

APA  
PA

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

Photo of Brian O'Leary by CHRIS TOWNLEY, ELEVENTH FRAME PHOTO.COM

## 2012 ANNUAL CONFERENCE



charting a new course –  
*balancing opportunity and environment*

October 14-16, 2012  
Erie, PA

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



- **Call for Presentations**  
Deadline: March 23, 2012

- **Sponsor, Exhibit and Advertise**  
Deadline for inclusion in the  
Conference Announcement:  
June 22, 2012

### Northwest PA Plans Exciting Conference for 2012!

The 2012 Planning Committee has been hard at work for many months now and plans are shaping up for an exciting annual conference. Stay tuned for the official announcement of main speakers, workshops, mobile sessions and other special events, coming in July. Erie offers a wealth of planning examples and the committee looks forward to sharing the beauty and aesthetics of the region with chapter members.

CONTINUED ON PAGE 4

**Hello Fellow Planners.** As I begin my term as chapter president, I'm very excited about our future and our ability to strengthen planning in Pennsylvania. Despite the slow economy, the chapter has remained strong.

**OVER THE PAST YEAR,** the chapter and its sections supported cutting-edge training for professional and citizen planners, held a great conference in Scranton, honored many excellent and innovative planning initiatives with our awards program, and advocated for good planning and legislation in Pennsylvania. We continue to be the voice for planning in Pennsylvania.

### Goals for the Next Two Years

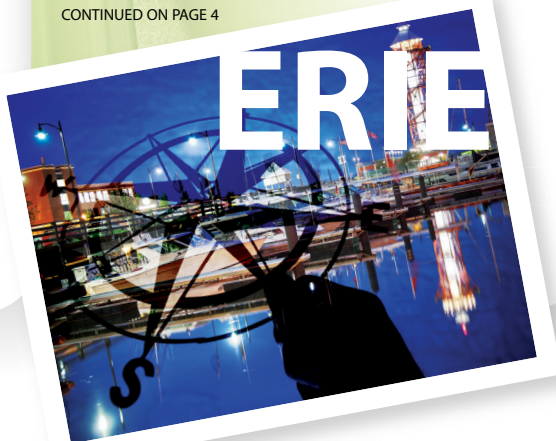
The Chapter Board of Directors met in February 2012, and we briefly discussed our goals for the upcoming term. We'd like to improve communication with the members, make the organization more transparent, implement the strategic plan, promote best practices, make the chapter more visible, improve the capacity of planners to do their work, and develop a culture of planning.

This was just a preliminary discussion, and we'll have a bigger discussion at our June Board meeting, where we'll also need to set priorities.

I have two goals I'll add to the mix – improving planner's access to information on best practices in the state and strengthening the connection between the chapter and the sections.

What do you feel is important for the chapter? What should

CONTINUED ON PAGE 2



*balancing opportunity and environment*

# Hello Fellow Planners

CONTINUED FROM PAGE 1

our goals be? Please let us know by emailing the chapter at [info@planningpa.org](mailto:info@planningpa.org) or me at [boleary@montcopa.org](mailto:boleary@montcopa.org). Let us know your thoughts over the next few months.

## Budget

Our 2012 budget is expected to be about \$222,000. It is a very tight budget this year, and, once again, we are not raising our membership fees.

Our largest expenses include approximately \$76,000 for the professional firm that runs the Chapter, \$68,000 for the annual

conference, \$20,000 for printed and web communication, \$10,000 for credit card and other office expenses, and \$8,000 for our legislative outreach efforts.

As one would expect, running the chapter on a day-to-day basis is our biggest expense; it's also our most important, since we couldn't accomplish any of our work without this help. Although the annual conference is very expensive to run, we often receive a lot of revenue to offset or even exceed the expense.

## Volunteering

I firmly believe an organization like ours is strongest when the members are involved. We need your good ideas, your energy, and your time. Do you have some thoughts about the chapter

you want so share? Have you always wanted to get involved but weren't sure how? I encourage you to consider volunteering. There's been some discussion about creating a development committee, a membership committee, and an emerging professional planners group.

