is a Land Use Researcher, Writer, and Planner with Details Reviewed LLC. She writes and edits zoning ordinances that are readable and implementable through plain language, clear concepts, charts, and graphics. She also researches the origins of zoning to uncover the exclusions baked into how we zone today. Her project "Residential Zoning by Race: How Pittsburgh's Zoning Districts Promote Different Housing Options for Black and White Residents" was supported by the 2022 PHFA Kathy A. Possinger Housing Policy Fellowship and 2021-2023 Visiting Scholarship at CMU's Remaking Cities Institute. Her professional mission is to demystify the black box of zoning to lead to more equitable regulations.
- Prior to founding Details Reviewed, Carolyn worked in the City of Pittsburgh's zoning division and at several Pittsburgh-based non-profits focused on housing development and community engagement. She has a B.A. in Urban Studies from the University of Pittsburgh and is the author of "Zoning Adventures: A Home Addition Paper Chase" (2020) and "Zoning Adventures: A Coffee Shop Two-Step" (Anticipated 2023).

Does Redlining Live on in Zoning?

PA Chapter of APA Annual Conference 10-16-2023

2022 PHFA Kathy A. Possinger Housing Policy Fellowship Research
residentialzoningbyrace.com



DETAILS
REVIEWED

Carolyn Ristau
Land Use Researcher, Writer, & Planner
Details Reviewed LLC
carolyn@detailsreviewed.com

Zoning's Purpose: To Promote or Protect

... Health,

... Safety,

... Welfare,

... and Morals.



Source: Inside Climate News



Source: Edsys



Source: CNN



Source: CNBC

Zoning's Purpose: Protecting Morals

Apartment buildings are “mere parasites”
Euclid v Ambler 1926
US Supreme Court

“the insulation of the single-family detached dwelling was the primary objective of the early zoning ordinances, and this objective is predominant today”
The Zoning Game 1966 p. 3-4
Richard Babcock

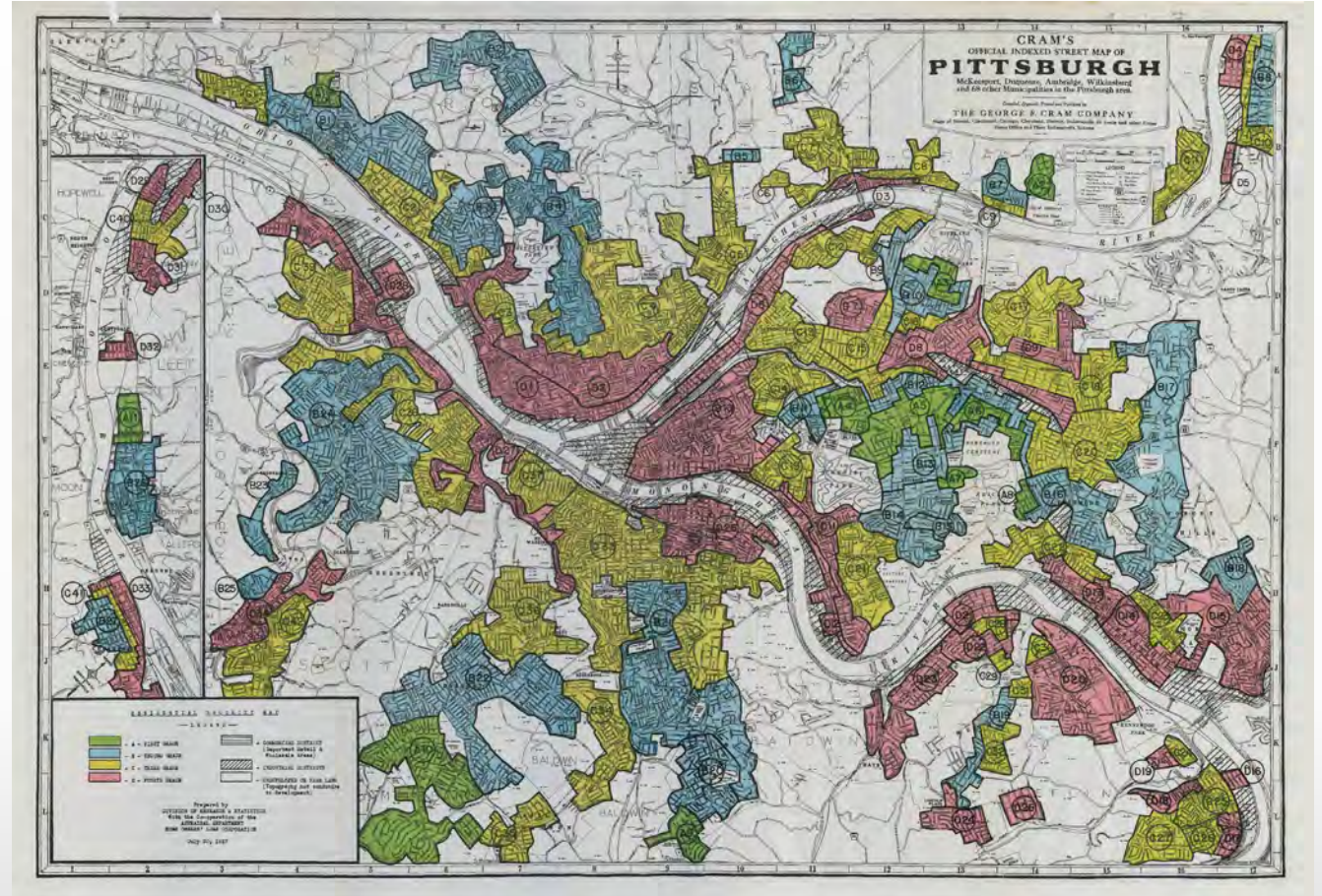


Redlining

HOLC staff determined:

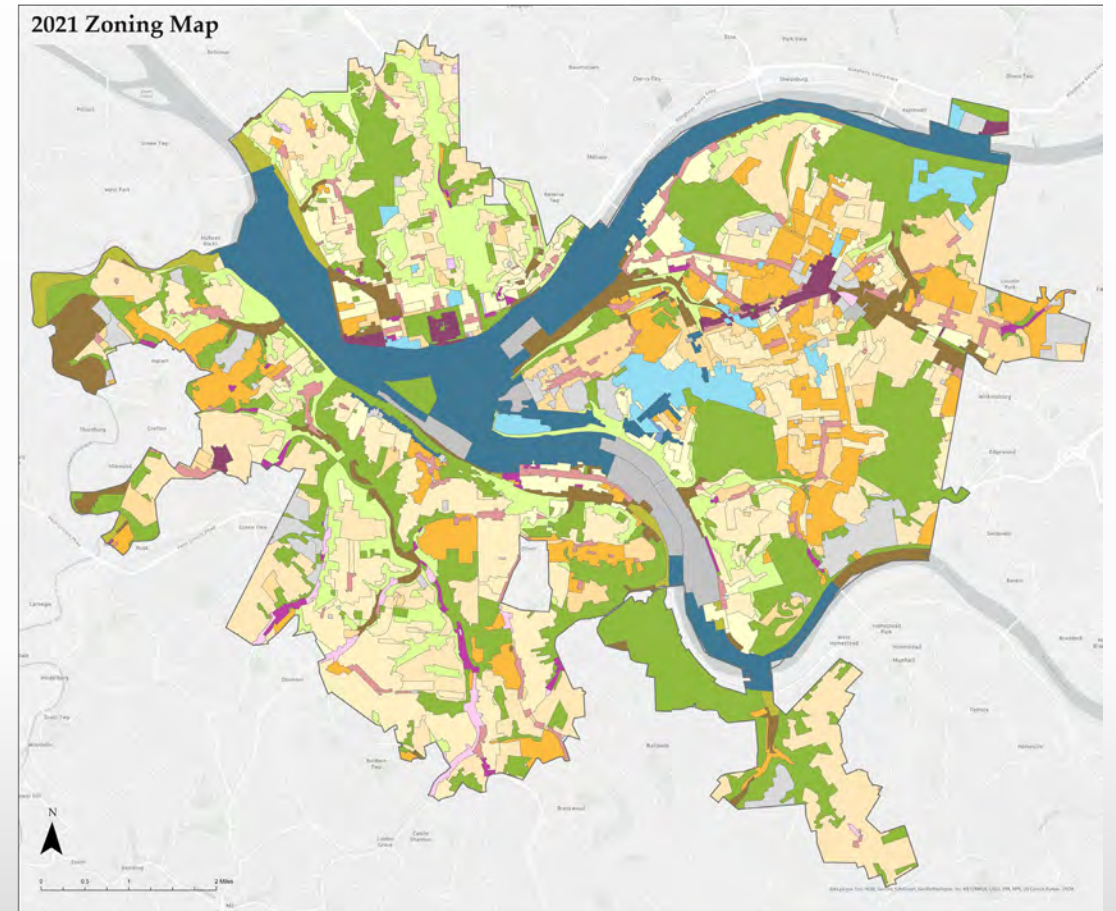
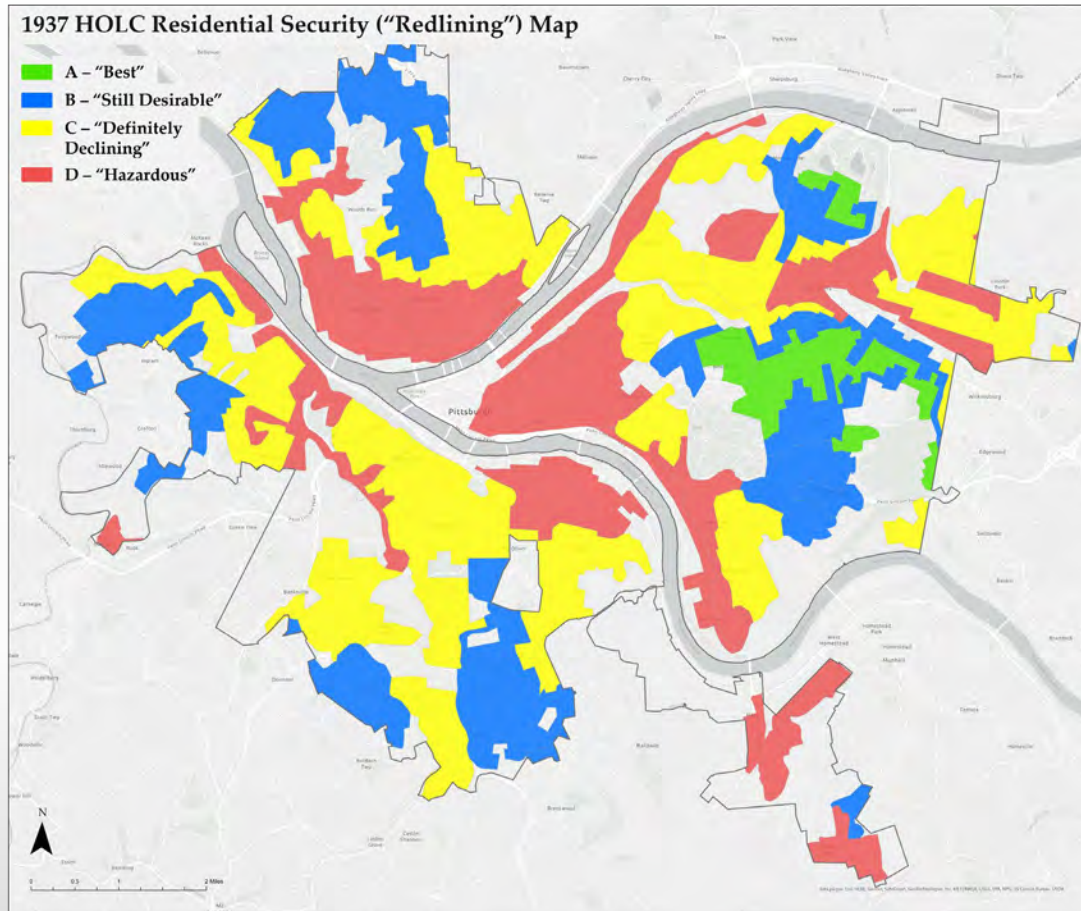
Which areas were “safe” for mortgage investment?

