



Promoting
a Culture of
Planning

THE VANTAGE POINT



American Planning Association
Pennsylvania Chapter

Making Great Communities Happen

A Publication of the Pennsylvania Chapter of the American Planning Association



welcome

New PA Chapter Members!

WE WELCOME the following new members who joined the PA Chapter over the past few months. The PA Chapter membership includes nearly 2,600 planning officials, professional planners, and others who care about how Pennsylvania continues to grow the places where we live, work, and enjoy recreation. The board and staff are available to answer any questions. Feel free to contact the Chapter Office at 717-671-4510. Board member contact information is available at www.planningpa.org under About Us.

Individual Members:

Alexandra Hosford,
Southwest Section

Joel Laramée,
Southeast Section

Jeffrey Naftal,
Southwest Section

Beverly Schaefer,
Southeast Section

Organizational Member:

**Bedford County
Planning Commission,**
Southwest Section ♦

The STaR Planning Awards

Excellence in *Small Town and Rural Planning*

by Dale Richard Powers, AICP

Vice Chair of Communications – Small Town and Rural Planning Division - APA

The Small Town and Rural (STaR) Planning Division invites nominations for its Planning Awards to recognize outstanding individuals and projects for their contribution to planning excellence in small town and rural communities.

THE PROGRAM IS OPEN to any individual, organization, or consulting firm involved in planning for small town and rural areas. Members of the Awards Committee (and their organizations) are not eligible for an award. Nominated plans, projects, programs and studies must have been completed within two years of the nomination submittal date. For Comprehensive Plans and Special Project Plans prepared by consultants, the award recipient shall be the client for whom the planning activity was conducted.

The categories are:

1/ **Carol Thomas Award For An Outstanding Small Town and Rural Planner**

Given to an individual in public service, academia or the private sector that has made an outstanding contribution to planning in their community.

2/ **Vernon Deines Memorial Award For An Outstanding Comprehensive Plan or Special Project Plan**

Given to an outstanding comprehensive plan

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from PA among Top 10 Great Streets for

Jim Thorpe's "Broadway"



BROADWAY WAS SINGLED

out by APA for its eclectic mix of architecture, the Swiss-Alps-like scenic beauty of the Lehigh River Valley that surrounds the street, measures by the town to stop the street from regularly flooding, and efforts by residents and local businesses to strengthen the town's tourist economy.

"We got a really good start with an excellent plan and revitalization program 30 years ago," said Jim Thorpe Borough President Betsy Ahner. "Since then it is a testament to the commitment of resident and property owners that has brought us to where we are today," she added.

"Visitors have been drawn to Jim Thorpe's scenic beauty since the late 19th Century," said APA

NATURAL BEAUTY, ARCHITECTURE, PRESERVATION

Chief Executive Officer Paul Farmer, FAICP. "Remarkably, the unique Victorian mansions along Broadway Street's 'Millionaires Row' still remain, faithfully restored by the current owners who recognize the value and importance of their homes to the town's tourist-based economy," he added.

Jim Thorpe, a company town originally named Mauch Chunk, was founded and built by Lehigh

Coal and Navigation Company owners Josiah White and Erskine Hazard after anthracite coal was discovered in the Lehigh valley in 1791. By the mid-1800s the town was on the threshold of its most prosperous era when the town's wealthiest families built a collection of expensive mansions on Broadway. The homes represented an eclectic mix of architectural styles — from Italianate and Second Empire to Queen

Each year during National Community Planning Month, APA's Great Places in America program names 30 exemplary streets, neighborhoods and public spaces to highlight the role planning and planners play in adding value to communities, including fostering economic growth and jobs.

Anne, Romanesque and Classical.

Flooding from Mauch Chunk Creek was a constant threaten to the town and once water reached the second floor of the Carbon County Courthouse on Broadway Street. The issue was finally addressed by constructing a dam in 1972 – the same year Hurricane Agnes hit and brought enough rain that Broadway would have suffered \$2 million in damages had the dam not been built.

