



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

Spring Planning Forum: Making It Great Now

May 13, 2014, 9 am – 4:15 pm

Muhlenberg College
Seegers Union Great Room
2400 West Chew Street
Allentown, PA 18104

Making it Great Now is a full-day program that focuses on revitalization strategies for Pennsylvania communities. The program will emphasize projects operating within short planning horizons using limited resources - strategies and methods that can be rapidly deployed, quickly implemented, and readily realized to advance community goals. The keynote speaker is *Andrew Howard, AICP of Team Better Block*, a leading expert in placemaking and transportation. The remainder of the program will be filled with a more local perspective – the “how to” and “hands on” of creative asset mobilization, organizational structure, community capacity building, institutional support, and civic engagement. An ethics panel will focus on engaging all community members, including populations that are typically underserved, and the promises and pitfalls of using social media to engage underserved populations.

Time	Event
8:30-9:00	Registration/ Coffee/Informal
9:00-9:15	Introduction Peter Zug, Executive Director, Governor’s Center for Local Government Services
9:15-10:15	Keynote Address 1 CM Andrew Howard, Team Better Block

*Andrew Howard, AICP, is one of the **leading experts in transportation and placemaking** in the nation. His experience in both public and private sector transportation and land development planning and design provides him an excellent perspective on city and regional issues. His career combines two important American traditions: **entrepreneurship**—the spirit of enterprise, and **civic virtue**—the spirit of community. Andrew's overarching goal is to **equip new leaders to take action in their communities**. As the co-Founder of the Better Block and Principal at Team Better Block, Andrew **helps communities develop and organize their economic assets to build productive, resilient relationships across the public, private, and civil sectors**. Now being used in **over fifty cities and three nations**, the Better Block demonstrates **how temporary sustainability improvements to a single city block can build momentum for long-term financial, social and environmental advancements**. The American Society of Landscape Architects called it, “a 21st-century version of what the Chicago World’s Fair did in 1893.”*

10:15-10:30 *Morning Break*

10:30-12:00

Engaging Under-represented Constituents

1.5 CM

Rich Bickel, FAICP, *moderator*, Delaware Valley Regional Planning Commission
Ellen Larmer, Community Action Committee of Lehigh Valley
Olga Negron, General Sales Manager, WHOL Radio, Inc.
Corissa Rolón, Lehigh Valley United Way
Donna Zimmerman, Lehigh County Aging and Adult Services

*The panel will discuss **why and how to plan inclusively** – how to engage underserved populations and why it creates better outcomes for communities. Speakers include presenters for local projects that included outreach to underserved populations (minorities and seniors), and will include discussion of the promises and pitfalls of social media in outreach. Panelists will give their agency or project perspective on engaging underserved populations, followed by a Q&A session. This session is aimed at professional planners and local government officials and staff. **This session will be submitted for ethics credits from the American Planning Association**, which advocates for inclusive planning by professional planners and others involved in planning processes.*

12:15-12:30

Transition, pick up box lunch from registration lobby

12:30-1:45

Lunch and Luncheon Address

.75 CM

Becky Bradley, Welcoming remarks and Introductions
Mayor Ed Pawlowski, City of Allentown
Representative Robert Freeman (D), 136th Legislative District

*Allentown Mayor Edward Pawlowski will speak about rebuilding downtown Allentown – in particular its **neighborhood improvement zone/downtown development**. Representative Freeman will talk about his work on **the Main Street and Elm Street programs** at the State level.*

1:45-2:00

Transition to breakout sessions

2:00-3:00

Concurrent Session 1 “Southside Vision 2014: A community Led Revitalization Project for South Bethlehem”

1 CM

Ellen Larmer, Community Action Committee of Lehigh Valley

*This session will provide an overview of the Southside Vision 2014 **project for revitalization** of south Bethlehem. The Community Action Development Corporation of Bethlehem used the **DCED’s Neighborhood Partnership Program** to develop a **comprehensive, community-driven plan to tackle complex neighborhood problems**. **Techniques and challenges** of completing a successful 12-year project will be featured. Community involvement and impact will be discussed, as well as **how to leverage resources** to maximize the community investment.*

2:00-3:00

Concurrent Session 2 “Seventh Street Now!”

1 CM

Peter Lewnes, 7th Street Main Street Project

7th Street Allentown is a vibrant retail district in downtown Allentown, Pennsylvania. The traditional gateway to Allentown’s center and surrounded by the city’s historic districts, 7th Street is lined with thriving restaurants, clothing outlets, furniture shops, and a variety of service providers—many of them owned by Latino entrepreneurs. The Seventh Street Development Committee’s has been working to provide spark and energy to continually improve Seventh Street’s quality of life, enhance the shopping and business environments, and create a place that people will want to experience. The Seventh Street Main Street program’s vision is to make an active and successful neighborhood commercial area that is a safe, clean shopping and dining destination distinguished by its culturally diverse stores and restaurants.

3:00-3:15

Afternoon Break

3: 15-4:15

Concurrent Session 3 “Community Partnerships: Inter-Municipal Cooperation”

1 CM

Howard Lieberman, Whitehall Twp. Industrial & Commercial Development Authority

*Whitehall, the third largest community in the Lehigh Valley, has partnered with the adjacent boroughs of Catasauqua and Coplay to create a **CRIZ zone** that will utilize the Whitehall Industrial and Commercial Development Authority to promote and administer the CRIZ program in these three (3) communities. The Authority will work together with the municipalities in the redevelopment of 130 acres of former industrial sites dating back to the 1800’s using a master plan which will reduce intercommunity competition, thus allowing for an even playing field when competing with the surrounding NIZ and CRIZ awards. The discussion will look at **why the Inter-municipal CRIZ application was developed, the obstacles that were tackled, the planning process that was undertaken and the anticipated results.***

3: 15-4:15

Concurrent Session 4 “Movies at the Mill in Easton – Silk: A Creative Community”

1 CM

Gretchen Longenbach, Director of Community and Economic Development for the City of Easton, PA

*In December 2006 the Redevelopment Authority of Easton, PA (RDA) acquired the Simon Silk Mill along N. 13th Street in Easton intending to facilitate its **adaptive reuse**. With 20 buildings totaling approximately 314,000 square feet on 13 acres, the Mill represented the single largest redevelopment opportunity in the Easton area.*

*Based on Easton’s strong and growing arts economy, the RDA worked with the community to undertake a **series of feasibility, market, and site planning studies** aimed at analyzing the potential for the Mill to serve as center for Easton’s creative economy. Part of these community engagement efforts included the idea of hosting arts-related events at the Mill site. In October of 2009, the RDA, City, and a dedicated group of community members worked to put on “Movies at the Mill – Easton” (MME), an outdoor event showcasing short films from Easton-based film makers and food from some of Easton’s finest eateries. The event also provided attendees a sneak peak of what the future held for the Simon Silk Mill complex. All of RDA’s efforts culminated in a **conceptual master plan for the redevelopment** of the site entitled “Silk: A Creative Community” which leveraged the arts and creative industries while respecting the historic integrity of the complex.*



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DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT



Partnership is a collaboration between DCED and the following associations:

- County Commissioners Association of Pennsylvania
- Pennsylvania Municipal Authorities Association
- Pennsylvania Municipal League
- Pennsylvania State Association of Boroughs
- Pennsylvania State Association of Township Commissioners
- Pennsylvania State Association of Township Supervisors