Which areas were “hazardous” for mortgage investment?



Source: Mapping Inequality

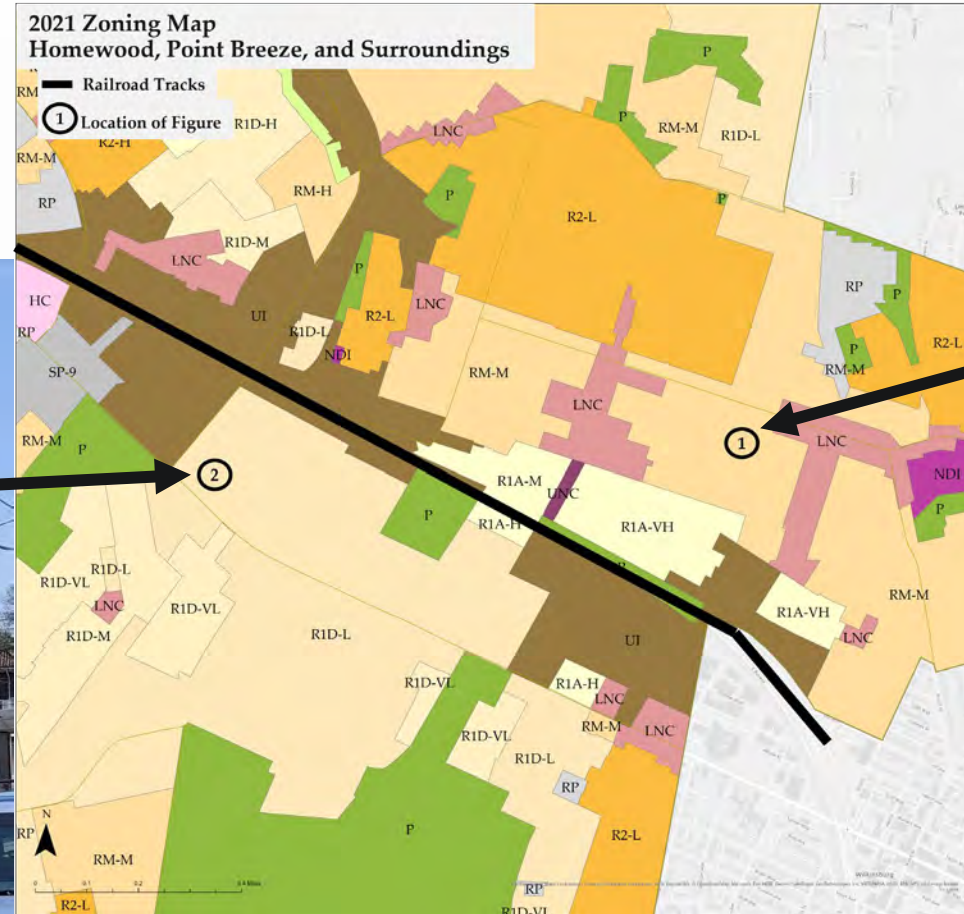
Why ask: Does Redlining Live on in Zoning?



Why ask: Does Redlining Live on in Zoning?

RM – Multi-Family Zone

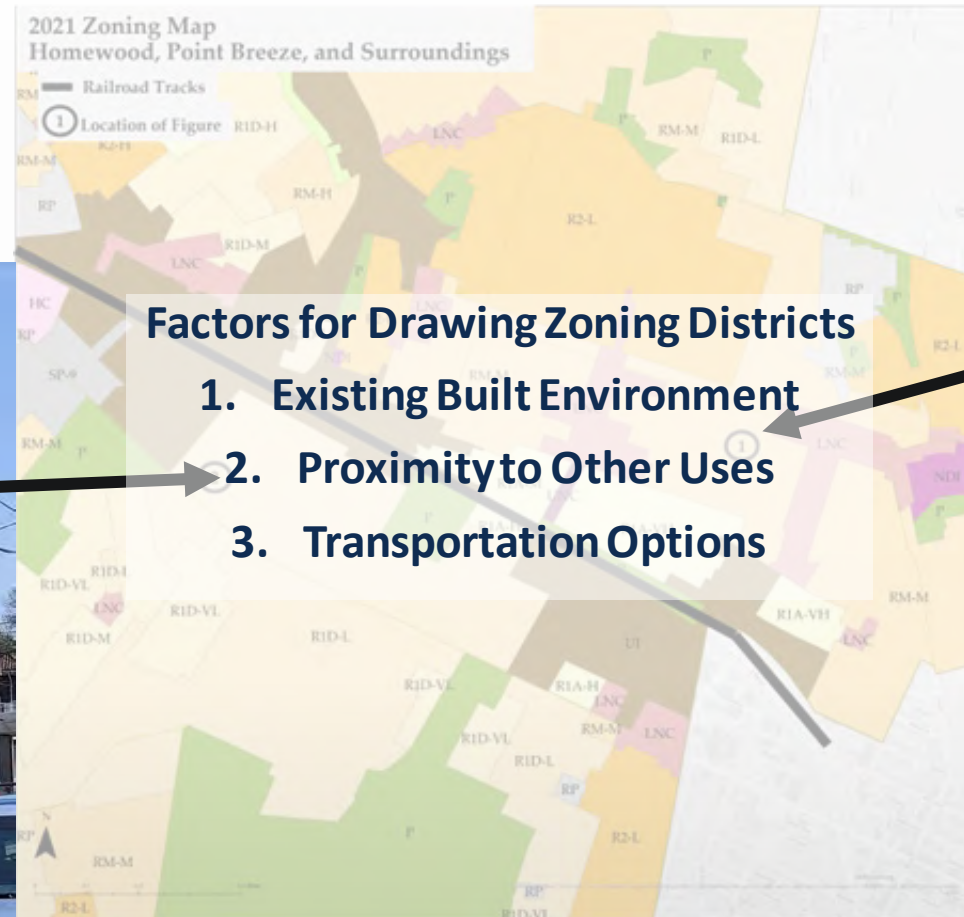
R1D – Single-Family Zone



Why ask: Does Redlining Live on in Zoning?

