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2012 Annual Conference

Sunday, October 14 – Tuesday, October 16

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Erie is home to several professional sports teams including the Erie Otters OHL hockey team, Erie Seawolves AA Baseball or NBA D-League Erie Bayhawks. Splash around at Splash Lagoon Indoor Waterpark or take a walk on the wild side at the Erie Zoo. Erie offers cultural and entertainment options you found in a big city, but with the friendliness and leisurely appeal of a small town.

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Charting a new course—
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Welcome to Erie	4
Conference At A Glance	6
Sponsors, Exhibitors and Advertisers	8
Main Speakers	10
Book Signing with Tony Hiss	16
Special Events	17
Design Matters	20
Mobile Workshops	21
Educational Sessions	22
Conference Planning Committee	31
Conference Etiquette	31
Scholarship Fundraising Raffle	32
Greening the Conference	32
General Conference & CM Information	33

PA Chapter of APA President — **Brian O'Leary, AICP**
2012 Conference Co-Chairs — **Amy McKinney and Jake Welsh, AICP**
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WELCOME ALL

Welcome to Erie and the 2012 PA Chapter of APA Annual Conference

ON BEHALF OF THE 2012 CONFERENCE COMMITTEE, we welcome you to Erie. The theme of the 2012 conference is “Charting a New Course – Balancing Opportunity and Environment.” As our nation struggles to recover from the economic recession, the planning profession has never been more important. As planners, we play a leading role in helping our clients and communities explore new ideas and opportunities to meet current and future challenges, and to obtain a better quality of life and more desirable future. Our committee is proud to present a selection of sessions that address many of today’s most significant challenges and opportunities.

WE ARE CONFIDENT THAT YOU WILL ENJOY your experience in Erie, and hope that you will take the opportunity to explore the Erie area and all that northwest Pennsylvania has to offer. The conference venue, the Bayfront Convention Center, is located on the shores of Lake Erie overlooking beautiful Presque Isle Bay. Downtown Erie, the Erie Maritime Museum, home of the Flagship Niagara, and the Great Lakes Seaway Trail are in close proximity, and Presque Isle State Park, Presque Isle Downs & Casino, the vineyards and wineries of the Lake Erie grape belt, and many other attractions are located within a short drive.



THE ERIE REGION IS THE RECIPIENT of one of only two HUD Regional Planning Grants awarded in Pennsylvania. Building on the landmark plans by renowned planners John Nolen (1913) and Maurice Rotival (1963) that helped shape modern Erie, our region has already started to “chart a new course” to a sustainable future. We hope you will join us to share new ideas, best practices, good times, and to develop and strengthen new and existing professional relationships. By working and learning together, we can all make a difference.

Sincerely,
Co-Chairs of the 2012 Conference Committee

Amy McKinney
Jake Welsh, AICP



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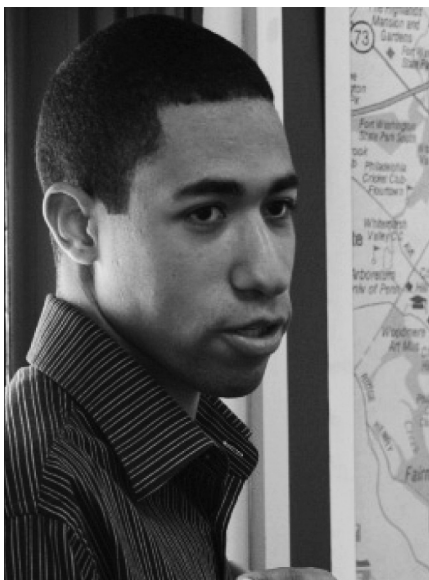
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Sunday, October 14, 2012

- 10:30a PA Chapter Open - Golf Outing at Lawrence Park Golf Club
- 12:15p – 5:45p Mobile Workshop
- 1:00p – 6:00p Registration Open
- 2:30p – 5:30p Mobile Workshop
- 2:30p – 3:45p Concurrent Education Sessions A
- 2:30p – 5:30p Design Matters Training
- 3:45p – 4:15p Refreshment Break
- 4:00p – 5:30p Legislative Committee Meeting
- 4:15p – 5:30p Concurrent Educational Sessions B
- 6:30p – 7:30p Welcome Reception at TREC - the Tom Ridge Environmental Center

Monday, October 15, 2012

- 7:00a – 5:00p Registration Open
- 7:30a – 5:00p Exhibit Hall Open
- 7:30a – 8:30a Continental Breakfast with Exhibitors
- 8:30a – 9:45a Opening Keynote Session with Tony Hiss, author of *In Motion*
- 9:45a – 10:15a Book Signing with Tony Hiss and Refreshment Break with Exhibitors. *Sponsored by Wallace Roberts & Todd*
- 10:15a – 11:30a Concurrent Education Sessions C
- 11:45a – 1:30p Pitkin Memorial Lecture: Planning in a Time of Uncertainty Luncheon and State of the Chapter Address
- 1:45p – 5:30p Mobile Workshops
- 1:45p – 3:00p Concurrent Education Sessions D
- 3:00p – 3:30p Refreshment Break with Exhibitors. *Sponsored by Whitman, Requardt & Associates, LLP*
- 3:30p – 5:00p Concurrent Education Sessions E
- 5:15p – 6:15p Evening Reception with Exhibitors at the Bayfront Convention Center
- 6:30p Dinner on own in Erie

Tuesday, October 16, 2012

- 6:30a – 7:15a Fun Run & Walk
- 7:30a – 5:00p Registration Open
- 7:30a – 8:30a Professional Development Committee Meeting
- 7:30a – 2:30p Exhibit Hall Open
- 7:30a – 8:30a Continental Breakfast with Exhibitors
- 8:30a – 9:45a Plenary Session: Investing in Freight Futures
- 9:45a – 10:15a Refreshment Break with Exhibitors. *Sponsored by Johnson, Mirmiran & Thompson, Inc.*
- 10:15a – 11:30a Concurrent Education Sessions F
- 11:45a – 2:00p Plenary Session with Mitchell Silver, President of APA, Luncheon and Annual Awards Presentation
- 2:00p – 2:30p Dessert with Exhibitors & Announcement of Raffle Winners
- 2:30p – 3:45p Concurrent Education Sessions G



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MAINSPEAKERS



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Opening Keynote: Deep Travel, Deep Planning Bayfront Convention Center – Ballroom West

Tony Hiss, Author, *In Motion: The Experience of Travel*
CM | 1

Monday, October 15, 8:30am – 9:45am

Like his new book, *In Motion: The Experience of Travel*, Tony Hiss's keynote talk will invite us all to get in touch with a state of mind and way of thinking already being hailed as "the best friend anyone in the design community can have." Solving our problems by using more of our minds is a theme that has fascinated Tony Hiss for years. He calls this wide-angle, all-senses-on-deck ability to refocus the mind "Deep Travel," a name that expands on "simultaneous perception," the term he used earlier in his award-winning book, *The Experience of Place*. Deep Travel refers to the fact that most of us use our minds this way when visiting new places, when everything suddenly seems fresh, new, vivid and memorable. In his talk, as in his book, Hiss will explore where Deep Travel came from and how it is ideally suited to help us handle the kind of wide-ranging, long-lasting problems the 21st Century is bringing our way. With a wealth of pictures and examples, Hiss shows us how big issues like the explosive growth of metropolitan areas, or the need to find room on earth for nine billion people in only a few decades, seem less confusing when we can see how our own communities are connected to "larger heres" and "longer nows." In addition to which, Deep Travel stretches and refreshes the mind at a time when, more than ever, we'll need all our wits about us.

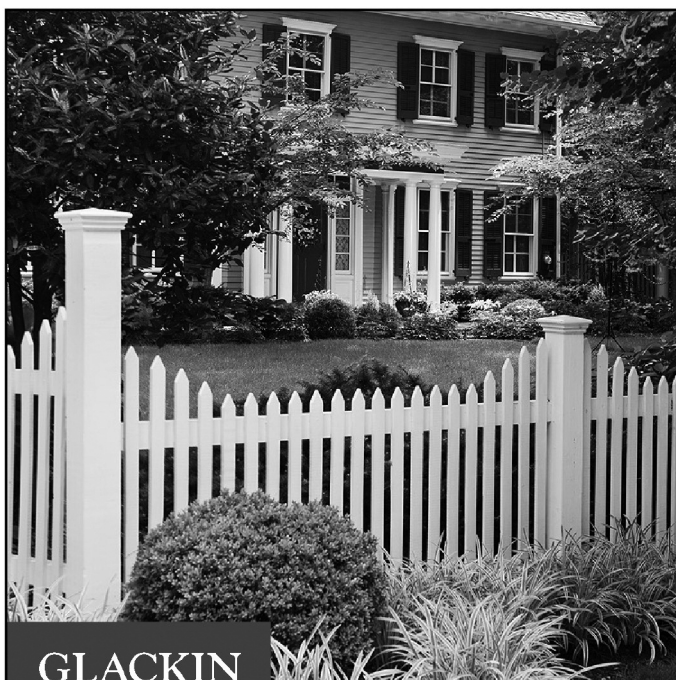
About Tony Hiss

In Motion marks Tony Hiss's thirteenth book and follows the award-winning *The Experience of Place*. His books have explored subjects as varied as train travel, Hunanese cooking, giant pandas, photography, the story of his family, the landscape of the Chicago region (*Disarming the Prairie*, with Terry Evans, and *Prairie Passage: The Illinois and Michigan Canal Corridor*, with Edward Ranney), and both the landscape and the future of New York City and its region (*H2O—Highlands to Ocean: A First Close Look at the Outstanding Landscapes and Waterscapes of the New York/New Jersey Metropolitan Region*, with Christopher Meier, and *A Region at Risk: The Third Regional Plan for the New York-New Jersey-Connecticut Metropolitan Area*, with Robert D. Yaro). He was a staff writer at *The New Yorker* for more than 30 years, contributing essays, profiles, reviews, editorials, and more than 400 "Talk of the Town" stories, and has also written for *The New York Times*, *Newsweek*, and *Travel & Leisure*. He has lectured around the world, and is currently a Visiting Scholar at New York University's Robert F. Wagner Graduate School of Public Service. The National Recreation and Park Association's National Literary Award praised Hiss for a lifetime of "spellbinding and poignant" writing about "how our environments, modes of travel, and other aspects of the American landscape affect our lives." He lives in New York with his wife, writer Lois Metzger, and their son.