Since Jim Thorpe was added to the National Register of Historic Places in 1977, individual property owners have taken the initiative to restore many of Broadway's historic buildings including the magnificent Inn at Jim Thorpe. Originally the New American Hotel, it was built by Cornelius Connor where his White Swan Hotel stood before it was destroyed by the town's 1849 great fire. ♦

2013

FRENCH INFLUENCE, MONUMENTS, CULTURAL MÉCCA

Philadelphia's "Benjamin Franklin Parkway"

BENJAMIN FRANKLIN

Parkway was chosen for being a "cultural mecca" of sorts given the breath and stature of the museums and educational institutions located on the parkway; for the parkway's Parisian influence and iconic sculptures; and for the parkway's alignment and design, which connects city hall with Fairmount Park.

"Benjamin Franklin Parkway is an iconic boulevard, on the scale of the Champs-Élysées in Paris," said APA Chief Executive Officer Paul Farmer, FAICP.

"The parkway, where some of the country's most celebrated institutions are found, completely changed the face of Philadelphia by giving the densely compact city breathing room," he added.

Conceived in 1871, the parkway was inspired by the City Beautiful movement of the late 19th Century. Completed in 1926, the parkway has become the city's "cultural mecca" given the number and stature of the

art galleries and educational institutions on the boulevard including the Franklin Institute, Free Library of Philadelphia, Philadelphia Museum of Art, Rodin Museum and the Barnes Foundation.

The parkway's comparison to the Champs-Élysées and references as "a little slice of Paris in Philadelphia" have merit. French architects Paul Cret and Jacques Greiber's worked separately on the street's plan, each calling for generous amounts of green space through the use of wide medians, parks and two large traffic circles — Eakins Oval and Logan Circle.

The parkway not only attracts more than 3 million visitors a year, but it also serves as the front yard for 20,000 apartment dwellers and the civic space for major celebrations and events, such as the Live 8 benefit concert attended by more than a million people in 2005. ♦

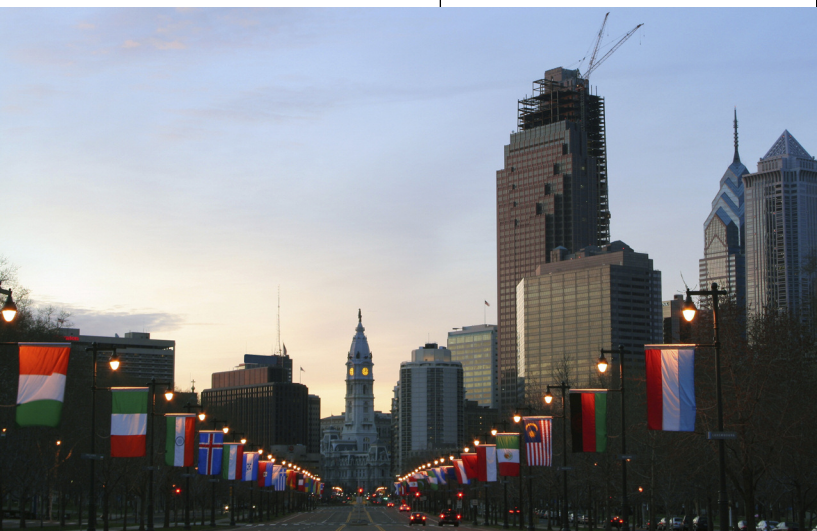


APA'S GREAT STREETS, Great Neighborhoods and Great Public Spaces feature unique and authentic characteristics that have evolved from years of thoughtful and deliberate planning by residents, community leaders and planners. The 2013 Great Places have many things Americans say are important to their "ideal community" including locally owned businesses, transit, neighborhood parks, and sidewalks. They illustrate how the foresight of planning fosters communities of lasting value.