R1D – Single-Family Zone

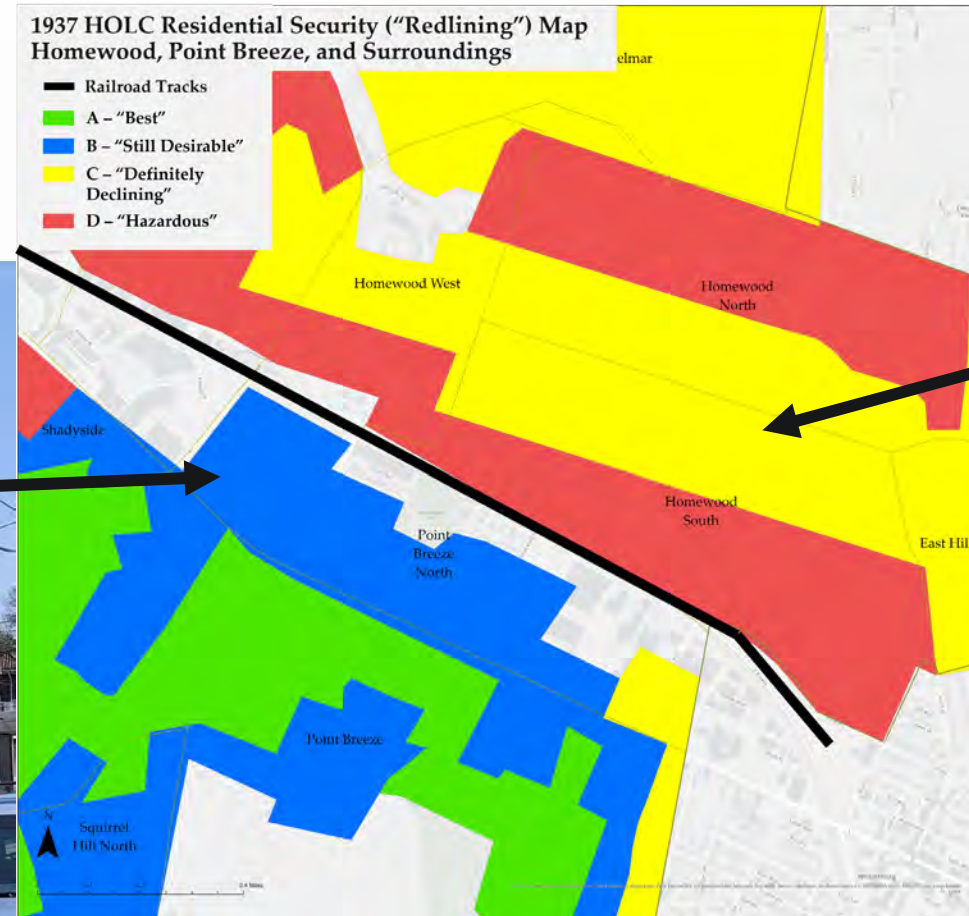
RM – Multi-Family Zone



Why ask: Does Redlining Live on in Zoning?

RM – Multi-Family Zone

R1D – Single-Family Zone



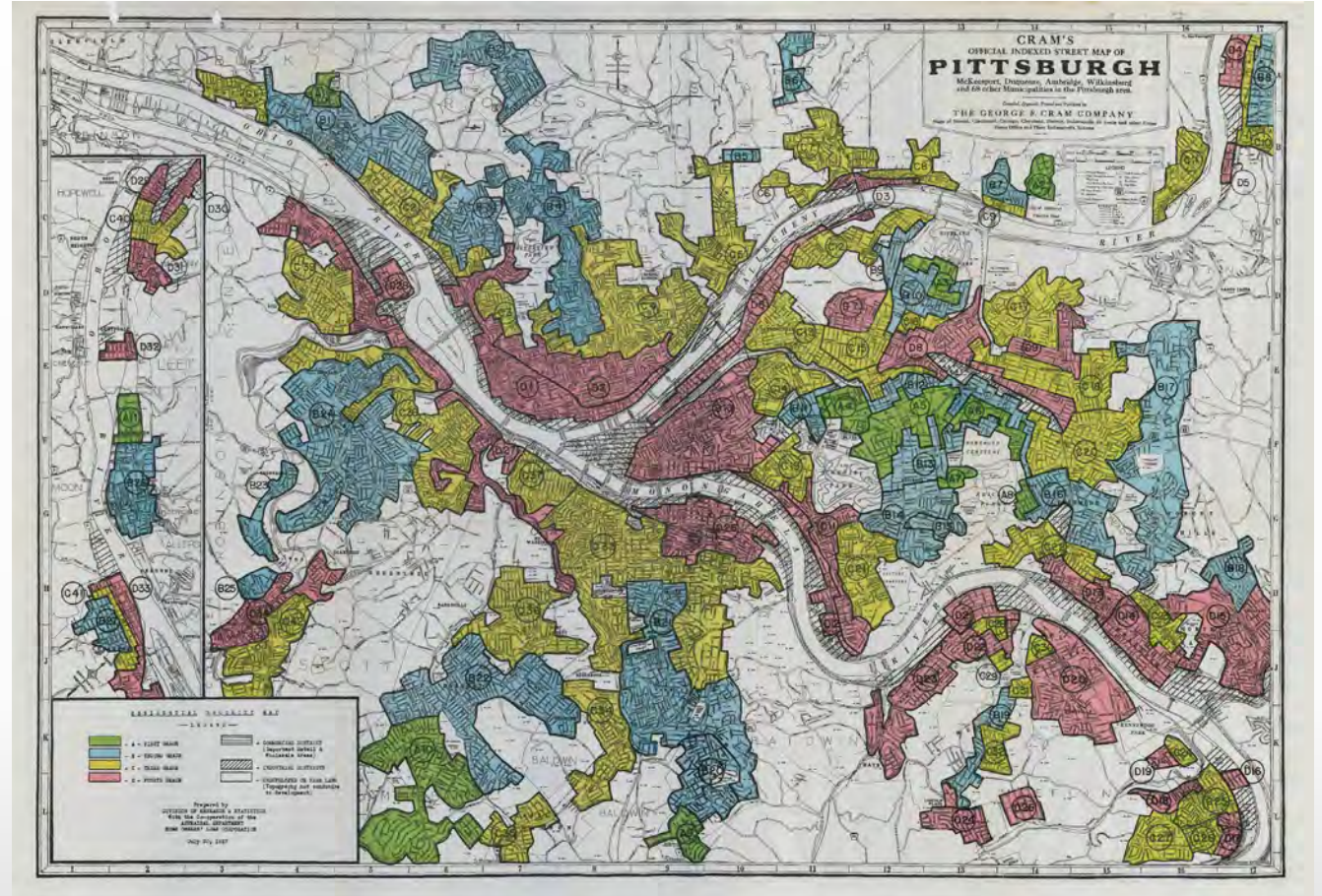
Hypothesis

Single-Family Zoning Districts

- Green = Best
- Blue = Still Desirable

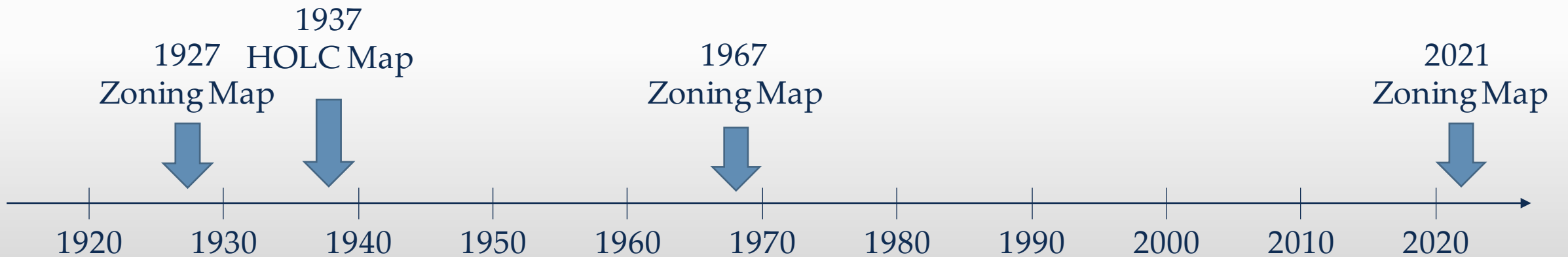
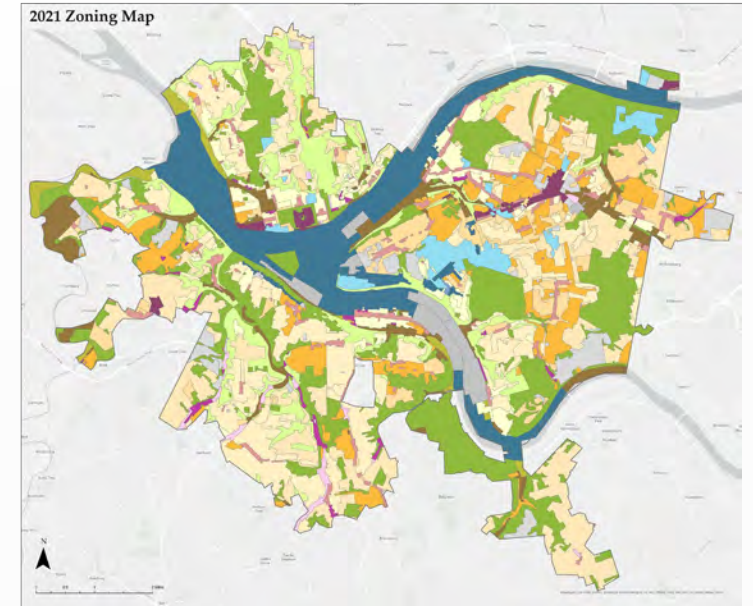
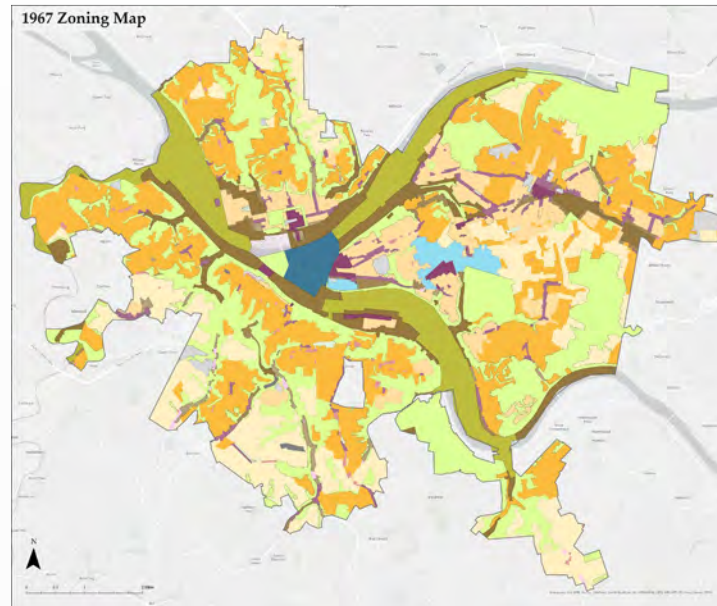
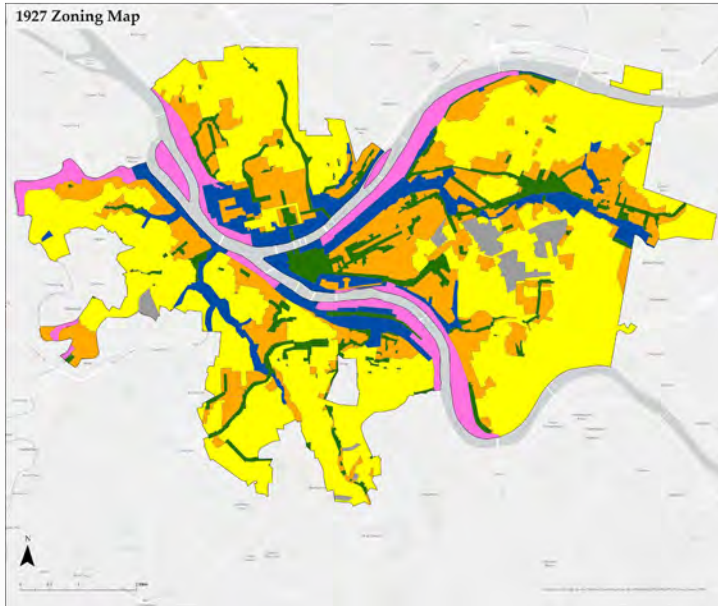
Multi-Family Zoning Districts