continued on page 12

Erie at night





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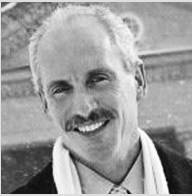
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MAINSPEAKERS

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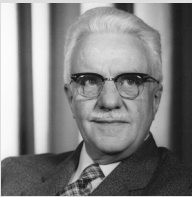


Steve Craig



Jack Lynch

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Francis Pitkin

Pitkin Memorial Lecture: Planning in a Time of Uncertainty ... Again Bayfront Convention Center – Ballroom West

Steve Craig, AICP Lawrence County Commissioner and
Jack Lynch, Crawford County Commissioner
CM | 1

Monday, October 15, 12:15pm - 1:15pm

There is nothing new about the state of planning in Pennsylvania or the country. Public employees are under attack, the economy is terrible, funding is being cut, it's every man/woman/dog for themselves, and the public is in a surly mood. It sounds like the early 80's all over again. So what's a planner to do? Double down and prove your worth yet again. Former County Planning Directors and now County Commissioners Craig and Lynch take on the current environment and will discuss the necessary steps for planning to not only survive but thrive in Pennsylvania. Their tips will run from the strategic – "form partnerships with like-minded groups that understand and support your policies and programs" – to the humorous – "get your elevator speech ready on 'what planning is.'" Along the way they will address how planners can ride the rising tide of funds from the oil and gas industry, do a better job of external PR, renew and mobilize grassroots networks, secure state and federal funding, and reinforce your worth to those you serve – the cities, counties, municipalities, and the public. All while remembering to smile! Planning as a profession and planners as professionals are needed now more than ever. Those that can help, solve, do, unite, communicate, mediate, assist, and inform will win the day.

About the Pitkin Memorial Lecture

Each year the PA Chapter of APA honors Francis Pitkin's contributions to planning with the Pitkin Memorial Lecture. Francis A. Pitkin was among the giants in his day, a time when, indeed, there were giants who spoke for planning and its place in public affairs. "Pit," as he was affectionately known, was an achiever. And his list of achievements was long. He promoted the establishment of municipal and county planning commissions, and urged that they be staffed by professionals. He was a forceful advocate for planning with governors, cabinet members and legislators during his tenure as the Executive Director of the State Planning Board. He organized and nurtured the Pennsylvania Planning Association (today the PA Chapter of APA) in its infancy in the late 1940's, and into the 1960's. He persevered for more than a decade in the effort to consolidate the state's many and varied planning statutes into the PA Municipalities Planning Code. He initiated state planning assistance funds to support county and local planning. He promoted regional planning. He was persistent with county commissioners in advancing county planning. Those who knew Francis Pitkin characterize his philosophy as clear, understandable and direct: promote planning, build up the planning commission, get funds for good staff, and talk sense to elected officials. If a single voice can speak and make a difference, then it can truly be said of Francis Pitkin that he was heard and made a difference. We are here today, in large measure, because of him.

About Steve Craig, AICP

Steve Craig is serving his third term as a Commissioner in Lawrence County. He is active in many regional organizations and has the distinction of being on the executive board of two regional planning and development bodies: He is the Chairman of the Northwest Pennsylvania Regional Planning and Development Commission, an eight County region headquartered in Oil City; and Vice Chairman of the Southwest Pennsylvania Commission, a ten county region headquartered in Pittsburgh. Steve is also one of the founding members of the Oh-Penn Interstate Region, the nation's first two state workforce development collaborative. Steve is a graduate of John Carroll University and received his Masters of Urban and Regional Planning Degree from The George Washington University.

continued on page 14

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MAINSPEAKERS

continued from page 12

He became a member of the American Institute of Certified Planners in 1980. He is married to Faith and has two children: Maddie and Sam.

About Jack Lynch

Jack Lynch is currently a Commissioner for Crawford County, an elected post that he assumed in 2012. In this role he serves as Vice-Chairman. Prior to his transition to elected office Lynch was Planning Director for the Crawford County Planning Commission from 1994 to 2011 and also served as the Port Meadville Airport Manager (2004 - 2011). As a Planning Director, Jack developed a more proactive approach for Crawford County's community planning which included expanding the planning staff to include a full-time Grants Administrator to oversee and direct all county grant initiatives, and two additional Planning Assistants to better serve the county's municipal planning and community development needs. The existing (circa 1974) Comprehensive Plan for Crawford County was updated in 2000 and 2008 followed by a wholesale update initiated in 2011 and due for completion in 2013. And the Port Meadville Airport was strategically repositioned with capacity building and capital projects to meet the needs of both corporate and general aviation while offering the airport a stronger more viable financial platform to continue to grow to meet an emerging need in NW PA in small corporate traffic and serve as a hub for general aviation. Lynch received his Bachelor of Science in Applied Science for Civil Engineering Technology from Youngstown State University. He holds a Masters in Urban Planning and Design from Cleveland State University where he was a teaching assistant at The Levin School of Urban Affairs.



John R. Elliott

Plenary Session: Investing in Freight Futures Bayfront Convention Center – Ballroom West

John R. Elliott, PE, President/CEO, Economic Development Corporation of Erie County

CM | 1

Tuesday, October 16, 8:30am – 9:45am

Amsterdam, Chicago, London, New York, Pittsburgh, Erie. The sites for these great cities (and so many more) were selected considering just one thing: transportation. These cities grew to be centers of manufacturing and trade because of the ease with which they connected the hinterlands to world markets. In recent times we forgot how cities on railroads and rivers boomed with the advent of interstate highways—but we are remembering again. Bulk and containerized freight moves further for less on rails and water, and with much reduced environmental impact. Global supply chains are growing and diesel prices are rising, so multi-modal freight movement is frequently a deciding factor in locating new manufacturing, agriculture, and distribution developments. Investors really started taking note after Warren Buffett invested \$5 billion in railroads.

This plenary session will give fun facts about the role of transportation in our host community: Erie. This rich history—from French Fur traders and freshwater fisheries to rail-town boom and bust—will give context to a new transportation-based economic development strategy: the “Erie Inland Port” initiative. This initiative encompasses several projects designed to do one thing: use the region’s ports and railroads to grow jobs and investment. Learn about the 320 million tons of freight handled at Great Lakes ports today, supporting 220,000 jobs and an economic impact of \$58 billion per year. And discover how access to bulk transportation (not land costs, not labor rates, not interest rates) was the deciding factor for several companies planning to locate in Erie today, representing over a half a billion dollars of new investment and nearly a thousand new jobs. Also learn about how containerization, which has transformed saltwater shipping, is starting to effect even small cities (like Erie) and creating new opportunity to economize domestic freight movements.

Careful planning after understanding freight flows creates new opportunity for restoring communities, revitalizing a regional economy, re-using abandoned industrial sites, and reversing decline in old towns. There is a bright future in freight. Making the right investments today can pay decades of dividends to the community.

About John R. Elliott, PE

John R. Elliott, PE is the President/CEO of the Economic Development Corporation of Erie County and also serves as the executive for six affiliated public authorities and non-profit corporations. The EDC engages in financing, real estate, brownfield remediation, and infrastructure projects as part of its economic development mission. Previously, he served as Executive Director of the City of Erie Redevelopment Authority, where its work to plan and initiate redevelopment of the Erie central business district won the Pennsylvania Governor's Award for Excellence. Mr. Elliott is a licensed Professional Engineer with nine years of design and construction project management experience with two regional consulting firms. His Master of Science in Civil Engineering (Michigan State University) concentrated in transportation planning.



Mitchell J. Silver

Plenary Session: Planning in the 21st Century – What's Next? Bayfront Convention Center – Ballroom West

Mitchell J. Silver, AICP, President, American Planning Association
CM | 1

Tuesday, October 16, 12:15pm – 1:15pm

What are the emerging trends and challenges in the 21st Century and how are planners well-positioned to lead and innovate as we move forward as a profession? With changing demographics, shifting political landscape, outdated development codes and a weak economy, what's the new role for the planning profession? The closing plenary session will offer insight into these challenges, explain the state of planning and cover key highlights from APA's two-year strategic plan as well as a APA's national survey on American's attitude about planning.