The nine other APA 2013 Great Streets are: North and South Walnut Street, Milford, DE; Palafox Street, Pensacola, FL; Kalakaua Avenue, Honolulu, HI; Bridge Street, Las Vegas, NM; C Street, Virginia City, NV; Market Street, Corning, NY; Benjamin Franklin Parkway, Philadelphia, PA; The Strand, Galveston, TX; and West Beverley Street, Staunton, VA.

For more information about these streets, as well as APA's top 10 Great Neighborhoods and top 10 Great Public Spaces for 2013 and previous years, visit www.planning.org/greatplaces. For more about National Community Planning Month taking place throughout October visit www.planning.org/ncpm.

The American Planning Association is an independent, not-for-profit educational organization that provides leadership in the development of vital communities. APA and its professional institute, the American Institute of Certified Planners, are dedicated to advancing the art, science and profession of good planning — physical, economic and social — so as to create communities that offer better choices for where and how people work and live. Members of APA help create communities of lasting value and encourage civic leaders, business interests and citizens to play a meaningful role in creating communities that enrich people's lives. APA has offices in Washington, D.C., and Chicago, Ill. For more information, visit www.planning.org. ♦





INSIDER

A Message from President **Brian O'Leary, AICP**

Hello Fellow Planners. Over the past few years, the Chapter has emphasized the need to raise the voice of planners in Pennsylvania. We've sponsored Planners Day on the Hill events, increased our interaction with state legislators, submitted an Amicus Brief on gas drilling, reached out to state departments and sister organizations, and worked to increase the profile of planners across the state.

AT OUR UPCOMING ANNUAL CONFERENCE in Harrisburg, we'll be holding two special sessions on Monday afternoon on what our strategy and policy for unconventional shall gas development should be. On Tuesday morning, we'll have a session with select state senators and representatives on pending legislation, the general legislative climate related to planning, and legislative processes and activities in the General Assembly. I hope you'll be able to attend one of these sessions.

With tight budgets and the high volume of vocal government critics, it is more important than ever for planners to speak up and advocate for sensible investment in our common future. I encourage you to do so whenever you can.

If you have any thoughts on how the Chapter can speak out or would like to get involved in these efforts, feel free to contact me at boleary@montcopa.org or Kyle Guie, our legislative committee chair, at KGuie@gvftma.com

Hope to see you in Harrisburg on October 20, and keep up the great work advocating for a better future. ♦



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Please help us close the loop
and recycle this newsletter.

Citizen Planner Wanted

Central Section APA PA



- *Are you a citizen planner?*
- *Are you interested in being involved in a dynamic organization?*
- *Are you interested in developing workshops and social events for planners?*

**Then joining the Central Section
APA PA Board of Directors!**

Contact Rachelle Abbott, AICP, Chairperson at
raabbott@stepcorp.org or via phone at 570-601-9501.



legislative update

by **Kyle Guie**, Legislative Committee Chair

Pennsylvania is in dire need for a comprehensive transportation funding bill. The legislature has 21 session days to pass a bill this Fall. If a bill is not passed then we will not have another opportunity for four to five years.

INCREASED transportation funding is critical for the planning industry and for the overall economy. The Greater Valley Forge TMA compiled the below information on the economic development impacts of transportation funding.

In 2010, the Pennsylvania State Transportation Advisory Committee (TAC) produced a report that quantified the state's unfunded transportation needs at approximately \$3.5 billion. The gap is growing and will reach an estimated \$7.2 billion in 10 years.

Transportation Funding is Economic Development:

Bridges and Highways

According to the American Road & Transportation Builders Association Transportation Development Foundation (ARTBA-TDF), a sustained **\$2.5 billion** annual increase in highway and bridge construction work in Pennsylvania will...

- Boost the state's total economic output by **\$6.5 billion**, or 1.18 percent, to \$559.8 billion.

- Create and sustain an additional **50,091** new jobs throughout the state's economy, with a total annual payroll of **\$2 billion**.

