

# Planning Matters: Demographic Change and Land Use Policies

A Professional Development Program  
3 AICP CM Credits\*

Sponsored by the  
PA Chapter of the American Planning Association  
and the PA Local Government Training Partnership



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

## SESSION DESCRIPTION

Pennsylvania, as well as the U.S., is experiencing significant demographic change – whether in the greying of the population led by Baby Boomers, the steady and significant rise in its Hispanic population or the decrease in family household formation. These trends and others have and will continue to influence market demand for housing, retail and commercial space – and not just the amount, but the types (e.g., smaller, more densely cited housing development; fewer shopping centers featuring more entertainment/dining and less retail; more medical office space; more multi-generational housing; etc.).

Most land planning professionals (whether county or municipal) are only now starting to grasp these changes and are challenged in how best to communicate these trends to their elected leaders and local residents, in advance of crafting appropriate land-use policies.

Accordingly, this training series will provide land-use planning professionals, elected officials, and citizen planners with a background on current and forecasted demographic and market trends for the state and their region, and use this context to explore prospective land-use strategies that will not only be market receptive (e.g., accommodate private investment seeking to capture new demand) but also fiscally prudent (e.g., ensuring that land-use policies are likely to produce net positive revenue).

Utilizing PowerPoint and Prezi media as the presentation platform, the lead presenters will share material which is accessible to the lay person and professional, alike. A combination of graphic rich slides and jargon free narrative will be used by the presenters to educate participants. Selective case studies and examples from Pennsylvania and the region (where available) will also be used. Further, real urban design examples (whether for small scale dense housing or new format retail centers) will be shared with participants, and feedback sought.

The presentation will be designed to be interactive, so as participants may easily contribute and feel fully engaged.

## Four Trainings Statewide! Dates & Locations

### Monday, April 7, 2014

1:00 – 4:15 pm (Registration at 12:30pm)  
Cranberry Highlands Golf Course  
5616 Freshcorn Rd  
Cranberry Township, PA 16066

### Tuesday, April 8, 2014

1:00 – 4:15 pm (Registration at 12:30pm)  
Centre Regional Planning Agency  
2643 Gateway Drive  
State College, PA 16801

### Wednesday, April 9

9:00 am-12:15 pm (Registration at 8:30am)  
Giant Food Superstore Community Room  
2300 Linglestown Rd (Route 39)  
Harrisburg, PA 17110

### Thursday, April 10

9:00 am-12:15 pm (Registration at 8:30am)  
Township of Lower Merion  
75 E Lancaster Ave  
Ardmore, PA 19003

*The Township Building is accessible via Ardmore Station on the SEPTA Paoli/Thorndale commuter rail line. It's a 3 minute walk to the Township Building. There is metered on-street parking available in close proximity to the Township building. Lower Merion will relax enforcement of the meters in the area and time limits on surrounding streets. This will enable you to park without having to worry about the meters running out or exceeding time limits where restricted. **You may not park in the East Parking Lot (between the Township Administration Building and Main Line Honda) or in spaces reserved for authorized personnel.***

**FEE \$30.00 per person**

\* AICP CM credits are pending

**REGISTER ONLINE! Visit <https://www.regonline.com/DemoChange2014>**

***Made Possible With Funding From 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.*

**ABOUT THE SPEAKERS**

**Todd Poole**

Todd Poole is president, founder and managing principal of 4ward panning LLC with more than 20 years of economic development experience, both as a private sector consultant and a public sector practitioner. Todd holds a Bachelors in Political Science and Economics and an MPA degree from Rutgers University. His extensive professional experience includes the following areas: comprehensive and master planning, transit-oriented development, economic and fiscal impact analysis, regional transportation planning, redevelopment and neighborhood revitalization, park and trail revenue analysis, adaptive reuse, and development advisory services. Todd has assisted cities, transit agencies, counties, non-profit groups and developers, nationally, with crafting sustainable land-use strategies founded on key insights concerning social, environmental, fiscal and economic trends.

**Mark Keener, AIA, AICP, PP (April 9 & 10)**

Mark Keener is an urban designer and architect with 15 years of experience working with neighborhoods, towns, and cities. A co-founder of Brown & Keener Urban Design and Director of Urban Design for The RBA Group, Mark's work has consistently led to successful preservation and development strategies that reconcile the goals of private entities and the concerns of public agencies. Mark has authored a growing number of form-based codes and design guidebooks, and was a key contributor to the *Smart Transportation Guidebook*. Projects that have been implemented include the City of Hoboken Waterfront Redevelopment Plan, the South Orange Transit Village Plan, the City of Hartford Waterfront Plan, and the Washington Township Town Center Plan, which was recognized by the Congress for the New Urbanism with a Charter award. Mark holds a B.S. and M.S. in Architecture from the University of Virginia.

**Robert Pfaffmann, AIA, AICP (April 7 & 8)**

Rob Pfaffmann is an architect and planner with over 30 years of diverse experience leading the design of key architecture, preservation and planning projects in the Pittsburgh region. Through his writings, drawings and research, and community involvement, he is known for his advocacy of design, historic preservation and urban planning policy. Rob began his career in higher education planning at Syracuse University before moving to the Pittsburgh area, where he has led the design of a wide range of Pittsburgh's regional economic renewal projects, including Washington's Landing Master Plan, Carnegie Mellon's Software Engineering Institute and the Heinz History Center. Since founding Pfaffmann + Associates in 1996, Rob's design leadership has continued with a wide range of award-winning work in architecture and community based planning. Planning projects include Oakland 2025, Polish Hill, Central North Side and currently the Altoona Downtown Housing Strategy. Rob has also led existing building code reform education ("Old Buildings in a New Economy") with 10,000 Friends and the City of Pittsburgh.

## REGISTRATION

Register online [HERE](#) (PREFERRED) or submit the form below. Advance registration is required; no walk-ins. Register at least five days before each event. Late registrant? Call the PA Chapter of APA at 717-671-4510 to verify availability.

Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Agency/Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Emergency Contact Name & Phone Number: \_\_\_\_\_

Do you need any accommodations to aide you in attending this training (i.e. ADA):  
\_\_\_\_\_

Payment by check payable to PA Chapter of APA.

Payment by credit card. Visa, MasterCard, AMEX and Discover accepted.

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 or 4 Digit Security Code: \_\_\_\_\_

Signature on Card: \_\_\_\_\_

Name on Card (if different from above):  
\_\_\_\_\_

Address on Card (if different from above):  
\_\_\_\_\_

Check the Location You Will Attend:

- April 7, 2014 – Cranberry Township, PA
- April 8, 2014 – State College, PA
- April 9, 2014 – Harrisburg, PA
- April 10, 2014 – Ardmore, PA

**Registration Fee: \$30.00 per person**

Register online at <https://www.regonline.com/DemoChange2014>

Or

Send completed form with payment to:  
PA Chapter of APA  
587 James Drive  
Harrisburg, PA 17112  
Fax 717-545-9247

Questions?  
Contact the PA Chapter at  
717-671-4510 or  
[info@planningpa.org](mailto:info@planningpa.org).