About Mitchell J. Silver, AICP

Mitchell Silver is president of the American Planning Association (APA). As APA president, he is leading the effort to make planning one of the most relevant professions in the 21st Century. Mr. Silver is also the Chief Planning & Development Officer and Planning Director for Raleigh, North Carolina. Mr. Silver is an award-winning planner with over 25 years of experience in the public and private sectors. He is nationally recognized for his leadership in the planning profession and his contributions to contemporary planning issues. Known by his colleagues as a creative thinker, problem-solver and visionary leader, Mitchell has been at the center of many cutting edge trends, innovative solutions and visionary plans. As planning director in Raleigh, he is led the comprehensive plan update process to create a vibrant 21st century city with a modern transit system, great streets, great places and great neighborhoods. He is now overseeing a rewrite of the City's Development Code. Mr. Silver is a contributing editor and author of ICMA's *"Local Planning: Contemporary Principles and Practice,"* which was released in February 2009. Mr. Silver's work and commentary has been featured in *Time.com*, the *New York Times*, *Planning Magazine*, the *Triangle Business Journal*, *Crain's Business Journal* and *National Public Radio (NPR)*.

Erie Tower



BOOK SIGNING WITH TONYHISS

Book Signing with Best-Selling Author Tony Hiss

Monday, October 15
Bayfront Convention Center – Ballroom East



Author Tony Hiss will be signing copies of his newest book, *In Motion: The Experience of Travel*, on Monday, October 15 following his Opening Keynote!

In 1990 *The Experience of Place* created a buzz in the planning community. Its award-winning author returns to planning themes with *In Motion: The Experience of Travel*, now in a paperback edition from APA Planners Press.

This intriguing book starts with the idea that travel gives us “open-sesame” moments when we suddenly see even familiar surroundings with fresh eyes. The experience—Hiss calls it Deep Travel—can happen whether we’re on a trek through the Khyber Pass or a trip to the mailbox. With stories of his own journeys and passages from celebrated travel writers, he makes the transcendental experience come alive.

Simple techniques can unlock this hidden dimension, and planners can use these heightened perceptions to shape the built and natural environments. In Hiss’s mind-opening account, ordinary landscapes—highways, train tracks, intersections—become as extraordinary as the first human settlements or the most dazzling and renowned streetscapes.

In Motion opens new paths of understanding for urban and regional planners, architects and landscape architects, and everyone else involved in creating transportation systems and public spaces. It’s a journey worth taking.

Tony Hiss was a staff writer at *The New Yorker* for more than 30 years and is currently a Visiting Scholar at New York University’s Robert F. Wagner Graduate School of Public Service. The National Recreation and Park Association’s National Literary Award praised Hiss for a lifetime of “spellbinding and poignant” writing about “how our environments, modes of travel, and other aspects of the American landscape affect our lives.”

A review

“Crowded airplanes and their lack of customer service, packed subway cars on a hot day, and daily commutes to and from work that take longer now on average than at any other time in history add up to much frustration with travel itself. Hiss (*The Experience of Place*) suggests, however, that all of us have an innate capacity to enter a different part of our minds during our travels and to begin to make use of an awareness that has its own range of interests, concerns, and methods. When the mind and not just the body is in motion, our experience of our ordinary world changes, and we can look with new eyes on the details of the world around us as we walk to the local coffee shop. Hiss urges us to embrace the innermost dimension of travel (its ability to lift the wings of the human spirit) as a way of transforming our time spent in motion.”

—***Publishers Weekly* (starred review)**

SPECIAL EVENTS



PA Chapter Open Golf Outing Lawrence Park Golf Club

Sunday, October 14, 2012

10:30am Tee Times approximate

Golfers – you won't want to miss this opportunity to golf a great course with gorgeous views of Lake Erie. Join us at the Lawrence Park Golf Club, an 18-hole regulation course located at a private club in Erie. From the longest tees it presents 6,494 yards of golf for a par of 72. The course was designed by Alfred H. Tull, ASGCA and opened in 1921. The course rating is 71.0 with a slope rating of 129. See photos and learn more about the course at www.lawrenceparkgc.com.



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Welcome Reception at TREC – the Tom Ridge Environmental Center

Sunday, October 14, 2012

6:30pm – 7:30pm

Located at the entrance to Presque Isle State Park, the Tom Ridge Environmental Center – more commonly known as TREC – features 7,000 square feet of interactive and whimsical exhibits that highlight Presque Isle's natural and cultural history. The full center will be available to attendees during the reception. Enjoy the exhibits while you feast on stations of hot and cold hors d'oeuvres. The reception will be suitable for dinner and wine and beer will be available.

Experiences waiting for you include:

- The view from the 75-foot tower that emulates a light house and sports spectacular views of Lake Erie.
- Bring your wallets so you can shop for souvenirs at the Nature Shop. This is one of those gift shops you don't want to miss and offers gift items, apparel, nature books, children's items, beach glass jewelry, local artisans' work, t-shirts and more.
- The hallway next to the Nature Shop features a rotating art show.

TREC is an eco-friendly structure and everything about the building is designed to complement the surrounding environment. The building opens its long dimension to the sun. Operable windows help to naturally ventilate the space. The inverted roof collects rainwater, significantly reducing overall water use. Building materials used throughout are made from highly recycled content. The landscape protects existing natural amenities, avoids the need for irrigation, and employs native plants to reinforce the local ecology. The building is designed to achieve a LEED Silver rating from the U.S. Green Building Council.

TREC is a short, 15-minute drive from the Sheraton Erie Bayfront Hotel. Shuttle service will be provided, departing from the front of the hotel. Driving directions will also be available.

Shuttles depart the front of the Sheraton at 5:40pm and 6:10pm. Take the 5:40pm shuttle to have extra time to visit TREC. Reception displays and bar will open at 6:30pm.



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SPECIAL EVENTS



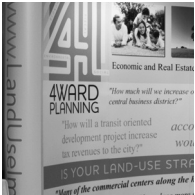
State of the Chapter Address Bayfront Convention Center Ballroom West

Monday, October 15, 2012

1:15pm – 1:30pm

PA Chapter of APA President Brian O'Leary, AICP will present the "State of the Chapter," highlighting the chapter's successes and key activities during 2012. Brian will also outline the priorities for the coming year as the chapter continues its work of promoting and improving planning in Pennsylvania.

These sessions will feature use of OptionFinder, an interactive audience response polling technology, brought to us courtesy of Strategy Solutions, Inc., a strategic planning and public involvement firm with offices in Erie and Pittsburgh. Audience response systems allow participants at a meeting or other event to respond to questions, vote from a variety of choices, and prioritize lists of goals or action items. Attendees are able to participate and provide input. The systems ensure that all opinions are heard. For more information contact Strategy Solutions toll free at 866-480-8003 or info@getstrategy.com.



Monday Night Reception with the Exhibitors Bayfront Convention Center Ballroom East

Monday, October 15, 2012

5:15pm – 6:15pm

New for 2012! Monday's conference activities wrap up with a reception with the Exhibitors. Enjoy a pre-dinner reception featuring the superb cuisine of the Bayfront Convention Center whose chefs draw their inspiration from regional flavors and local foods. Network with the exhibitors as well as new and old friends. It's a great way to finish the day and take in the Convention Center's many breathtaking views of Lake Erie's Presque Isle Bay. A cash bar will be available.



Dinner on your own in Erie

Monday, October 15, 2012

6:30pm...

Venture into Erie for dinner at one of the city's many and varied restaurants. See the conference registration desk for Erie maps and a list of restaurant suggestions.

View of the Sheraton Erie Bayfront Hotel (left) and the Bayfront Convention Center (right). The two venues are connected by a convenient sky walk.





Fun Run & Walk Downtown Erie and Bayfront – Meet in Sheraton Lobby

Tuesday, October 16, 2012
6:30am – 7:15am

Explore the Flagship City on this early morning trek through Erie. Runners and walkers will set out from the Sheraton Erie Bayfront at 6:30 a.m. Choices include a guided 3.5-4 mile run or a 2 mile walk. The routes will showcase the Bayfront, downtown Erie, Perry Square, Millionaires' Row, Gannon University, and other interesting local sites and history.



2012 Annual Awards Program Bayfront Convention Center Ballroom West

Tuesday, October 16, 2012
1:15pm – 2:00pm

It is once again time to celebrate the achievements of Pennsylvanians who shape where we live, work, and play! Join Denny Puko, Chair of the PA Chapter of APA Awards Committee, for an inspiring awards program. We will recognize the work of planners, planning officials, and elected officials – the best and brightest in Pennsylvania planning!



Dessert Reception with Exhibitors and Announcement of Raffle Winners Bayfront Convention Center Ballroom East

Tuesday, October 16, 2012
2:00pm – 2:30pm

Round out the conference with this one final opportunity to network with colleagues and visit the exhibits. We'll enjoy some tasty dessert and discover the winners of the raffle baskets! **Remember – you must be present to win!**



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DESIGNMATTERS

special session

**Sunday, October 14, 2012
Bayfront Convention Center – 170A**

**Design Matters: Using
Design Guidelines
to Shape a Community**
2:30pm – 5:30pm
CM | 3 Approved



Design Matters is a special session being offered in conjunction with the PA Chapter of APA 2012 Annual Conference and is made possible with funding from the PA Local Government Training Partnership.