- Generate and sustain **\$19.4 million** in state payroll tax collections and **\$61.4 million** in state income tax revenue.

- Increase "value added" to the Pennsylvania economy, which measures the total value of output less the price of inputs, by **\$3.3 billion**.

- After the construction sec-

tor, the biggest economic impacts from the investment would be seen in Pennsylvania's manufacturing (**\$1.1 billion** increase in output and **4,051** new jobs) and retail (**5,174 new jobs**) sectors.

Public Transportation: SEPTA

The economic value of the Southeastern Pennsylvania Transportation Authority (SEPTA) is significant.

By investing in SEPTA, the state will ensure that:

- A region that produces **40 percent** of the state's economic output and relies heavily on SEPTA service continues to be economically productive.

- SEPTA expenditures continue to contribute more than **\$3 billion** in economic output, supporting over 26,000 jobs and generating **\$62.5 million** in tax revenues to the Commonwealth.

Retail and Commercial Development: Ardmore Transit Center

- The Ardmore Transit Center is a TOD proposal that includes 8,950 sq. ft. of rentable office space, 19,769 sq. ft. of gross retail space, and a 350 space parking garage.

- Based on the above figures, 143 total jobs will be created. Overall, the estimated **143** new retail and office jobs will have combined earnings of **\$4.3 million**.

- This \$4.3 million in direct earnings will generate an additional **\$2.2 million** in indirect and induced earnings in Montgomery County and **\$3.7 million** in indirect and induced earnings in the State of PA.

Higher Education: University of Pennsylvania

- 3,500 employee and 400 student users of public transit.
- Resources needed to add bike lanes and bike paths, as well as pedestrian infrastructure.
- Penn is committed through its Green Campus Partnership to increase the use of driving alternatives to campus.

Capital Insights Conference Session

The legislative committee is organizing an exciting panel discussion entitled "Capital Insights: Perspectives From Our Legislators." The panel will consist of State Representatives and State Senators that will address planning related issues including transportation funding, municipal planning codes, urban revitalization, shale gas, and land conservation.

Confirmed panels include:

State Rep. Bryan Barbin-Invited
State Rep. Rob Freeman-Invited
State Rep. Kate Harper-Confirmed
State Senator John Rafferty-Confirmed
State Rep. Chris Ross-Confirmed
State Senator Lloyd Smucker-Confirmed
State Senator Judy Schwank-Confirmed

We are also having a legislative committee meeting on Sunday during the conference at 3:30. Check the conference program for details. Everyone is welcome to attend.

If anyone is interested in joining the committee, please send me an email at kguie@gvftma.com ♦

PA Chapter Executive Committee

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Montgomery County Planning Commission

VICE PRESIDENT vacant

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Legislative Committee

Kyle Guie, Chair
Susan Smith, Esq., AICP, Vice Chair

Contact information is available at www.planningpa.org under "About Us".

AICP Exam Update – What You Need to Know

THERE HAVE BEEN TWO RECENT ANNOUNCEMENTS from APA relevant to training products and CM credits. APA recently notified chapters that 53 APA CD-ROM training products will continue to carry CM credits through the end of 2014, and that they will soon be announcing a new initiative to support in-person group viewing of APA's streaming products with CM credit. The good news for PA Chapter members is that the **Chapter will be able to continue to loan CD-ROM training products with CM credits attached**, and that the streaming products will soon have improved options for group viewing.

In the meantime, if you are looking for in-person or web-based training options, there are many available. In addition to the Chapter's annual conference, sections of the PA Chapter continue to host events on a regular basis. All Chapter-related training events can be found on the Chapter's calendar of events, along with any planning-related training of which the Chapter is made aware. The full calendar of events is available under the "EVENTS" heading, and upcoming events are also listed along the left side of the main page. (Please note that you can add an event to the calendar yourself – go **Events/Calendar/Submit an Event.**)

THE WEBCAST SERIES remains a free option for CM credits, with the PA Chapter's session being held on December 6, 2013. FEMA will be presenting on the National Disaster Recovery Framework. Registration is via the Utah Chapter of APA website at www.utah-apa.org/webcasts. The archived webcast presentations (including AICP exam prep sessions) are available on YouTube at www.youtube.com/planningwebcast; please note that at this time none are registered for distance education CM credits, but limited sessions should be made available for distance education CM in the coming months and will be clearly identified as such. ♦

Congratulations!