- Yellow = Definitely Declining
- Red = Hazardous

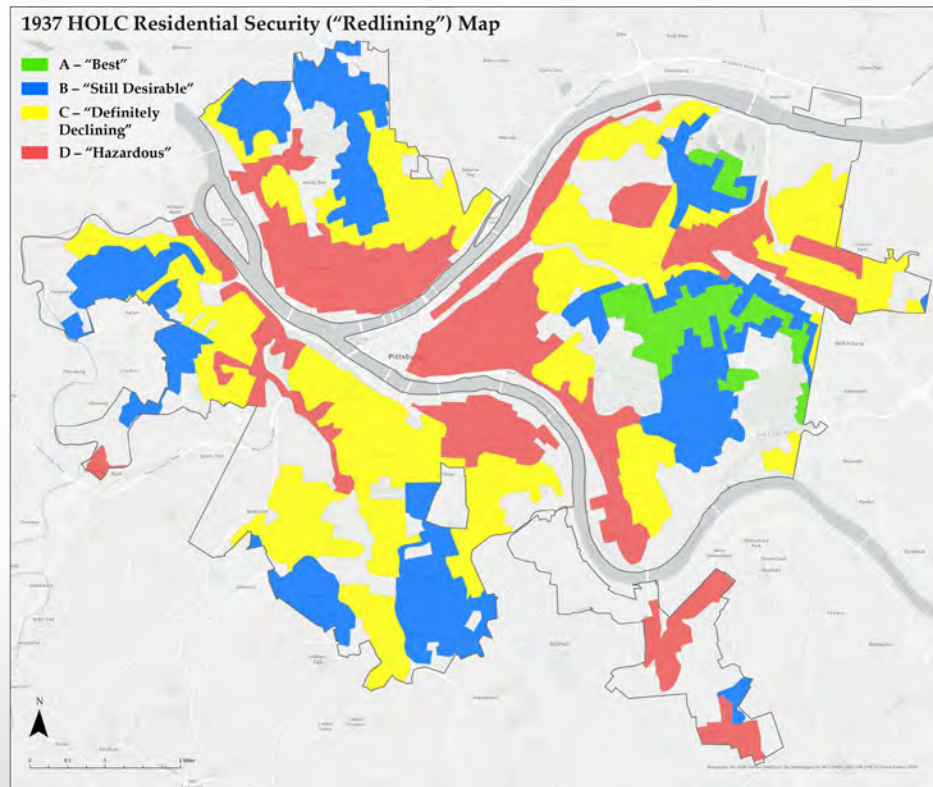


Source: Mapping Inequality

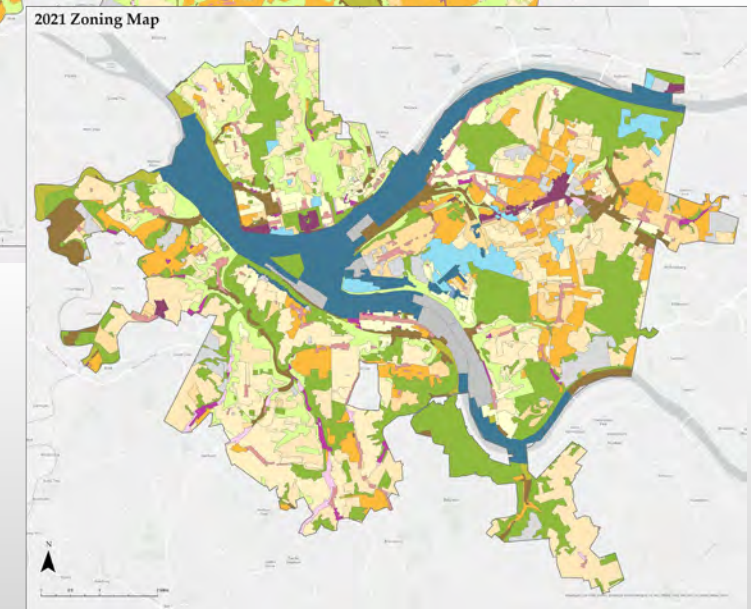
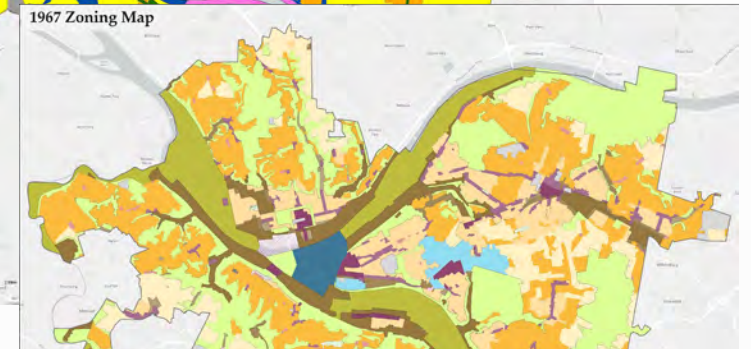
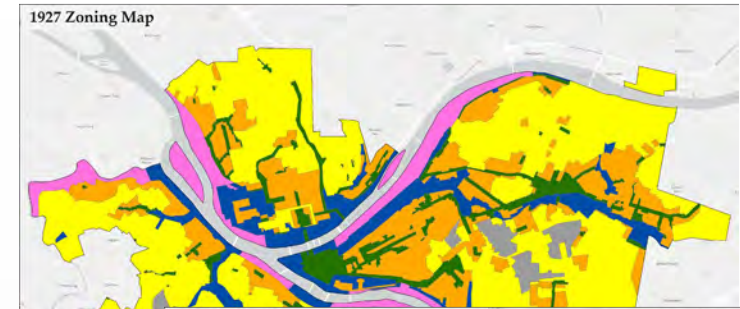
Project Approach



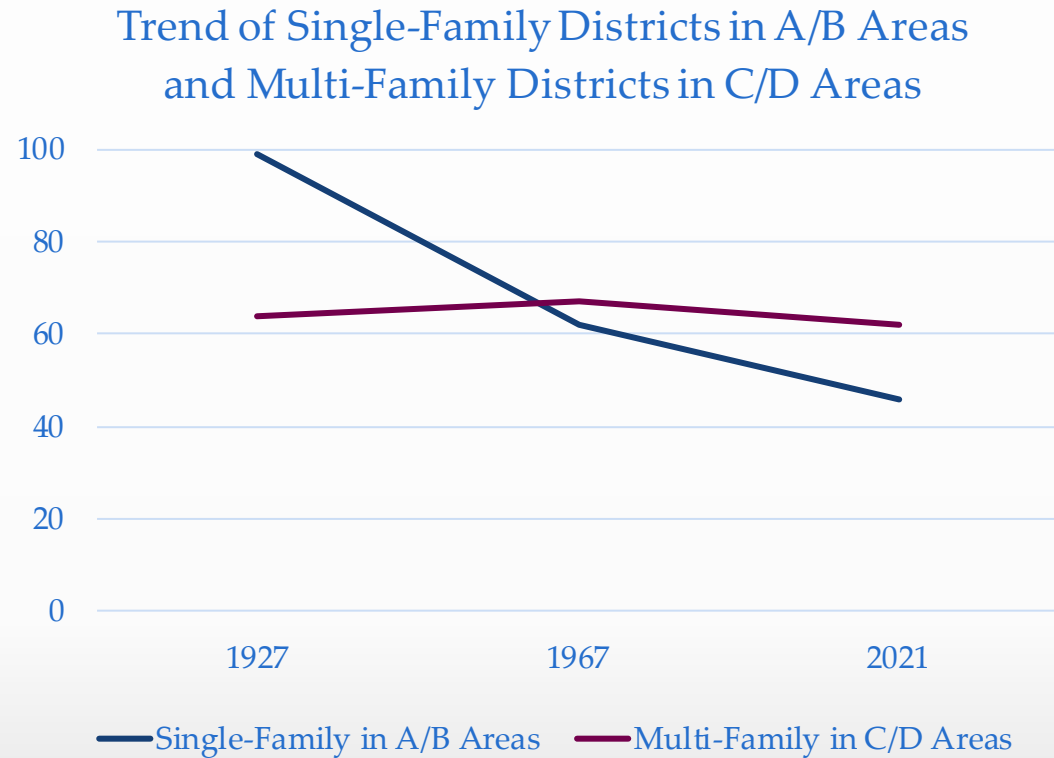
Project Approach



"Summarize
Within"