Across the nation, places of all sizes are seeking ways to create environments that attract residents and tax-paying businesses, making community design more important than ever. Planning tools and policies – such as design guidelines – have a powerful impact on how communities look and function but are often underutilized in Pennsylvania. This advanced session will show how to guide the aesthetics and functionality of the built environment to contribute to community success.

The overall value of improved development design will be discussed, and a copy of Better Models for Development in Pennsylvania (© The Conservation Fund 2005) will be provided to every session participant (courtesy of DCNR). The session will present various methods available to local governments to address design principles and improve design outcomes. The session will discuss design principles in relation to topics such as architecture, lighting, signage, landscaping, and site planning. Course instructors will focus on design guides and manuals, but also address incorporating guidelines into regional plans, comprehensive plans, and zoning ordinances. In addition, the session will discuss how design guidelines can be incorporated into Traditional Neighborhood Developments.

Case studies will be presented from Pennsylvania and across the country, touching on both older, historic communities and new growth areas. The Pennsylvania Wilds Design Guide will be used as a primary example of regional application of a design guide.

Course Highlights:

- Better Models for Development in Pennsylvania
- Design Guidelines
- Traditional Neighborhood Developments

The target audience for this training session includes professional planners and elected officials, municipal staff, and citizen planners who are well-versed in planning and seeking advanced information on using design guidelines in their community. There will be ample opportunities for Q&A during the session.

Speakers:

TRACY ZINN, AICP, T&B Planning

JASON KAMBITIS, AICP, Mount Washington Community Development Corporation and Aspect: Data Driven Planning and Community Design

**Made Possible With Funding
From the PA Local Government
Training Partnership**

This program is presented in cooperation with the Governor's Center for Local Government Services with funds from the annual appropriation from the General Assembly to the Department of Community and Economic Development. Trainees are admitted without regard to race, color, age, sex, religion, political affiliation, national origin or disability.

PA LOCAL GOVERNMENT TRAINING PARTNERSHIP

County Commissioners Association of Pennsylvania
Pennsylvania League of Cities and Municipalities
Pennsylvania Municipal Authorities Association
Pennsylvania State Association of Boroughs
Pennsylvania State Association of Township Commissioners
Pennsylvania State Association of Township Supervisors

All Mobile Workshops begin at the Bayfront Convention Center Main Entry.

MOBILEWORKSHOPS

Sunday, October 14, 2012

Erie's Wine Region (M1)

12:15pm – 5:45pm
CM | 5

Tour and visit North East, PA and its wineries. North East is at the northernmost point of Pennsylvania where viticulture is most intense. The role of the grape in the community as a focal point for community activities will be discussed as we visit four wineries in and around North East. The four wineries we anticipate visiting are; Penn Shore, Presque Isle, Mazza, and Arrowhead.

** Portions of this mobile workshop will be walking.*

Wear comfortable clothes and walking shoes.

ROBERT SECHRIST, PHD, Indiana University
of PA Department of Geography and Regional Planning

Re-Imagining Erie's Southeast Hillside Neighborhood: Tour and Charette (M3)

2:30 pm – 5:30pm
CM | 3

What does a National Register Historic District, a growing hospital, a dilapidated 1910 era commercial corridor, an historic cemetery, and four of Erie's most unique and oldest churches have in common? They all share the same neighborhood, but not a common vision. The Erie Center for Design and Preservation and the Erie Citizen's Planning Academy will lead planners on a walking tour of the Southeast Erie Hillside neighborhood. A design charette exercise with community residents will follow with the goal of teaching Erie's recently graduated citizen planners the skills and techniques needed to form their own neighborhood revitalization plan.

** Portions of this mobile workshop will be walking.*

Wear comfortable clothes and walking shoes.

TOM MAGGIO, AICP, Erie Citizen's City Planning Academy

CHRIS MAGOC, PHD, Mercyhurst University

Monday, October 15, 2012

Complete Streets Walking Audit (M5)

1:45pm - 3:30pm
CM | 1.75

Pennsylvania communities have recognized the importance of walking to becoming more livable communities. Walking is the most basic form of transportation. Even travelers who drive, bicycle, or use transit are pedestrians at either end of their trips. Some parts of Pennsylvania communities were built when walking was not carefully considered as a serious mode of transportation, resulting in streets that are uncomfortable for pedestrians. This workshop will help participants understand how to view a street from the perspectives of users of all ages and abilities, allowing planners to make more informed decisions about potential land use and transportation improvements.

** The majority of this mobile workshop will be*

walking. Wear comfortable clothes and walking shoes.

JEFF RIEGNER, AICP, PE, Whitman, Requardt & Associates, LLP

Deep Travel (M2)

1:45pm – 3:30pm
CM | 1.75

Expand on the content delivered in the Opening Keynote Session and put it into practice with this Mobile Workshop presented by Tony Hiss. It's an opportunity to apply the mental approach describe by Hiss in his book *In Motion: The Experience of Travel* and discuss how it can be applied to solving the challenges and problems of planning. Attendees will go on a Deep Travel exploration of the waterfront and downtown Erie, examining how the community is connected to "larger heres" and "longer nows."

** The majority of this mobile workshop will be walking. Plan to wear comfortable clothes and walking shoes.*

TONY HISS, author, In Motion: The Experience of Travel

Tar, Water, People and Fish: The Environmental Remediation and Redevelopment of an Industrial Property (M4)

1:45pm – 5:00pm
CM | 2.75

Today many Pennsylvania communities are grappling with the environmental remediation and redevelopment of former industrial sites. Elected officials, leaders and planners face tough questions and sometimes contradictory challenges related to health impacts, legal liabilities, funding, development constraints, public buy-in, agency oversight and property rights and obligations. This mobile workshop provides a unique learning opportunity – a classroom tutorial and a field visit to an active remediation project immediately adjacent to the Bayfront Convention Center. No bus ride needed! The workshop will provide overviews of State/Federal laws and regulations, typical planning strategies as well as the first-hand experience of remediation in action.

** The first portion of this mobile workshop will be walking. Plan to wear comfortable clothes and walking shoes. Attendees will return to the convention center for the afternoon refreshment break and the workshop will conclude with a classroom segment.*

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

JOSEPH SENITA, AMEC

CASEY WELLS, Erie County Convention Center Authority



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EDSESSIONS

From Shale gas to working with the public, and disaster planning to transportation, the educational sessions at the 2012 conference cover the complete scope of planning. These 75-90 minute sessions feature a balance of core topics and form the foundation of the conference. With more than 40 to choose from you are sure to find many that will peak your interest and grow your knowledge.

Sunday, October 14, 2012

2:30pm – 3:45pm CONCURRENT SESSIONS A

Capturing the Sun: A Standardized Zoning and Permitting Approach for Solar (A3)

CM | 1.25 Room 160A

With the rapid growth of solar energy, municipalities are scrambling to understand how to incorporate and regulate solar appropriately. As one of 22 national teams in the Department of Energy Rooftop Solar Challenge, PennFuture and a technical planning team are developing model zoning ordinances and streamlined permitting and inspection procedures for solar across 24 western Pennsylvania municipalities. During this workshop, receive a sneak preview of the model practices prior to their public release. Presenters will present opportunities and issues to be considered when planning for solar, processes used to develop the model practices and will share experiences of the participating municipalities to become solar-ready.

SHARON PILLAR, *PennFuture*

ANDREW JG SCHWARTZ, *AICP, RLA, LEED AP, Environmental Planning & Design, LLC*

Design Guidelines for Historic Districts (A1)

CM | 1.25 Room 160B

The session will address the range of issues encountered in preparing, adopting and administering Design Guidelines for Historic Districts. The session will provide a “primer”, based on a series of case studies from several municipalities throughout the US, including New Orleans, LA; Oak Park, IL; Newton, MA; Ft. Lauderdale, and Hopewell, NJ.

DOMINIQUE HAWKINS, *AIA, NCARB, LEED AP, Preservation Design Partnership, LLC*

GEORGE SKARMEAS, *PHD, AIA, NCARB, AICP, Preservation Design Partnership, LLC*

Planning with Google Earth (A2)

CM | 1.25 Room 160C

This session will introduce the basics of Google Earth and its value as a cost-effective and highly-accessible medium for the communication of geographic information to the public and stakeholders. Google Earth has opened the world of mapping to the lay planner and the public. In addition, it presents unique opportunities to share photos, 3-D structures, and other graphics in a geobrowser. From zoning and land use to infrastructure to economic development, Google Earth can help bridge the gap between GIS and the intended audience with its open-source KML format. The presenter will lead attendees through a number of examples, from basic through advanced, yet all practical for the planning community. Time will be taken to discuss the relationship of GIS and Google Earth.

BRIAN LAWRENCE, *Westmoreland County Department of Planning and Development*

4:15pm – 5:30pm CONCURRENT SESSIONS B

Integrating Comprehensive Plans and District Plans (B1)

CM | 1.25 Room 160A

Philadelphia has a brand new comprehensive plan, the “Philadelphia2035 Citywide Vision,” proposing transformative changes in terms of economic development, transportation, sustainability and revitalization of the riverfronts. However, the publication of the 210-page Citywide Vision does not mark the end of the comprehensive planning process. District plans for 18 sub-districts are also part of the process. Two members of the City Planning Commission staff will tell you exactly how the district plans are integrated with the Citywide Vision. You will learn about this innovative process, the big new ideas for Philadelphia’s future, and major recommendations contained in district plans.