We also need a new Planning Officials representative, and we'd like to strengthen our ties to the universities in the state, including finding a student representative for our Board.

So, think about helping out with one of these efforts or one of our existing committees, such as the professional development, citizen planning officials, and legislative committees. If you're interested in volunteering let us

know at [info@planningpa.org](mailto:info@planningpa.org) or [boleary@montcopa.org](mailto:boleary@montcopa.org).

I'd like to conclude by honoring the great work done for the Chapter by Carl Hess, who has retired from the Board as the Immediate Past President; Alex Graziani, who is now the Immediate Past President representative on the Board; and Sarah Galbraith Laucks, our chapter administrator, who will soon be moving on to a new project helping Pennsylvanians with disabilities. They all did excellent work strengthening the Chapter, and this strong foundation has allowed us to weather these turbulent economic times.

Hope to see you in Erie in October or another planning event before then. ♦



American Planning Association  
**Pennsylvania Chapter**

Making Great Communities Happen

587 James Drive  
Harrisburg, PA 17112  
717 671-4510 (P)  
717 545-9247 (F)  
[www.planningpa.org](http://www.planningpa.org)

**Susan Shermer, CMP**

*Administrative Director*  
[sshermer@shermer-assoc.com](mailto:sshermer@shermer-assoc.com)

**Sarah Galbraith Laucks, CMP**

*Conference Manager*  
[sgalbraith@shermer-assoc.com](mailto:sgalbraith@shermer-assoc.com)

*The Vantage Point* is published four times a year by the Pennsylvania Chapter of the American Planning Association and is available at [www.planningpa.org](http://www.planningpa.org). Material may be reprinted provided *The Vantage Point* is credited. The views expressed in *The Vantage Point* are not necessarily those of the PA Chapter of APA. Send comments and subscription requests to Susan Shermer, CMP at 717-671-4510 or [sshermer@shermer-assoc.com](mailto:sshermer@shermer-assoc.com).

*The Vantage Point* is printed on Roland Opaque30 Smooth Bright White 70# and contains FSC certified 50% post-consumer fiber. The 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 saves 30 million trees a year. Inclusion in this newsletter of ads does not imply endorsement by PA APA.



Please help us close the loop  
and recycle this newsletter.

## 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 3,000 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](http://www.planningpa.org) under "About Us."

### Individual Members:

Thomas Albanese, *Borough of New Brighton, Southwest Section*  
Chantae Diallo, *Central Section*  
Estelle Ruppert, *DCNR State Parks, Central Section*

### Organizational Members:

Fitzgerald & Halliday, *Southwest Section*

**Innovative Planning**

**Gannett Fleming**

*Excellence Delivered As Promised*

800.233.1055  
[www.gannettfleming.com](http://www.gannettfleming.com) • Offices Worldwide

ISO 9001:2008  
CERTIFIED

## planners needed!

### PLANNERS ARE NEEDED

to staff the PA Chapter Booth at the PSATS Annual Convention at the Hershey Lodge in Hershey, PA. Volunteers may attend educational sessions on the day they volunteer.

### The show dates and hours are:

**Sunday, May 6**  
12:00 noon to 5:00 pm

**Monday, May 7**  
7:30 am to 4:00 pm

**Tuesday, May 8**  
7:30 am to 1:30 pm

To volunteer, please contact the PA Chapter Office at 717-671-4510 or [info@planningpa.org](mailto:info@planningpa.org). Let us know which days and times you are able to volunteer.

Thank you!

# VOLUNTEER!

**Appalachian Trail Conservancy**  
*seeks volunteers interested in*

## Landscape Protection



We love our “Check Dams” but we also need Land Use Plans!

**THE CREATION OF THE APPALACHIAN TRAIL** is one of the greatest examples of vision, leadership and perseverance in our nation’s history and the footpath and Trail experience continue to evolve. No longer simply viewed as a long-distance recreational trail, the Trail today is recognized as a vital economic asset and a critical component in the quality-of-life of the many residents and visitors that use it. As population and development along the eastern seaboard has grown, the landscapes surrounding the Trail have changed. The concept of protecting the Trail for future users has shifted from the narrow perspective of the footpath itself to a broader focus on the land use of surrounding private property and the decision-making of municipal partners.