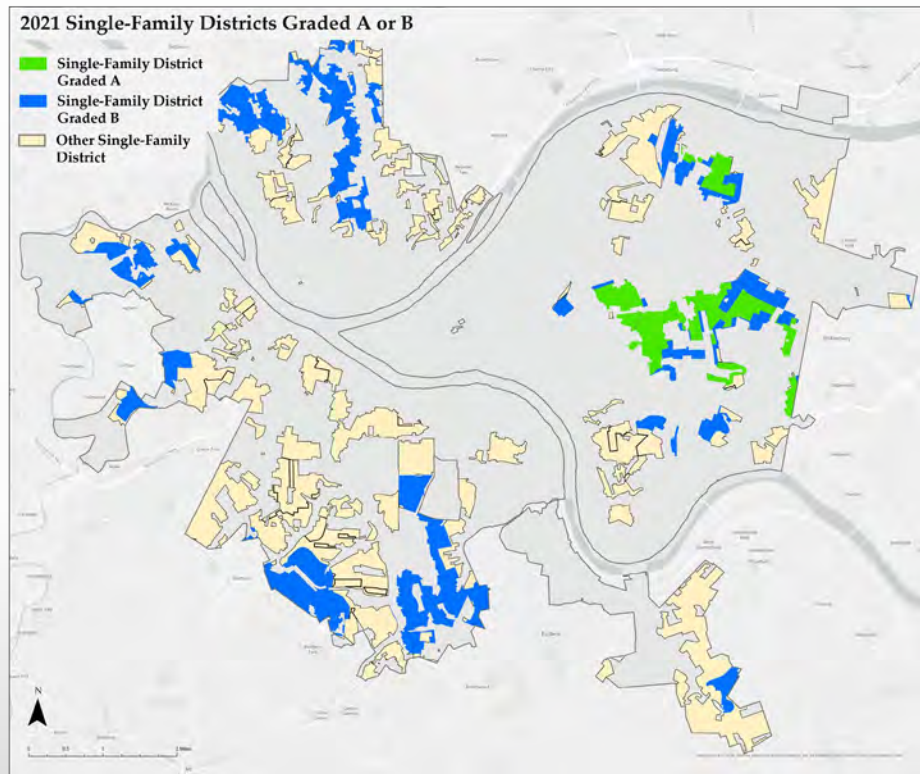


Findings: Historic Trend

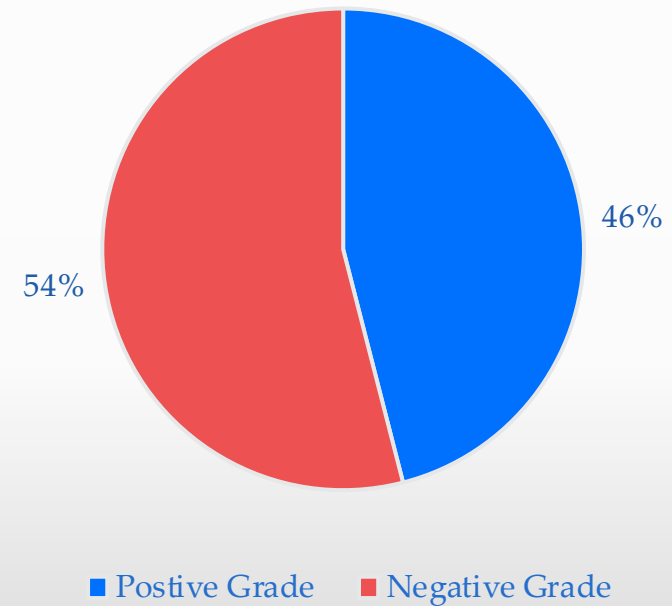


Findings: Single-Family Districts

46% of current Single-Family Zoning Districts in A or B Areas

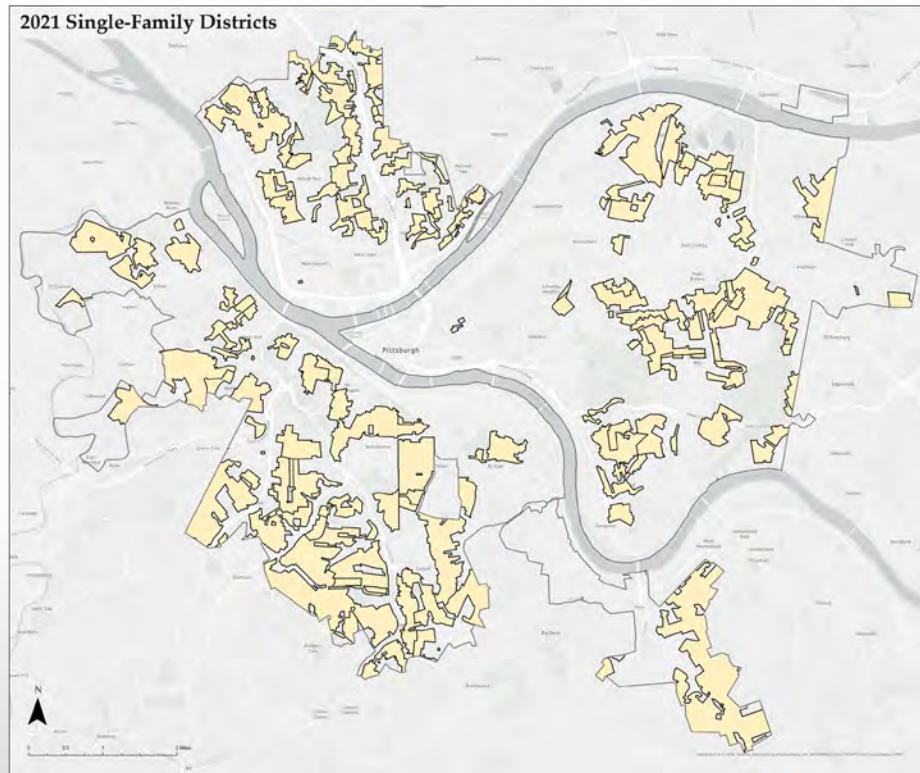


HOLC Graded 2021 Single-Family Districts

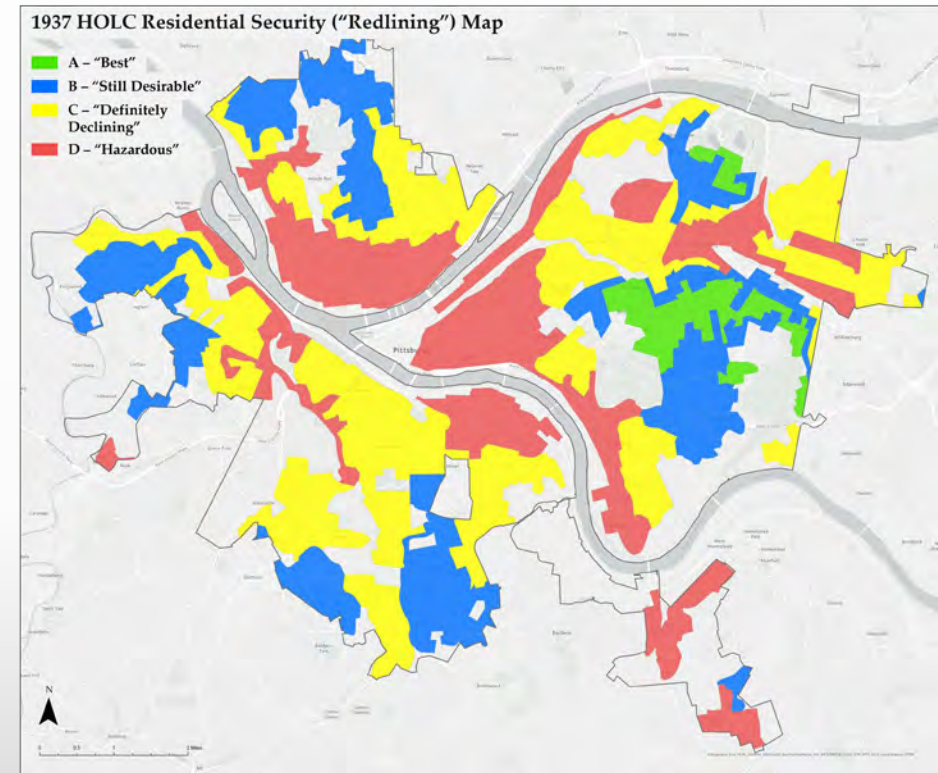


Findings: Single-Family Districts

27% of the City currently Single-Family Districts

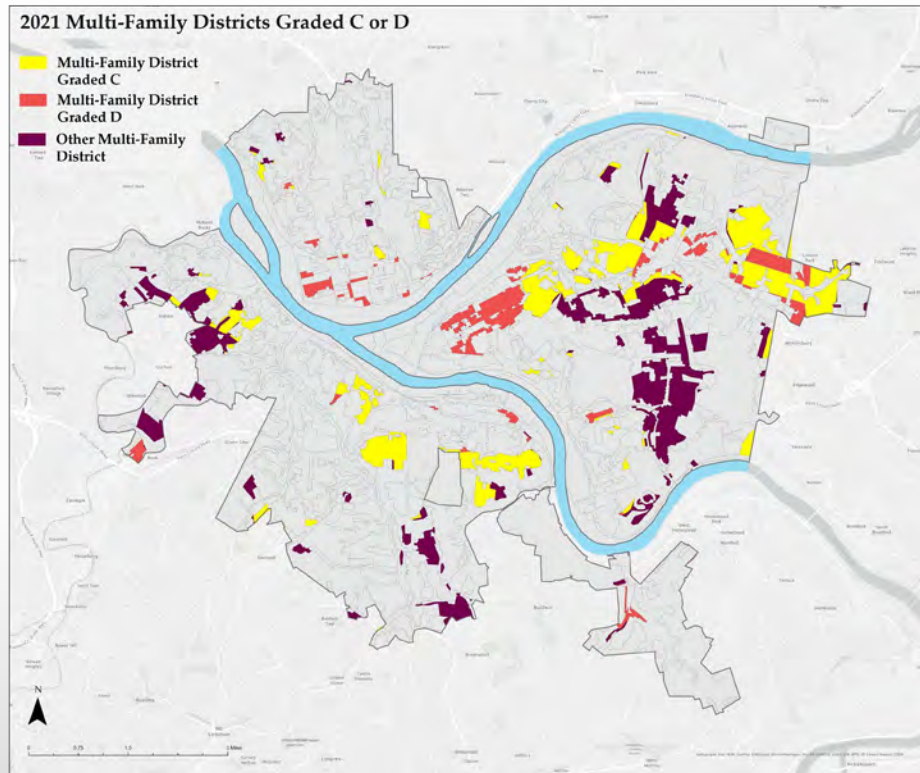


19% of the City was Graded A or B