EVA GLADSTEIN, *Philadelphia City Planning Commission*

ANDREW MELONEY, *Philadelphia City Planning Commission*

Partnering for Conservation: Stretching Funds and Results! (B3)**CM | 1.25 Room 160B**

Many county and local governments are struggling to preserve important agricultural properties and open space resources as funding streams diminish in the current economic climate. Municipalities are now partnering with regional land trusts, organizations with similar conservation objectives, to help stretch thin finances while managing growth and promoting long-term stewardship through creative collaborative efforts. Using a series of case studies from Southeastern PA, this presentation will examine the power of public/private partnerships in implementing successful conservation tools such as strategic open space conservation, voter referendum planning, grant fund leveraging, innovative growth management, conservation easement co-holding, and long-term land stewardship.

STEPHANIE SMITH, Lancaster Farmland Trust
JOHN SNOOK, Brandywine Conservancy

Planning with Host Communities and Institutions of Higher Learning (B2)**CM | 1.25 Room 160C**

Relations between institutions of higher learning (IHLs) and their host communities are often strained. With this in mind, the Indiana County Office of Planning and Development, Indiana Boro, and Indiana University of PA have undertaken several civic engagement initiatives over the last four years. These "boundary crossings" are designed to facilitate more frequent, positive and meaningful interactions between municipal and educational institutions, and are assisted in part by new directives from the PA State System of Higher Education. This session will discuss this case study and how other communities can work with IHLs to identify ways to constructively engage faculty, students, and administrators in the life and planning of the host communities. Special attention will be directed to the use and mobilization of campus resources, especially student resources. Project structure, feedback, opportunities for failure and guidelines for program design and development will be discussed as well.

JEFF GRIM, AICP, Indiana County Office of Planning and Development

JEFF RAYKES, AICP, Indiana Borough

WHIT WATTS, PHD, Indiana University of Pennsylvania Department of Geography and Regional Planning

Monday, October 15, 2012**10:15am – 11:30am****CONCURRENT SESSIONS C****Destination Erie: A Regional Plan for the 21st Century (C4)****CM | 1.25 Room 140C**

The Erie region is the recipient of one of only two HUD Regional Planning Grants awarded in Pennsylvania. Building on a legacy of landmark plans and the concurrent Perry 200 celebration, Destination Erie is charting a new course to a sustainable future for an historic Pennsylvania community. This session will review plans by John Nolen in 1913 and Maurice Rotival in 1963 that helped shape modern Erie, update attendees on the current status of the federal Sustainable Communities Partnership, and explore how a coalition of partners is developing a new vision and implementation strategy for the region's next 50 years.

DAVID ROUSE, AICP, ASLA, PP, LEED AP,
 Wallace Roberts & Todd, LLC

JAKE WELSH, AICP, Erie County Department of Planning

Fitting the Blight Fight into the Big Picture of Community Development (C2)**CM | 1.25 Room 140B**

Addressing the quality of residential and commercial properties is frequently cited as a priority in comprehensive and community planning, but how do planners and municipalities take practical constructive steps to do so? This panel will discuss the tools available for municipalities under Act 90, review other powers available to local governments to "fight blight," and discuss the overall importance of implementing specific tools to assure long-term community viability. Topics to be discussed include using a three-legged stool approach involving legislative, administrative, and legal processes; property maintenance codes, planning for a "blight fight" and the need for intergovernmental approaches.

SUSAN HOCKENBERRY, Local Government Academy

AN LEWIS, Steel Valley COG

JOHN NATH, MCP, Professional Code Services, Inc.

continued on page 24

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 Newport News, VA • Richmond, VA • Virginia Beach, VA

EDSESSIONS

continued from page 23

Oil and Gas in PA: Environmental Protection and Act 13 (C1)

CM | 1.25 Room 160A

This presentation will include an overview of PA DEP Oil and Gas Management Program, history of the development in Pennsylvania, Shale gas development and an outline of laws and regulations that DEP uses for permitting and enforcement including Act 13. It will also address Underground Injection Control (UIC) wells and PA DEP involvement.

ERIN K. WELLS, PA Department of Environmental Protection

CRAIG LOBINS, PA Department of Environmental Protection

Overhauling a 50-Year Zoning Code: Lessons Learned (C5)

CM | 1.25 Room 160B

Updating an old zoning code is a significant undertaking for any community. Recently Philadelphia completed a comprehensive overhaul of its own 50-year old zoning code and the lessons learned can apply to all types of PA communities. Philadelphia's zoning code reform process, created through a citizen's referendum, lasted almost four years and engaged 3,400 residents. The result was a slimmed-down, user-friendly, and modern zoning code. This session's presenters were the primary managers of the process. They will highlight for attendees the major changes that will enable the city's new zoning code to support a growing, sustainable, 21st century community. They will also share key points learned that are transferrable across PA including management of the zoning reform process, civic engagement methods, ways to make the code more modern and sustainable, and overall approaches for this type of large undertaking.

DON ELLIOTT, FAICP, Clarion Associates

EVA GLADSTEIN, Philadelphia City Planning Commission

NATALIE SHIEH, LEED AP, City of Philadelphia Deputy Mayor's Office for Economic Development

Planning for Development in Areas with Limited Access to Supermarkets (C6)

CM | 1.25 Room 160C

The Reinvestment Fund (TRF) recently completed a GIS tool that identifies areas with disproportionately low access to supermarkets, including data indicating the problem's scale, thus helping planners craft specific strategies for improving access. This session will be activity-based with participants selecting one metropolitan area and one non-metropolitan area as study areas and then using GIS to determine which neighborhoods are most in need of a new or expanded grocery store. Once an area has been identified, additional data (grocery retail leakage, household income, car ownership rates, etc.) will be used to come up with ideas for how to address the problem.

CATHY CALIFANO, The Reinvestment Fund

LANCE LOETHEN, The Reinvestment Fund



Warner Theater

Regional Downtown Revitalization: A Planning Oxymoron (C3)

CM | 1.25 Room 170A

It may seem counterintuitive to address a very geographically-specific issue – downtown realization – from a regional perspective. But the reality is that we live in an increasingly complex economic environment. And, after all, the bottom line of downtown revitalization is all about improving the economic environment for the particular business district, the municipality AND the region. But how does one go about that? What are the building blocks of a regional revitalization effort? How does one structure a new organization or link existing organizations to make revitalization a reality? And how do you provide the necessary funding? Main Street, Elm Street, BIDs, and NIDs TIFs and NAPs and a host of other topics will be discussed in this informative and, hopefully, fun presentation on the brave new world of community revitalization.

BILL FONTANA, Pennsylvania Downtown Center

Retrofitting Communities for Active Transportation (C7)

CM | 1.25 Room 170B

As PA communities embrace the importance of walking and bicycling, they are often faced with the challenge of retrofitting older streets in a way that all modes of travel are treated well. This session features three case studies where communities have successfully retrofitted infrastructure for pedestrians and bicyclists: an urban neighborhood (the Manayunk Bridge and Ivy Ridge Trail in Philadelphia), a suburbanizing corridor (Route 40 in New Castle County, Delaware) and an old industrial area (the Industrial Track Trail in Wilmington, Delaware).

MIKE CAMPBELL, RLA, Whitman, Requardt & Associates, LLP

DAVID DUSZAK, PE, PTOE, Whitman, Requardt & Associates, LLP

JEFF RIEGNER, AICP, PE, Whitman, Requardt & Associates, LLP

1:45pm – 3:00pm

CONCURRENT SESSIONS D

America in Bloom as a Planning Tool (D7)

CM | 1.25 Room 140C

The session will focus on the community pride, beautification, and economic development benefits of America in Bloom – as well as the process for becoming a registered member. We will also discuss the process involved in scheduling, and the benefits derived from, an official community evaluation by America in Bloom judges. Finally we will discuss a case study that showcases the possible community-wide benefits of the program and we'll examine how this experience can be transferred to other Pennsylvania communities.

CHARLENE KERR, AICP, *Poggemeyer Design Group, Inc.*

SUMMER MOBILIA, *North East Chamber of Commerce*

Integrating ECM and GIS to Provide Planners with New Tools (D1)

CM | 1.25 Room 140B

Most government entities have access to GIS and all government entities have significant quantities of spatially-related documents including permits, plans, photos, and inspection reports. But very few government entities have linked these documents to their GIS. With a GIS solution that integrates with these documents – the synced-up GIS/enterprise content management (ECM) combo becomes the whole electronic picture, bringing relevancy to roads, transportation systems, schools, hospitals, social service agencies and more. In this session we will discuss methods of linking these two technologies in order to provide planners with a whole new level of planning efficiency and effectiveness.

BETSY LOGAN, AICP, *Hellam Township*

ANDREW STERN, AICP, MBA, LEED GA, *JMT Technology Group, a division of Johnson, Mirmiran & Thompson*

Shale Gas Industry's Role in Sustainable Community Development (D3)

CM | 1.25 Room 160A

This session provides insight to the Shale Gas Industry's sustainable community development initiatives including case studies and lessons learned related to land management and land recycling. Many of these initiatives have been coordinated through the Marcellus Shale Coalition (MSC) Land Affairs Committee and other committees as well as efforts on the part of individual businesses, companies and firms outside of the MSC. This informative session will encourage interaction with the PA Chapter of APA, local planners, elected officials, consultants and industry representatives.