Congrats to our new AICPs from the May 2013 exam.

James Ennis
Kurt Frederick
Garrett Hincken
Pankaj Jobanputra
Amy Kim
Jeffrey Knowles
Emily Moldovan
Megan O'Hara
Wesley Ratko
Kelly Ream
Tammy Stenson
John Theoblald
Katherine Tunney
Ryan Yurcaba



The STaR Planning Awards

Excellence in Small Town and Rural Planning

CONTINUED FROM COVER

or special project plan that addressed the development of a neighborhood, community, county or region.

3/ John Keller Award For An Outstanding Planning Initiative

Given to an outstanding initiative or program in public education, workshops, ordinances, or enforcement that promotes planning in small towns and rural areas.

4/ James Segedy Award For An Outstanding Student Project

Given to an outstanding project by a graduate or undergraduate class or individual that addresses a planning issue facing small town or rural areas.

AWARD RECIPIENTS will receive a plaque and a one-year membership in the STaR Division. The awards will be given out during the STaR Annual Business Meeting in Atlanta, GA in conjunction with the APA National Conference. Additional copies of the award may be ordered for support staff and consultants at a nominal cost.

Awards Committee

The STaR Executive Committee has appointed an Awards Committee responsible for evaluating award nominees and making

recommendations to the Executive Committee. All awards will be made at the sole discretion of the Executive Committee. The Committee may grant more than one award in each category.

The Awards Committee will use the following criteria in its consideration of award nominees:

- Innovation
- Quality
- Measurable results and implementation
- Role of Elected Officials
- Transferability
- Collaboration/Public Involvement
- Long-Term Sustainability and/or use of Smart Growth Principles

Nomination Procedures

Anyone may place a nomination for any of the awards categories before the Awards Committee. Nominations must be submitted according to the following rules.

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planner notes...

LVPC Names Becky Bradley, AICP, New Executive Director

The Lehigh Valley Planning Commission (LVPC), is pleased to announce Becky A. Bradley, AICP, as the Commission's new Executive Director. The full Commission approved the appointment of Becky Bradley during its June 27 meeting.

During her tenure in Easton, she provided leadership for the complete rewrite of the city's Subdivision and Land Development Ordinance, which used form-based planning. The City of Easton is the largest municipality in the Commonwealth to use this approach to date.

Bradley has provided technical project assistance for a variety of new construction and redevelopment projects including the Grand Eastonian Hotel and Condominiums, the Sigal Museum, State Theater Renovation and Expansion, the CVS Commercial Complex, and the Intermodal Transit Facility among others.

She brings experience in grant writing, fund management, project planning and implementation of over \$36 million in grant funding for various projects.

Bradley holds a Master of City and Regional Planning degree from the University of Pennsylvania and a bachelor's degree from Southeast Missouri State University. She has also worked for the Delaware County Planning Department and as a consultant. She is a certified planner (AICP) and a member of the American Planning Association as well as many other organizations to which she contributes. ♦



Southwest Section Update

by *Patrick Hewitt*

THE SOUTHWEST SECTION has spent the end of summer orienting a new set of officers on the Section Council. This has included restarting the Section social media outreach and updating the Section bylaws to be more in line with the present way the Section functions. The new Council members elected this summer are:

Andrew H. Hartwell, Chair

Patrick W. Hewitt, Secretary

Rachel Richter, AICP, Treasurer

William McLain, Member-at-Large Professional Planner

Jeffrey Naftal, Member-at-Large Planning Official

Also, the Section has recently begun reaching out to local schools and universities to build a stronger relationship with local planning students. Section council members have spoken with representatives of the University of Pittsburgh, Indiana University of Pennsylvania, Robert Morris University, and Carnegie Mellon University.