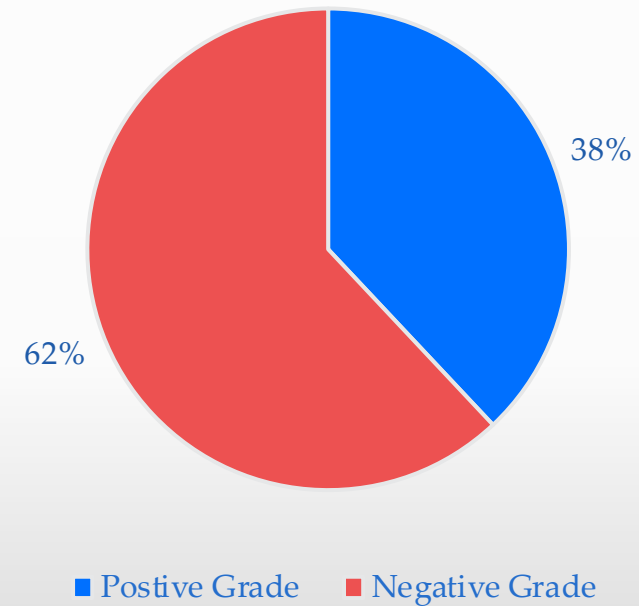


Findings: Multi-Family Districts

62% of Current Multi-Family Districts in Areas Graded C or D

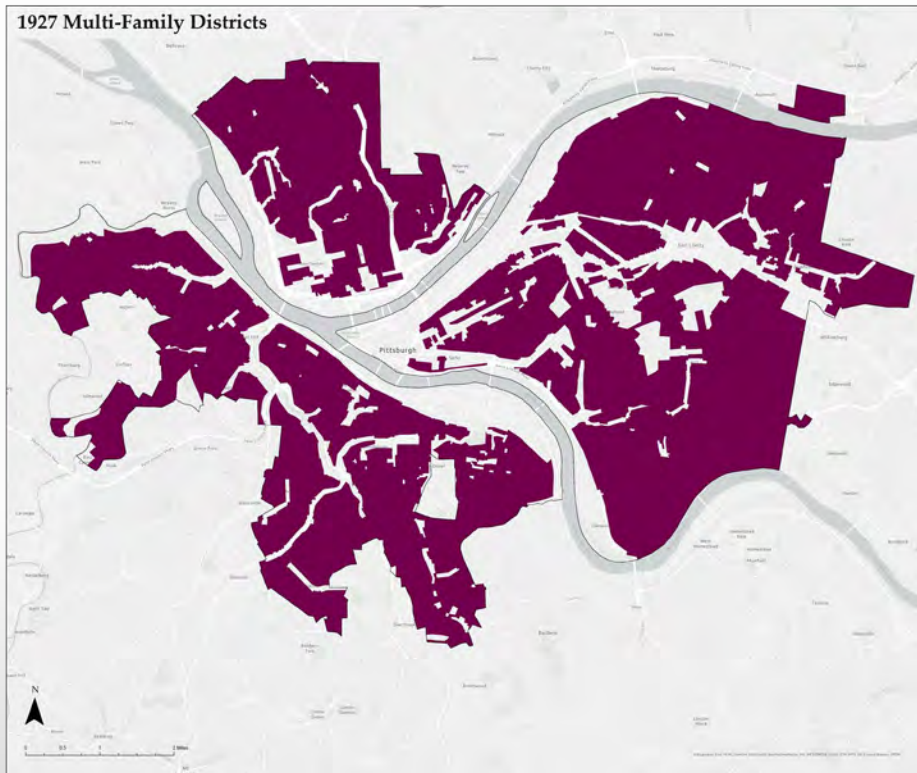


HOLC Graded 2021 Multi-Family Districts

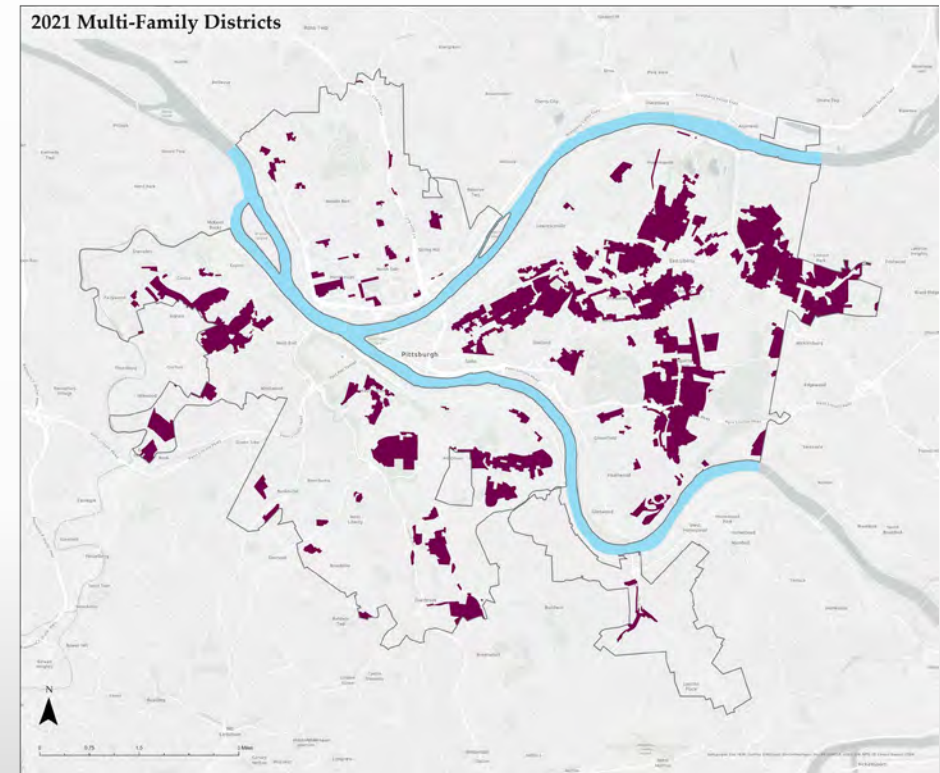


Findings: Multi-Family Districts

74% of City Multi-Family Districts in 1927



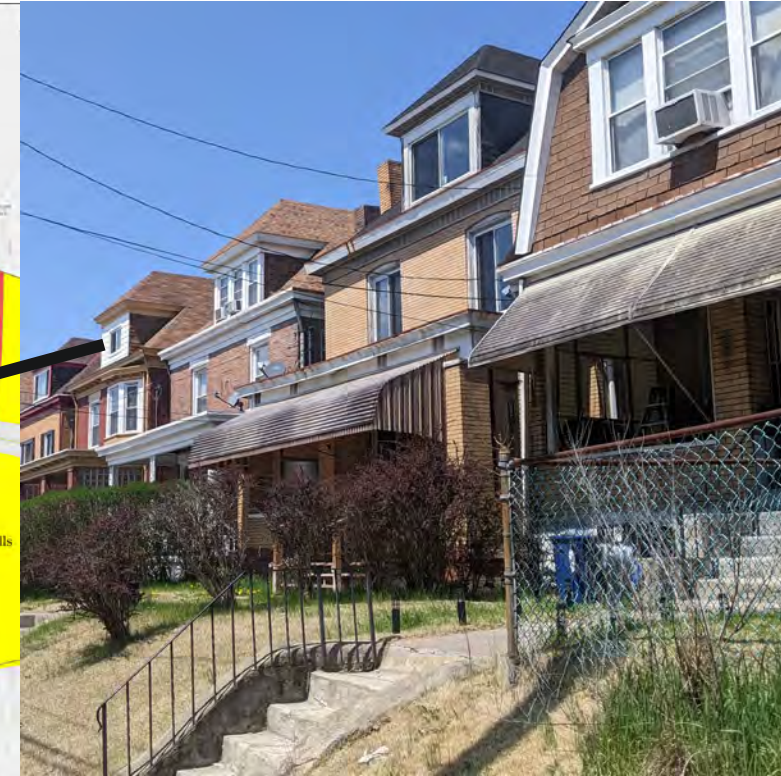
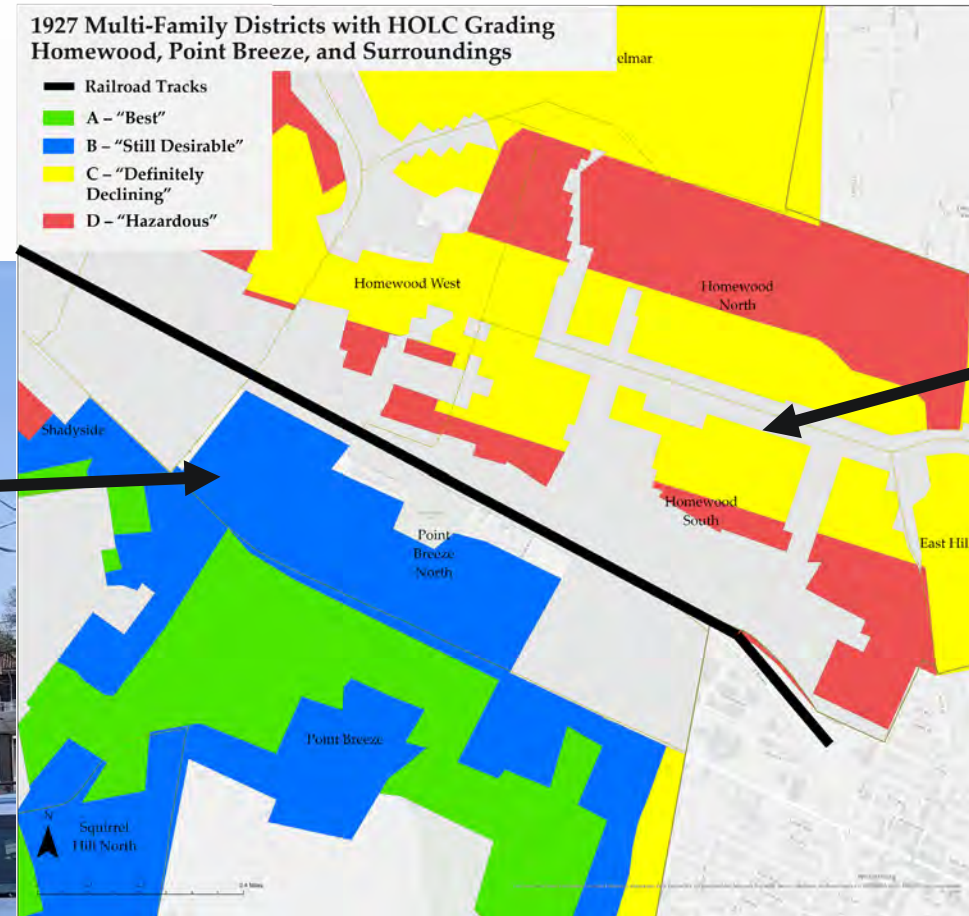
14% of City currently Multi-Family Districts