*Preserving the values of the trail by encouraging compatible development and focused conservation efforts around its boundary is the new challenge for the next era in the Appalachian Trail’s history.*

Given those prospects, the Appalachian Trail Conservancy is embracing this new challenge in conjunction with PA Audubon and the **Kittatinny Ridge Conservation Coalition** in organizing an ongoing effort to protect the Trail experience and the surrounding natural and cultural landscapes. This effort will require the sustained support and cooperation of trail users and club members, adjacent landowners, local communities, public agencies and nonprofit organizations.

### How can you get involved?

Planning professionals are key allies in addressing these challenges along the Pennsylvania section of the Appalachian Trail. You can support this effort by providing pro bono or reduced rate technical assistance to local conservation planning and trail-related efforts. Skills needed may include land use planning, land use law, geographic information systems (GIS), conservation science, historic preservation, grant writing, communications or graphic design. Scenarios may include providing model ordinances for our online clearinghouse; providing grant-writing or technical assistance to a municipality developing a local open space and greenways plan; or working with a community to develop a tourism strategy based on natural, cultural, and historic assets.

For more information or to add your name and area of expertise to a network of professionals ready to assist in protecting the Trail experience and supporting local conservation efforts along the Kittatinny Ridge corridor, get in touch with Kim McKee, Act 24 Coordinator in ATC’s Mid-Atlantic Regional Office at (717) 258-5771 or [kmckee@appalachiantrail.org](mailto:kmckee@appalachiantrail.org). ♦

### PA Chapter

#### *Executive Committee*

##### **PRESIDENT**

**Brian O’Leary, AICP**

Montgomery County Planning Commission

##### **VICE PRESIDENT**

**John Pickett, AICP, PE**

Delaware County Planning Department

##### **SECRETARY**

**James Cowhey, AICP**

Lancaster County Planning Commission

##### **TREASURER**

**Pam Shellenberger, AICP**

York County Planning Commission

##### **LEHIGH VALLEY SECTION REPRESENTATIVE**

**Anthony P. Toth, AICP**

Lehigh Engineering Associates, Inc.

##### **NORTHEAST SECTION REPRESENTATIVE**

**Peter T. Wulforth, AICP**

Penn State Cooperative Extension

##### **NORTHWEST SECTION REPRESENTATIVE**

**Roy Brant, PhD**

Crawford County Planning Commission

##### **PAST PRESIDENT**

**Alexander J. Graziani, AICP**

City of Latrobe

### *Section Chairs*

#### *Central*

**Tara Hitchens, AICP**

Lancaster County Planning Commission

#### *Lehigh Valley*

**Anthony Toth, AICP**

Professional Planner

#### *Northeast*

**Steve Pitoniak**

Lackawanna County Planning

#### *Northwest*

**Roy Brant, PhD**

Crawford County Planning Commission

#### *Southeast*

**Martha Cross, AICP, PP, LEED AP**

Group Melvin Design

#### *Southwest*

**Jim Segedy, PhD, FAICP**

PA Environmental Council

### *Committee Chairs*

#### *Professional Development*

*Officer/Professional Development*

*Committee Chair*

**Susan Elks, AICP**

#### *Planning Officials Development*

*Officer/Chair of the Planning Officials*

*Development Committee*

**vacant**

#### *Communications Committee Chair*

**Dennis Martinak, AICP**

#### *Education Committee Chair*

**Cliff Kanz, AICP**

#### *2012 Conference Co-Chairs*

**Amy McKinney**

**Jake Welsh, AICP**

#### *Legislative Committee*

**Shannon Debes, Chair**

**Susan Smith, Esq., AICP, Vice Chair**

**Contact information is  
available at [www.planningpa.org](http://www.planningpa.org)  
under “About Us”.**

## 2012 ANNUAL CONFERENCE



charting a new course –  
*balancing opportunity and environment*

October 14-16, 2012  
Erie, PA



### Call for Presentations Announced!

The PA Chapter is seeking dynamic presenters to share their knowledge and expertise at the 2012 Annual Conference in Erie, PA. Applicants are encouraged to submit session proposals that support the conference theme “Charting a New Course – Balancing Opportunity and Environment” and the list of suggested topics developed by the Conference Committee.