JAMES DALEY, PMP, *Greenhorne & O'Mara*

MICHAEL DONOVAN, *Seneca Resources*

APRIL SHOWERS, AICP, *Johnson, Mirmiran & Thompson*

Strategic "Positioning" for the Planning Professional: Catalyst for Change (D5)

CM | 1.25 Room 160B


According to the American Planning Association, Planning is a dynamic profession that works to improve the welfare of people and their communities. Effective planning helps communities to envision their future and find the right balance of new development, essential services, environmental protection, and innovative change. If planners are so important to creating healthy and vibrant communities, why aren't they more frequently sought out as catalysts for community change? This session takes a strategic look at the role of the planner and provides strategies to assist professional planners to be better recognized for their integral role in community visioning and planning.

DEBRA THOMPSON, MBA, *Strategy Solutions, Inc.*

These sessions will feature use of OptionFinder, an interactive audience response polling technology, brought to us courtesy of Strategy Solutions, Inc., a strategic planning and public involvement firm with offices in Erie and Pitts-

continued on page 26






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EDSESSIONS

continued from page 25

burgh. Audience response systems allow participants at a meeting or other event to respond to questions, vote from a variety of choices, and prioritize lists of goals or action items. Attendees are able to participate and provide input. The systems ensure that all opinions are heard. For more information contact Strategy Solutions toll free at 866-480-8003 or info@getstrategy.com.

Using Social Media in Planning and Civic Engagement (D2)

CM | 1.25 Room 160C

Social media can be daunting for planners. With tools such as Facebook, Twitter and blogging sites like Wordpress and Tumblr as a start, the options seem endless. As these tools become prevalent in our daily lives as a source of communication, planners must utilize them to engage people with place. The presenters will give an overview of social media and how it can be a powerful tool for disseminating information and gaining feedback in planning.

JASON KAMBITIS, AICP, Mount Washington Community Development Corporation and Aspect: Data Driven Planning and Community Design

KEN TINKEY, Institute of Mine Mapping Archival Procedures and Safety and the PA Game Commission

ANDREW DASH, AICP, City of Pittsburgh Department of City Planning

Young Planners, Big Ideas (D6)

CM | 0 Room 170A

Are you under 35? Have lots of great ideas? Like to mix and mingle with other planners your age? If so, this session is for you! Come join other young planners for an interactive session to discuss our careers so far and how the Chapter can better support us in the future. This non-traditional session will engage participants to generate ideas for the Pennsylvania Chapter of the American Planning Association.

RACHELLE A. ABBOTT, AICP, STEP, Inc.

CHRISTINA ARLT, Delaware Valley Regional Planning Commission

Wellness for Planners: Tips to Reduce Stress, Eat Better, and Stay Healthy at Work (D4)

CM | 0 Room 170B

Being a planner means never-ending work, meals at the computer or on the run, and night meetings. It adds up to stress, poor diet, and inactivity. What can you do to change things? In this session, professional staff from UPMC Hamot Health Connection will help planners identify and control stress, choose better on-the-go foods, and incorporate meditation and chair yoga into the office routine, all things to improve your health and brighten your outlook.

SUSAN EVANS, PHD, Northshore Neurosciences

JEANNE PECK, Certified Yoga Instructor

COLLEEN WALLACE, RN, BSN, UPMC Hamot Health Connection

3:30pm – 5:00pm

CONCURRENT SESSIONS E

Act 13 and Local Government Regulation of the Oil and Gas Industry (E1)

CM | 1.5 LAW Room 140C

This session will address the significant impact that Pennsylvania's Act 13 has on the authority of local governments to regulate the activities of the oil and gas industry, focusing on the extent to which the Act preempts or supersedes local authority, and the ways in which local ordinances now must provide for the "reasonable development" of these resources. It will also address the newly defined roles of the Public Utility Commission and Commonwealth Court in determining municipal compliance with the Act, and provide an update on rulings by these entities.

BLAINE LUCAS, ESQ, *Blabst Calland*

Charting Downtown Revitalization in the Flagship City (E3)

CM | 1.5 Room 140B

Downtown Erie has implemented a variety of economic development projects since adopting the Erie Downtown Master Plan in 2006. The Plan recommended the renovation of loft buildings, and the locations for new housing and office development, and retail expansion. A Downtown market analysis update was completed in 2012 that assessed changes since 2006 and identified new opportunities for additional housing, retail, office, and hotel uses. Using the update as a framework, this session will highlight Downtown Erie's recent economic development successes and identify market recommendations for further reinvigorating the Downtown.

CHRISTOPHER LANKENAU, AICP, *Urban Partners*

BRENDA SANDBERG, *City of Erie*

Good Design Doesn't Just Happen (E2)

CM | 1.5 Room 160A

Well-designed and successful developments do not happen automatically. Instead, local municipalities must encourage and enable this development with clear and effective regulations and guidelines. Over the past few years, the Montgomery County Planning Commission has developed 12 new model ordinances to assist municipalities in doing this. Six of these models will be presented at the session.

BRIAN O'LEARY, AICP, *Montgomery County Planning Commission*

MICHAEL STOKES, AICP, *Montgomery County Planning Commission*

LEED-ND as a Planning and Zoning Tool (E4)

CM | 1.5 Room 160B

One of the newest rating systems developed by the U.S. Green Building Council (USGBC) is the LEED-ND (Neighborhood) rating system. This system promotes compact, mixed-use, and walkable urban environments as a means to create environmentally sustainable places. This session will discuss how to use the LEED-ND rating system to help make local plans, development regulations and policies more environmentally sustainable. With or without formal efforts to pursue LEED-ND certification, many of the ideas presented in the rating system can be used by planners to promote urban redevelopment, smart growth and greater environmental sustainability. Along with more general discussions, material presented will include examples from Pennsylvania.

CHARLENE KERR, AICP, *Poggemeyer Design Group, Inc.*

RANDY MIELNIK, AICP, LEED-AP, *Poggemeyer Design Group, Inc.*

Local Governments Meeting the Growing Demand for Local Food (E5)

CM | 1.5 Room 160C

Planners are well versed in using tools such as comprehensive plans, zoning ordinances and incentive programs to shape a community's economic future and built environment. These planning tools can also be used to support local food systems, from commercial agriculture to more food retail outlets. This session will explore the roles local governments can take to become more responsive to the growing demand for and interest in local food.

ALISON HASTINGS, PP, AICP, *Delaware Valley Regional Planning Commission*

JASON KAMBITIS, AICP, *Mount Washington Community Development Corporation and Aspect: Data Driven Planning and Community Design*

PA's New Statewide Historic Preservation Plan (E7)

CM | 1.5 Room 170A

In recent years the Pennsylvania Historical and Museum Commission's Bureau for Historic Preservation (BHP) has helped over a dozen communities develop local or regional plans for preserving their historic properties and neighborhoods.

The BHP has also collaborated with PennDOT and FHWA to help MPOs and RPOs better integrate cultural resources into their long-range transportation plans. Building on these experiences and incorporating public input from around the state, the PHMC has just completed its statewide historic preservation plan. Find out what they have learned about the public's priorities and how communities can use these models to develop their own plans for preserving important places.

WILLIAM CALLAHAN, *PA Historical and Museum Commission Bureau for Historic Preservation*

ANDREA MACDONALD, *PA Historical and Museum Commission Bureau for Historic Preservation*

TRACY ZINN, AICP, *T&B Planning*

Providing Data to Inform Plans and Assess Performance: PLANPGH and Philadelphia2035 (E6)

CM | 1.5 Room 170B

Choices about data are reflected in comprehensive planning efforts underway in Pennsylvania's two largest cities. The online PGHSNAP data and map center was created to provide citizens with access to neighborhood information and to serve as a foundation for PLANPGH, Pittsburgh's comprehensive plan scheduled for completion in 2014. In Philadelphia, a land use database was resurrected to support the Philadelphia2035 citywide vision, subsequent district plans, and evaluation of plans' performance. Learn about the decisions to support these important data initiatives, the mechanics behind the data, and the experiences you can apply to your own planning practice.

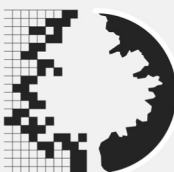
JOHN HAAK, AICP, *Philadelphia City Planning Commission*

NOOR ISMAIL, AICP, *Pittsburgh Department of City Planning*

JUSTIN MILLER, *Pittsburgh Department of City Planning*

continued on page 28

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EDSESSIONS

continued from page 27

Tuesday, October 16, 2012

10:15am – 11:30am
CONCURRENT SESSIONS F

Fostering Transit Oriented Development Opportunities – PennDOT's Web-based TOD Tool Kit (F7)

CM | 1.25 (pending) Room 140C

In a climate of ever-increasing fuel and transportation costs, Transit Oriented Development (TOD) is becoming an increasingly popular and profitable type of development that encourages multi-modal travel, compact communities, and conserves resources while providing high-quality development opportunities. PennDOT has recently launched a new web-based TOD Tool Kit designed for use by a variety of different agencies and public officials to provide guidance to municipalities and developers through all phases of TOD creation. Join PennDOT for a discussion about TOD in Pennsylvania and how this innovative Tool Kit can assist planning officials and practitioners throughout the Commonwealth.