Findings: Case Study 1927 Multi-Family

RM – Multi-Family Zone

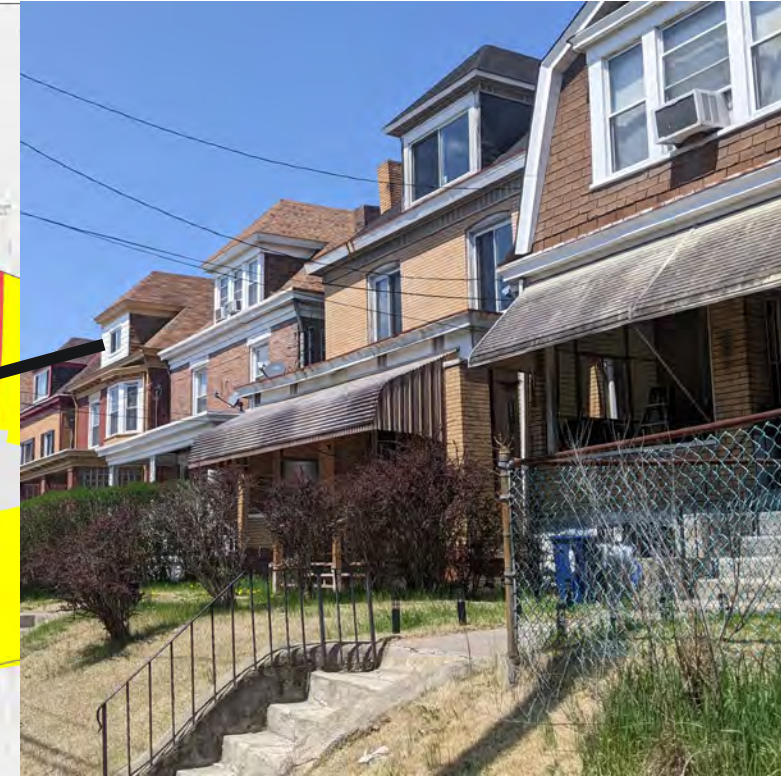
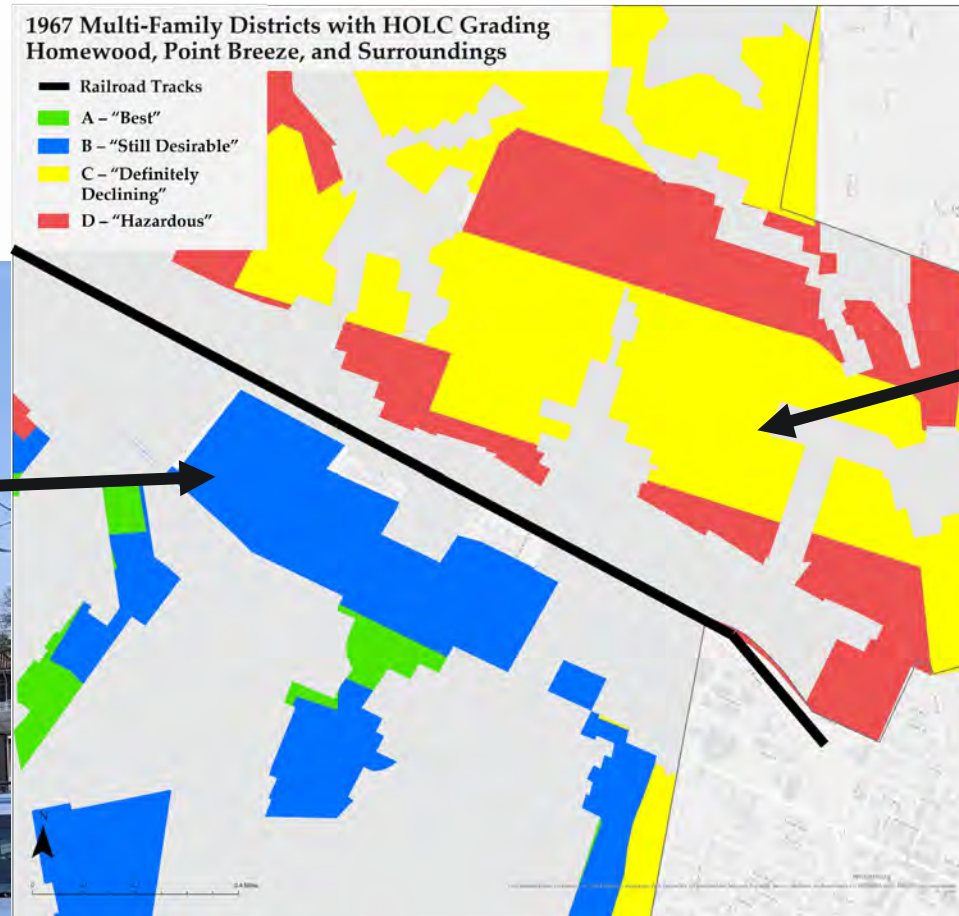
R1D – Single-Family Zone



Findings: Case Study 1967 Multi-Family

RM – Multi-Family Zone

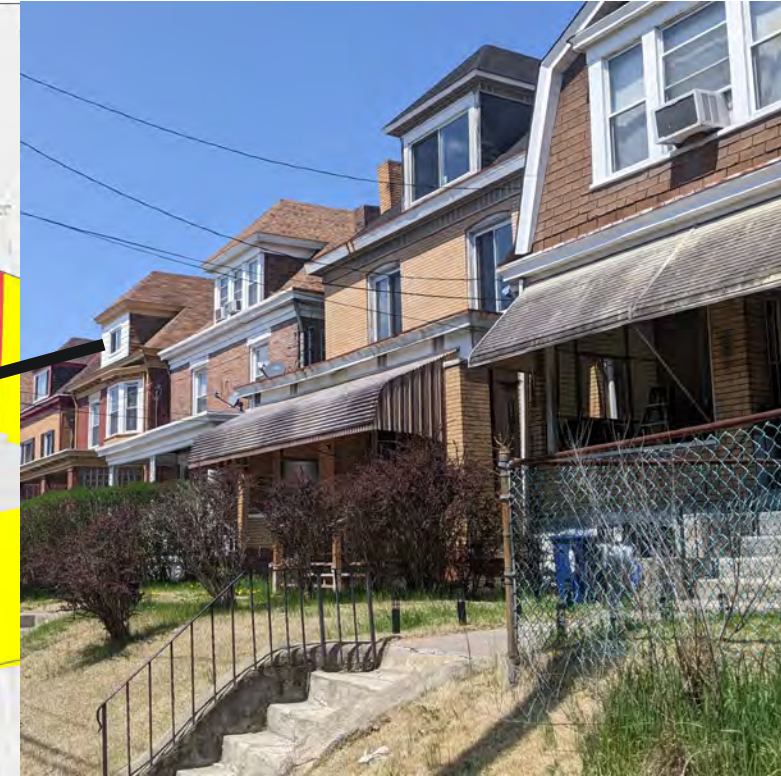
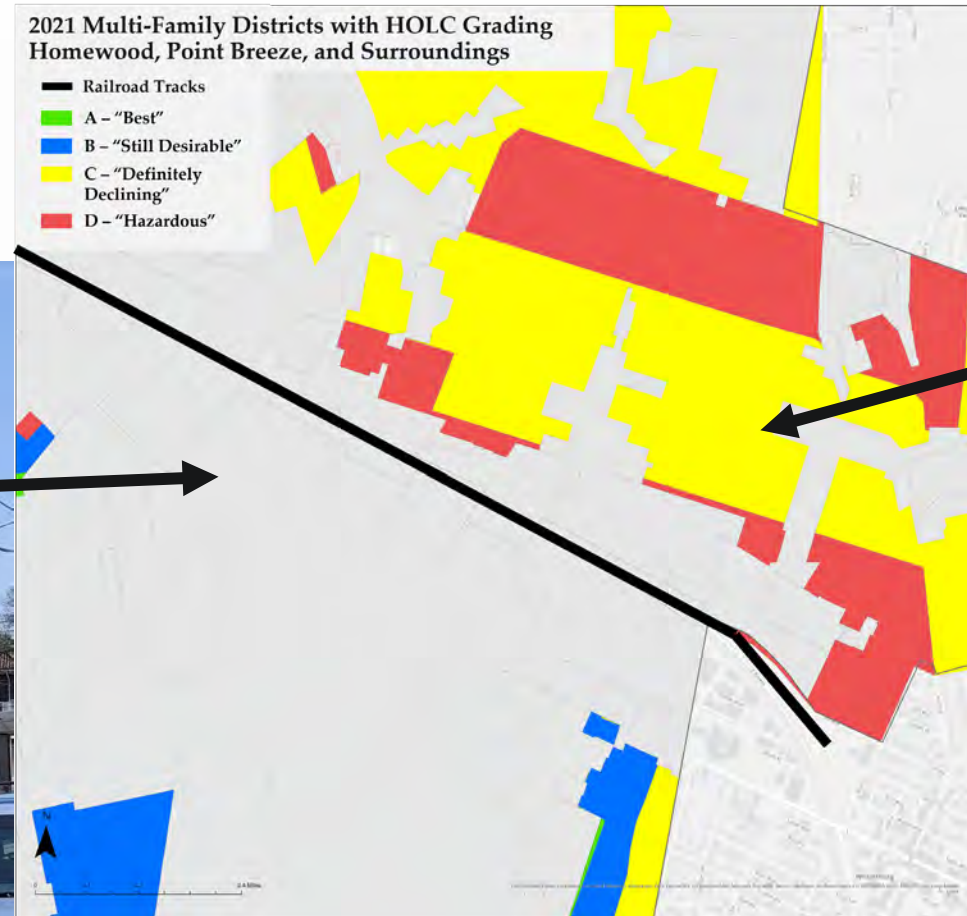
R1D – Single-Family Zone