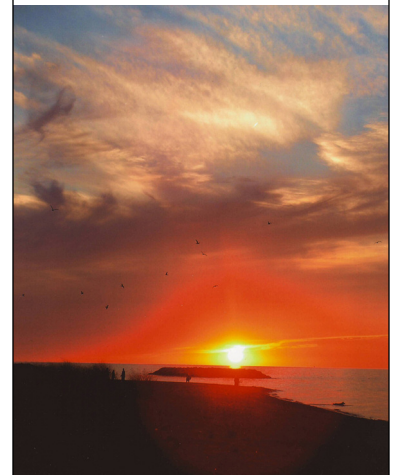
**The deadline for submission of session proposals is Friday, March 23, 2012. Submissions are accepted online only.**

Visit [www.planningpa.org](http://www.planningpa.org) and click on “Annual Conference” for more information. If you have any questions please contact the Chapter Office at 717-671-4510 or [info@planningpa.org](mailto:info@planningpa.org).

### Sponsors, Exhibit and Advertise!

*Connect with PA Planners at  
the Annual Conference*

The PA Chapter Annual Conference offers excellent opportunities to sponsors, exhibitors and advertisers. Be a part of the largest annual gathering of Pennsylvania’s professional planners and planning officials by sponsoring, exhibiting or advertising at the event. The



*charting a new course –*



Conference Announcement, distributed in July, is expected to reach 5,000 members of Pennsylvania's planning community. More than 500 planners will be in attendance at the conference.

To be sure your company or organization maximizes the benefit of these opportunities confirm your arrangements with the PA Chapter office no later than June 22, 2012. Details are available online at [www.planningpa.org](http://www.planningpa.org). Click on "Annual Conference."

### **Making the Trip – Closer Than You Think!**

Planners from the Eastern part of the state may be hesitating at the journey to Erie; it can be viewed as a long trip. For those of you considering a pass on the 2012 conference due to distance we highly recommend you check out the flights from Philadelphia to Erie. The trip currently averages just \$250 and the flight schedules afford many, many options for times and days of travel. It's a short trip at just over 3 hours with a brief layover in Cleveland. At \$250 the price is less than mileage reimbursement for the Philly to State College round trip.

Don't miss this great opportunity to visit Erie and it's surroundings including Presque Isle, one of the most visited state parks in PA, and the Tom Ridge Environmental Center. You will be glad you made the trip! ♦

## **East Goshen Earns Planning Education Award**

*by Stanford M. Lembeck, AICP, PMPEI*

*East Goshen Township in Chester County is the first recipient of Chester County 2020's "Excellence in Planning Education Award." The award was established to recognize municipalities whose planning commission members have all earned a Master Planner Certificate for having completed 30 hours of planning instruction in PMPEI courses sponsored by the organization.*

**SENYA ISAYEFF**, Chairman of the East Goshen Board of Township Supervisors, accepted the award from **Judy DiFilippo**, Chair of the Chester County Planning Commission and Chester County 2020 Treasurer at the November convention of the Chester County Association of Township Officials.

Chester County 2020 is a non-profit group founded in 1996 with the **mission of connecting the region's residents, business, and political leaders in cooperative efforts to forestall contention and address critical issues affecting the region's future as a livable community.** Since 2004, with the Chester County Planning Commission and West Chester University's School of Business and Public Affairs, they have sponsored the Master Planner Certificate Program and graduated scores of "master planners," but this is the first time an entire planning commission has earned the certificate.

Chester County 2020 **Executive Director William Stevens** says that several other municipalities are just a member or two away from also earning the Award.

He explains that the award is given to a municipality when 100% of planning commission members have completed three PMPEI courses. The Excellence in Planning Education award will be made when municipalities qualify and will be presented at the venue and event of their choice. When new commission members are appointed, as soon as they sign up for master planner classes, the municipality will be re-qualified. "There is room on the EPE award to add additional name plates," says Stevens. He adds that municipalities outside Chester County that enroll in the Master Planner Program are also eligible to receive the Excellence in Planning Education Award.