TOBY FAUVER, AICP, Deputy Secretary for Local and Area Transportation PennDOT

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

GIS in the Background (F2)

CM | 1.25 Room 140B

This session will examine GIS as a background tool for a number of applications in local government. An important and basic role of GIS is to provide the ability to perform simple as well as complex calculations involving a spatial/geometric component in otherwise non-graphical and non-GIS applications. As GIS offerings in both commercial/proprietary and open-source products become more database centric, data storage and spatial analytical functionality now reside in the database and are accessible to users for non-GIS specific client processes and applications. The presenter will demonstrate the use of non-graphical GIS to perform common spatial operations such as overlay, proximity, adjacency, contiguity, etc., as well more complex and tool-chain oriented operations.

ERIC RANDALL, County of Erie

Long-Term Community Recovery Planning: How to Take Advantage of Post-Disaster Opportunities (F3)

CM | 1.25 Room 160A

As the emergency phase of a disaster ends, the economic impact of the disaster becomes clearer. Residents and businesses may relocate to other, more stable communities, which can be more devastating to the community than the disaster itself. However, by planning for a community's long-term recovery after a disaster, officials can ensure that the community takes advantage of the opportunity to rebuild in a

safer, more sustainable manner. This session will discuss local-level, long-term community recovery planning and how one PA community conducted this planning.

TONY SUBBIO, CEM, MS, Tetra Tech

Marcellus on Main Street (F1)

CM | 1.25 Room 160B

Main Street evokes an image of community pride and a vibrant center of activity. Sadly, national economic struggles have left many downtowns empty or struggling to survive. Today, with responsible shale gas development, small town America can once again thrive by capitalizing upon the economic opportunities that abound far beyond the well site. This session will discuss efforts by industry, county and local leaders to develop Marcellus on Main Street.

MICHELLE BOGACKI, Ridgway Main Street

DALE FOX, Headwaters Resource Conservation and Development Council

PAUL MCCLOSKEY, Clearfield County Economic Development Corporation

JOY M. RUFF, AICP, Marcellus Shale Coalition

Market Assessment for an Intermodal Container Transfer Facility in Erie (F4)

CM | 1.25 Room 160C

More than 7.4 million truckloads move cargo in and out of Erie County and the surrounding 11-county region each year. Planning studies indicate that rail and water present more cost-effective and efficient transport options. Yet utilization of these resources in the Erie Region has not increased in recent decades, due in part to the complex process involved in increasing the use of and investment in rail and port facilities. The future may see this change as the region works to develop a new Intermodal Container Transfer Facility (ICTF). It's just a piece of the "Erie Inland Port" initiative - a transformational and comprehensive, transportation-based strategy to grow the Region's manufacturing, timber, shipping, and logistics industries. The Economic Development Corporation (EDC) has been working with regional interests to quantify and analyze the existing market demand for such a facility. At this session we will examine what has been learned and the type of impacts that can be expected in the East Lake Erie Region from a new ICTF. We'll also explain how this knowledge can transfer to other PA regions - looking at how to assess market demand from a "business" perspective and how to engage private-sector partners to advance transportation-based capital investment and economic development opportunities.

JOHN ELLIOTT, MS, PE, Economic Development Corporation of Erie County

RACHEL MCCREARY, Economic Development Corporation of Erie County

GREG MYERS, Economic Development Corporation of Erie County



PA Chapter of APA Legislative Update and Chapter Initiatives (F5)

CM | 0 Room 170A

Join us for a lively discussion and debriefing on the issues that are affecting our profession and the communities we serve. Topics to be discussed include the Municipalities Planning Code, Act 13 of 2012, and federal initiatives we have been supporting in partnership with our national office; including the American Community Survey and transportation legislation. We'll also be discussing the alliances we've made with other organizations to advance our causes this past year. Feel free to bring your own topics and concerns for discussion so we may take action on them in the coming year. All members of the PA APA are eligible to serve on the Legislative Committee.

These sessions will feature use of OptionFinder, an interactive audience response polling technology, brought to us courtesy of Strategy Solutions, Inc., a strategic planning and public involvement firm with offices in Erie and Pittsburgh. Audience response systems allow participants at a meeting or other event to respond to questions, vote from a variety of choices, and prioritize lists of goals or action items. Attendees are able to participate and provide input. The systems ensure that all opinions are heard. For more information contact Strategy Solutions toll free at 866-480-8003 or info@getstrategy.com.

SHANNON DEBES, SEED, *Stratcom Solutions; PA Chapter of APA Legislative Committee*

The Pennsylvania Ethics Act and Its Relevance to Planners (F6)

CM | 1.5 ETHICS Room 170B

Brian Jacisin, Assistant Counsel of the Pennsylvania State Ethics Commission, will be presenting this session on the Pennsylvania Public Official and Employee Ethics Act ("Ethics Act") and its relevance to planners. The Ethics Act provides that public office is a public trust and that any effort to realize personal financial gain through public office, other than compensation provided by law, is a violation of that trust. The Ethics Act applies to public officials and public employees – roles that planners serve in, or advise on a regular basis. Topics to be covered include the intent of the law, jurisdiction, and conflicts of interest.

**This session will run from 10:15am to 11:45am.*

BRIAN JACISIN, ESQ, *Pennsylvania State Ethics Commission*

2:30pm – 3:45pm CONCURRENT SESSIONS G

Active Allegheny: Active Transportation & Economic Development (G6)

CM | 1.25 Room 140C

The Active Allegheny plan lays the groundwork for a complete transportation network with active transportation connections within Allegheny County and southwestern Pennsylvania. The plan is a blueprint for improved access and choices to connect people to communities, work sites, transit, schools, attractions and residences and integrates non-vehicular modes of transportation, specifically walking and biking, into our transportation system to increase "livability." This session will illustrate the benefits of active transportation as well as describe how the Active Allegheny plan can act as a successful case study for achieving comprehensive active transportation and economic development in your community.

MAX HECKMAN, PE, PTOE, PMP, *Michael Baker Jr., Inc.*

CARLA DIETRICH, PE, PTOE, *Michael Baker, Jr., Inc.*

AICP: Is It For You? (G4)

CM | 0 Room 160A

Are you interested in becoming a certified planner by taking the AICP exam? Or are you already an AICP and wondering about the environmental and transportation specialty certifications? The PA Chapter and its Professional Development Committee will provide information on the testing requirements, application process, and exam format for each of the exams. Resources will be identified to help attendees prepare for testing. The workshop will be driven by the needs of the attendees, and questions are encouraged.

SUSAN ELKS, AICP, *Chester County Planning Commission*

DAVE MCFARLAND, AICP, *Blair County Planning*
MARK STIVERS, AICP, *East Hempfield Township*

continued on page 30

EDSESSIONS

continued from page 29

Filling the Gaps Between Zoning Ordinances and the PA Uniform Construction Code (G5)

CM | 1.25 Room 160B

The session is intended to provide information and solutions for zoning officials and their role in the administration and enforcement of the Pennsylvania Uniform Construction Code. Although there are some zoning officials that carry a dual role, there are others that don't. Careful consideration must be given to what happens in the next step; the building permit application and process. After a zoning permit application has been approved, many times it is forgotten. There is much more to be reviewed and approved before construction may proceed. There are also a few conflicts with terminology and definitions. Zoning officials and building officials must be sure their statements are correct. It is my hope this session will help clear the common misunderstandings that often occur.

JOHN GROH, CBO, CFM, Borough of Edinboro

How Sustainability Can Spur Development: A Smart City Case Study (G3) Room 160C

CM | 1.25

Learn how the City of Easton utilized the principals of sustainability to coordinate land use, planning, park development, transportation, infrastructure, and every aspect of local government to spur over \$300 million in investment in the last 60 months. This investment, in only four square miles, is the result of collaboration, coordinated planning, implementation and a lot of elbow grease. The principles, policies and projects the led to and support Easton's revitalization will be discussed, as well as, a "how to's" for other communities.

BECKY BRADLEY, AICP, City of Easton Department of Planning and Codes

BRIAN GISH, AICP, City of Easton

Inviting Them In: Storytelling as a Community Planning Tool (G2)

CM | 1.25 Room 170A

Story is a basic and powerful means of communication, but is generally under-utilized as a tool in the planning process. Storytelling is important for planners to not only gather meaningful public input, but also to establish themselves as trustworthy partners in the development of community plans. This session will examine six types of stories that planners should tell, how to elicit stories from the community that can help bring plans to life, and the application of storytelling to engage the community and build support for plan implementation. This audience-participation session will include exploring storytelling in small groups.