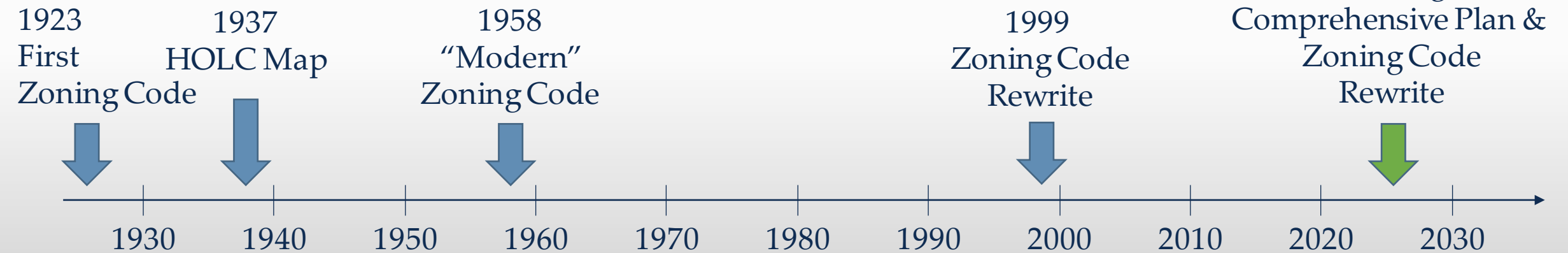
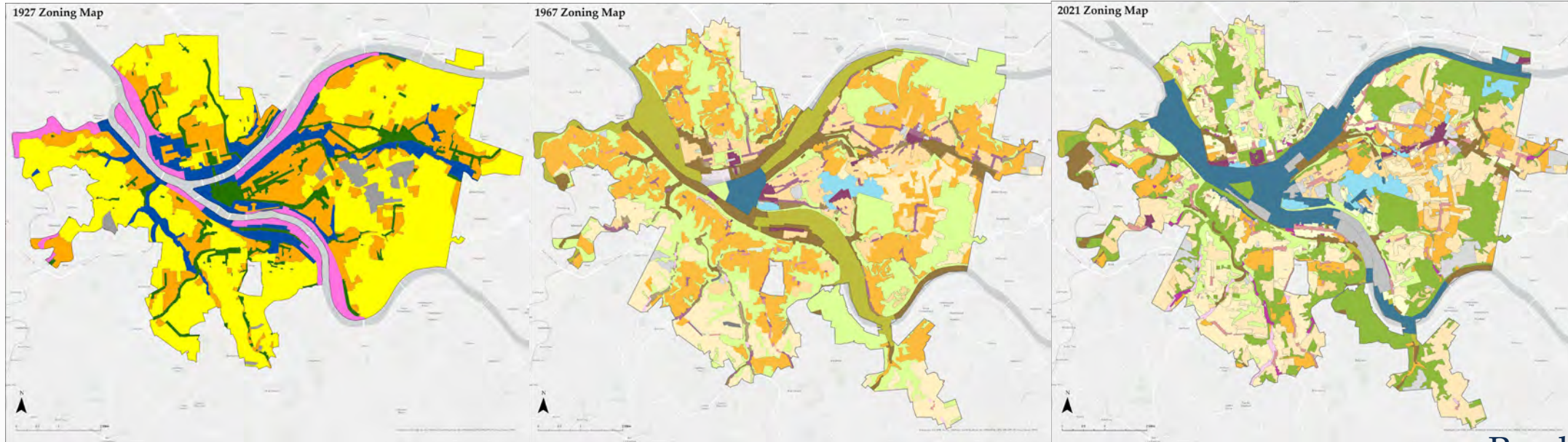
Findings: Case Study 2021 Multi-Family

RM – Multi-Family Zone

R1D – Single-Family Zone

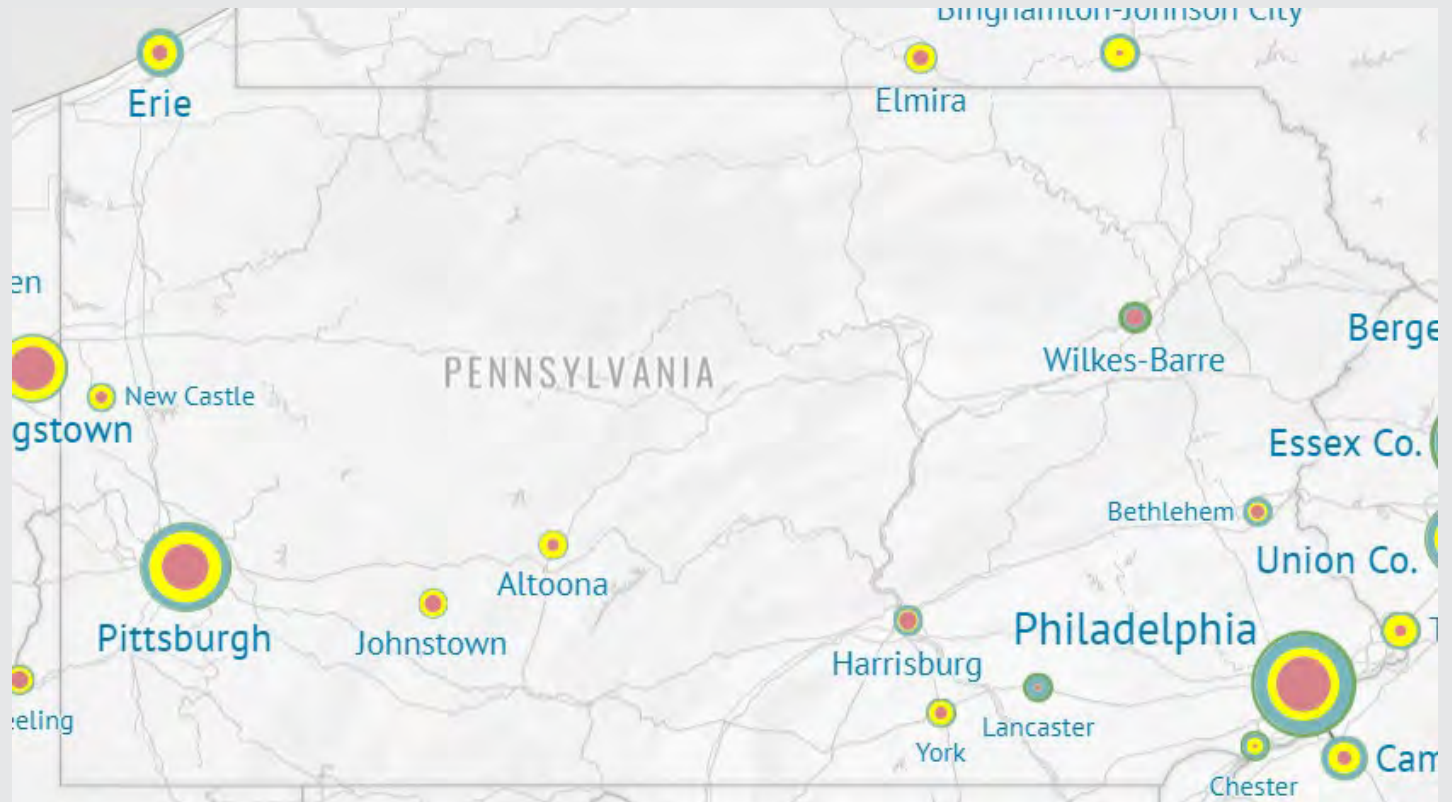


What's Next?



Results: residentialzoningbyrace.com

Where to
next?



Source: Mapping Inequality

Does Redlining Live on in Zoning?

PA Chapter of APA Annual Conference 10-16-2023

2022 PHFA Kathy A. Possinger Housing Policy Fellowship Research
residentialzoningbyrace.com



DETAILS
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QUESTIONS & ANSWERS?