For further information about the Chester County Master Planner Certificate Program and the Excellence in Planning Education award contact William Stevens at [williamjstevensiii@gmail.com](mailto:williamjstevensiii@gmail.com). ♦



### **CORRECTIONS**

In the December 2011 issue of *The Vantage Point* we neglected to credit the photographer for the 2011 Annual Conference photos. **Chris Townley**, a planning student who volunteered at the event, graciously assisted the chapter by taking and finalizing the many great conference photos that we shared in the December issue. Learn more about Chris' work, which includes nature, architecture, and portraits, at [www.eleventhframephoto.com](http://www.eleventhframephoto.com) ♦

### *Congrats to Tara*

**Congrats to Tara Hitchens, AICP, Central Section Chair**

Tara and her family welcomed baby **Abigail** on January 3, 2012 at 2:25pm. Everyone is doing well and big sister **Maggie** is adjusting to her new duties as the older sibling! ♦



by Ron Bednar, AICP  
Econsult Corporation, Philadelphia, PA

## 2011 International Society of City and Regional Planning

# 47th World Congress

In 2011, I was invited to lead an international panel at the 2011 International Society of City and Regional Planners – **ISOCARP** – 47th World Congress in China. The event, “Liveable Cities – Urbanizing World, Meeting the Challenge,” centered on planning issues of intensive development and the consequents of rapid urbanization.

**ISOCARP WAS FOUNDED** to advance planning practice and education worldwide. It has grown over the years to become a global organization with members from more than 70 countries, affiliated with the United Nations, UNHCS and UNESCO. I’d like to note that Art Loeben was a lifelong member of the organization, and his passing was noted at the closing general assembly meeting.

I’m pleased to share some information about the congress as well as photos from the trip. I directed the panel entitled Building Sustainable Networks, exploring topics on riverfront redevelopment, ecological greenways and green networks, expansion of regional urban space based on green smart growth, how people use and perceive urban open spaces, linking non-urbanized areas and eco-sustainable planning, as well as opportunities to develop low carbon urban spaces and green city clean waters program.

The event took place in Wuhan, China and reflected the central problem of the acknowledged world wide phenomena of the exponential and inexorable inward flow of people to cities and the consequent rapid expansion of urban development. The congress brought together participants from 37 countries, 88 papers were explored and discussed in five workshops, and case studies from more

than 60 cities were presented to the audience.

Cities and urban areas around the world are experiencing radical social and swift physical transformations. Global phenomena and universally accepted development visions and aspirations countries and regions share across the world, are steadily creating a different scene for urban progress and, at the same time, affecting our notions about the quality of urban life and urban future, in general. This congress was aimed at contributing toward this task by looking for the appropriate responses and solutions that planners can build into their recommendations for urban areas at different scales and within different circumstances. The congress also explored good practice from around the world on how urban liveability is being conceived, implemented and measured. ♦

CLOCKWISE FROM TOP: Pudong Skyline at night; Shanghai World Financial Center sky high view; Old Yangtze River Delta Water Town; Wuhan on Yangtze River; 47th International Society of City and Regional Planning Congress; Historic Bund Promenade along Huang Pu River; Historic Nanjing; Suzhou New City; Urban Planning Exhibition Center at People's Square; 47th ISOCARP Congress International Panelists



# Help Wanted

## PA Chapter of APA Seeks Volunteers for Two Board Positions

It's not every day that the PA Chapter of the APA puts out a help wanted ad!  
Are you the one for the job?