LISA HOLLINGSWORTH-SEGEDY, AICP, American Rivers Western PA Field Office

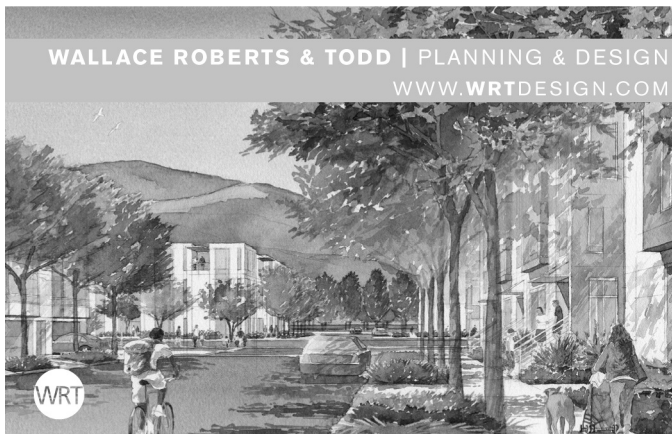
JIM SEGEDY, PHD, FAICP, The Planning Guild

Shale Gas: Fueling Innovation and Utilization (G1)

CM | 1.25 Room 170B

This session will focus on recent innovations for the Shale Gas Industry including an update on natural gas fueling conversions and Pennsylvania's infrastructure (fueling stations, etc.) The mission of the Shale Gas Innovation and Commercialization Center (SGICC) is to establish a collaborative that will engage a wide range of partners with the intent to accelerate technology breakthroughs related to the Shale Gas resource in Pennsylvania. The efforts of the partners will include the identification of funding sources for research and new product/process developments, expanded uses for natural gas, and tools that support environmental and regulatory issues.

WILLIAM J. HALL, Shale Gas Innovation and Commercialization Center



CONFERENCE

PLANNING COMMITTEE



Committee Co-Chairs:

Amy McKinney, Lawrence County Planning Department

Jake Welsh, AICP Erie County Department of Planning

Committee Members:

Roy Brant, PHD, Crawford County Planning Commission

Judith Barrett, AICP, Venango County Regional Planning Commission

Jodi Brennan, Clearfield County Planning Commission

Suzanne Gagliardo, Franklin Moving Forward, Inc.

Daniel Glotz, Warren County

Charlene Kerr, AICP, Poggemeyer Design Group

Deborah Lunden, McKean County Planning Commission

Dennis Martinak, AICP, Mackin Engineering Company

John McGranor, County of Erie

Erin Wiley Moyers, MGRP, PA Department of Transportation District 1-0

Denny Puko, PA Department of Community and Economic Development

Joy Ruff, AICP, Marcellus Shale Coalition

Susan Smith, Northwest Commission

CONFERENCE ETIQUETTE

The Dress Code for the conference is business casual attire.

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

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

Smoking is not permitted at any conference event. The session rooms at the Bayfront Convention Center and the Sheraton Erie Bayfront Hotel are smoke-free.



SCHOLARSHIP FUND

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

QUESTION:

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

ANSWER:

All of them!

Your contribution to the PA Chapter of APA Scholarship Raffle will help current planning students with their education-related expenses. In the present economic downturn, 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. But there are several ways you can help:

- **Make a tax-deductible contribution** to the Spaulding Trust and Pitkin Fund. Drop off your donation check at Conference Registration. We'll mail a thank you letter for your tax records.
- **Purchase raffle tickets** at the Conference. Last year's Raffle was a huge success! Help make it fun again this year while raising funds to support young planners. Generous donors contribute a variety of **great prizes**, from weekend getaways to gourmet food baskets to Pennsylvania-themed gear. Tickets will be on sale throughout the Conference.

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:

- **Purchase products** made from recycled, recyclable, and rapidly renewable materials.
- **Work with the convention center and caterer 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.
- Encourage exhibitors to **use products made from recycled, recyclable, and rapidly renewable materials**.
- **Water stations** in the session rooms 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.

Making an Impact with Printing Choices:

Paper is a crop and it's renewable. Production of paper makes use of large amounts of water and chemicals, and uses a tremendous amount of energy. Choosing an environmentally responsible paper for printed materials is one way the PA Chapter of APA can walk the "green" talk in a big way. The 2012 Conference Announcement is printed on Roland Opaque50 Smooth Bright White 70# and contains FSC certified 50% post-consumer fiber. This paper is EcoLogo and FSC Mixed Sources certified and is manufactured using renewable biogas energy. Roland papers are produced by Cascades, an environmentally friendly company whose paper production practices save 30 million trees a year.

SPEAKERS, SESSIONS, & CM CREDITS

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About the Main Speakers, Sessions, and Certification Maintenance Credits:

The majority of conference sessions are approved for AICP Certification Maintenance (CM) credits. Approval and number of credits are noted in this Final Program. A total of 13.5 CM credits may be earned depending on session selections. Both Law and Ethics credits are offered.

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

Any session may be cancelled or rescheduled because of low registration or unforeseen circumstances. Changes and cancellations will be noted in the Final Program that is distributed at the conference.

Many thanks to these sponsors for providing the following items for conference attendees:

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Audio-visual equipment – Dahlkemper Landscape Architects

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

Free WiFi internet access is available throughout the Bayfront Convention Center and the Sheraton Erie Bayfront.

A mother's room will be available for breastfeeding mothers. Please see conference registration on-site for details.

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

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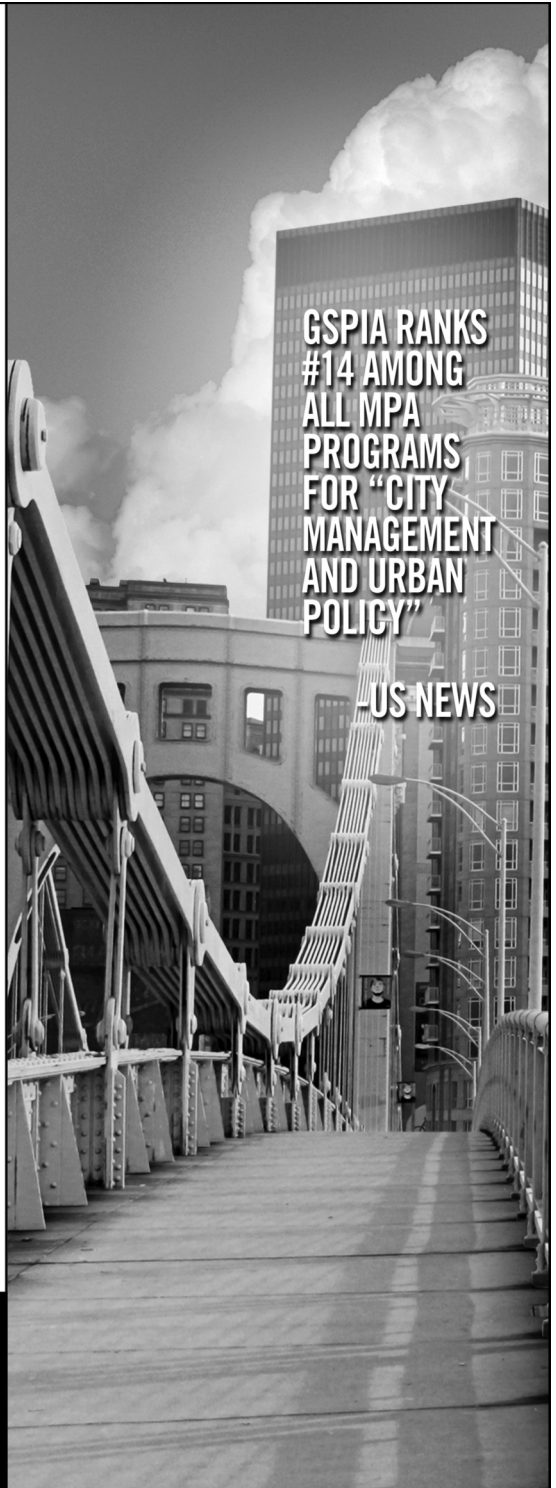
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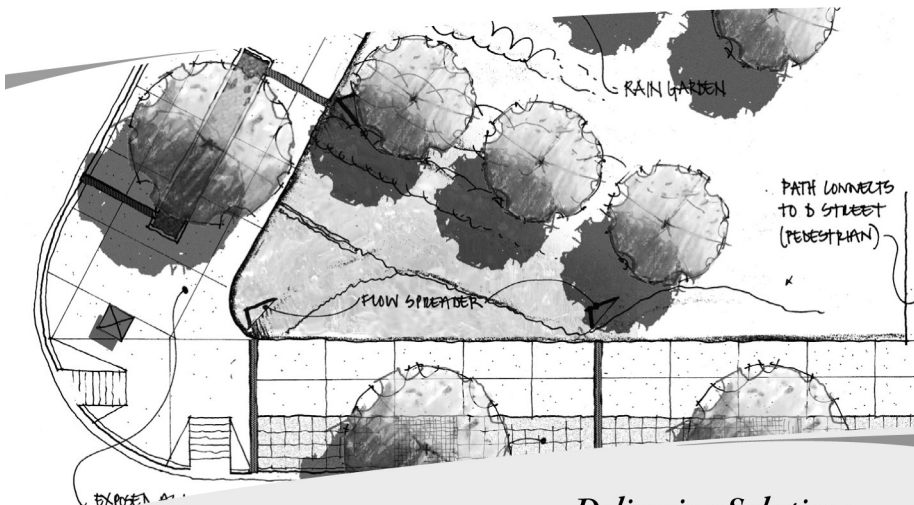
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Accredited in January, 2012 by the Planning Accreditation Board (PAB), the IUP Regional Planning Program is the only undergraduate Planning Program in the Pennsylvania State System of Higher Education and the only undergraduate Planning Program in Pennsylvania. The PAB accredits professional programs based on performance, integrity and quality.

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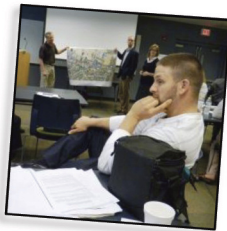
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