Finally, the new Section council is working on three upcoming events: a Section meeting and informational talk, an end-of-the-year section social, and a young professionals happy hour in January or February. Look forward to other news and events from the council in the coming months.

facebook.com/planswpa

twitter.com/planswpa ♦

CONTINUED FROM PAGE 6

A complete nomination package must be submitted no later than **Thursday, November 21, 2013**. We accept e-mail, Dropbox, FTP site or a mailed USB drive or CD-ROM.

A complete nomination package includes the following:

- Award Nomination Entry Form;
- A Summary Statement indicating why the nominee merits the award;
- The plan or project report being nominated, or a resume/biography of the individual being nominated (Carol Thomas Award) ;
- Letters in support of the nomination;
- Any supporting reports,

plans, articles, newsletters or other supporting documentation (CD-ROM is an acceptable format);

- A check for the nomination fee made payable to APA STAR Division, \$25 if nomination is made by Division member, \$100 if nomination is made by a non-member.

Also, submit a copy of a prepared news release with forwarding address.

Nomination packets must be submitted to:

**STaR Awards Committee
c/o Shailaja J. Roos, AICP
sroos12@hotmail.com**

For further information, contact Shailaja J. Roos, AICP at 817-368-2901 or **sroos12@hotmail.com**. ♦

PMPEI FALL 2013 COURSES

Course in Community Planning

Newtown (Bucks County)

Wednesdays, November 6, 13, 20

Location: Bucks County Community College
Newtown, PA

Contact: Terri Dickow (800) 232-7722

Monaca (Beaver County)

Tuesdays, November 12, 19, 26

Location: Community College of Beaver County
Monaca, PA

Contact: Terri Dickow (800) 232-7722

Course in Subdivision and Land Development Review

King of Prussia (Montgomery County)

Tuesdays, October 15, 22, 39

Location: Upper Merion Township Bldg.
King of Prussia, PA

Contact: Rita McKelvey (610) 278-3753

West Chester (Chester County)

Tuesdays, November 5, 12, 19

Location: West Chester University Graduate Business Center
West Chester, PA

Contact: William J. Stevens III (484) 680-5570

Allentown (Lehigh/Northampton Counties)

Wednesdays, October

Location: Office of Lehigh Valley Planning Commission
Allentown, PA

Contact: Dave Berryman (610) 264-4544

East Stroudsburg (Monroe County)

Tuesdays, October 15, 22, 29

Location: Monroe County Cooperative Extension Office
East Stroudsburg, PA

Contact: Peter Wulforth (570) 296-3400

Course in Zoning

Lansdale (Montgomery County)

November 7, 14, 21

Towamencin Township Meeting Hall
Lansdale, PA

Contact: Rita McKelvey (610) 278-3753

Derry Township (Dauphin County)

October 3, 10, 17

Derry Twp. Municipal Building
Hershey, PA

Contact: Janine Park (717) 234-2639

West Chester (Chester County)

Mondays, October 14, 21, 28

Location: West Chester University Graduate Business Center
West Chester, PA

Contact: William J. Stevens III (484) 680-5570

Reading (Berks County)

Thursdays, November 7, 14, 21

Rockland Professional Bldg., 13th & Rockland Streets
Reading, PA

Contact: Andrea Weist (610) 929-6503

Course in Zoning Administration

Nanticoke (Luzerne County)

Tuesdays, October 15, 22, 29

Luzerne County Community College
Nanticoke, PA

Contact: Terri Dickow (800) 232-7722

Edinboro (Erie County)

Thursdays, Oct. 3, 10, 17, 24

Edinboro University
Edinboro, PA

Contact: Terri Dickow (800) 232-7722 ♦



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