**The Chapter has openings for the following two leadership positions with the organization:**

- **Planning Officials Development Officer (PODO)**
- **Student Representative**

### Planning Officials Development Officer

*Shirley Yannich, PP, AICP served as the Chapter's PODO the last few years. She is focusing her energies in new directions and stepped down in the fall 2011. Shirley was instrumental in generating newsletter articles of interest to the chapter's citizen planner members.*

**The PODO's roles and responsibilities include the following. The new PODO is welcome to explore additional opportunities.**

- The PODO serves on the PA APA Board which consists of elected members from the PA Chapter, with the addition of the PODO, the Professional Development Officer, and the Student Representative (appointed members).
- The PODO is appointed by the PA APA President and is also a member of the Chapter's Education Committee.
- The PODO oversees the Planning Officials Development Committee and serves as the official chapter contact for questions on planning official topics. The new PODO will work with Section Chairs to select committee members from around the state. The committee can choose its focus areas and can choose to meet in person or by conference call. Within the chapter structure, each section has an elected planning official member and these individuals may provide helpful assistance in building the Planning Officials Development Committee.

- The PODO should be an individual who serves on the planning commission or Zoning Hearing Board in a local community. The individual may be a professional planner as well.

**If you are interested in pursuing this opportunity to support the efforts of planning in Pennsylvania, please contact Chapter President Brian O'Leary for more details.**

### Student Representative

*The Student Representative must be a full-time student enrolled in a planning or planning-related program at either the undergraduate or graduate level.*

**The Student Representative roles and responsibilities include the following. The Student Rep is also encouraged to explore additional opportunities.**

- The Student Rep serves on the PA Chapter of APA Board of Directors which consists of elected members from around the state, and several appointed positions. The Student Rep is appointed by the PA APA Executive Committee.
- The primary responsibility of the Student Representative is to advise the Board and the Chapter on the conduct of services to students and the evolving character of the planning profession.

**If you are interested in pursuing this opportunity to support the efforts of planning in Pennsylvania, please contact Chapter President Brian O'Leary for more details. ♦**

Architects Engineers Surveyors

**LDC** Larson Design Group®

[www.larsondesigngroup.com](http://www.larsondesigngroup.com)

TOLL FREE 877.323.6603

f in t

Williamsport, PA | Bloomsburg, PA | Selinsgrove, PA  
Lititz, PA | Bethel, PA | Corning, NY

**EPD**  
ENVIRONMENTAL  
PLANNING & DESIGN, LLC  
Landscape Architects  
Community Planners  
Urban Designers



100 Ross Street  
Pittsburgh, PA 15219  
(412) 261-6000  
[www.epd-pgh.com](http://www.epd-pgh.com)



Making Great Communities Happen

587 James Drive  
Harrisburg, PA 17112

**logon**  
www.planningpa.org

Non Profit Org.  
U.S. Postage  
**PAID**  
Harrisburg, PA  
Permit No. 561



## Shifting Focus

**The PA Chapter of APA is pleased to announce several changes planned for our communications, scheduled for implementation during the first half of 2012.**

### **Website Redesign:**

A full-scale website redesign is currently underway. The new site will feature a more current design, expanded resources for members and non-members, revised organization of topics, and features such as RSS feeds and a Facebook page. Members will be able to more easily submit job ads, RFP listings, and events. The new site will feature planning images from around the state. The new site will allow members to stay current on timeline news and updates that impact chapter activities and planning in Pennsylvania.

### **The Vantage Point:**

*The Vantage Point* will convert from a bimonthly to a quarterly publication in 2012. The focus is to develop the newsletter into a journal-type publication, with a strong focus on content to assist professional planners and planning officials. News and updates will be mostly available at the chapter website, rather than in the newsletter.

With the announcement of these changes we strongly encourage all members to consider submitting articles on current planning topics for publication in *The Vantage Point*. Submit articles of 1,000 words or less in length by email to [sshermer@shermer-assoc.com](mailto:sshermer@shermer-assoc.com). Articles that include artwork, illustrations, and photographs are preferred. Images must be scanned at 300 dpi with a print size of at least 2.5 inches wide. Please include the author's name, position, and organization to ensure proper credits. Shorter articles are also welcome. ♦

### **Deadlines for**

#### **Upcoming Issues:**

Spring 2012 Issue: April 20, 2012

Summer 2012 Issue: June 15, 2012

Fall 2012 Issue: September 14, 2012

Winter 2012 Issue: November 16, 2012

Submit articles to: [sshermer@shermer-assoc.com](mailto:sshermer@shermer-assoc.com)