

NEWSBRIEF



American Planning Association
Virginia Chapter

Making Great Communities Happen

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American Planning Association



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Deadline

for fall issue is
September 9, 2011.

The Planner's Toolbox: What Can You Really Do with GIS?

By Sara J. Kidd, GISP, Senior Regional Planner,
Hampton Roads Planning District Commission

Most planners are already well aware of how valuable a geographic information system (GIS) is as a planning tool. Planners have long embraced GIS technology. Many utilized it well before other departments in their organization. That is no surprise – GIS is an ideal tool for planning because planning is closely tied to the discipline of geography. In order to understand and plan for a community, it is necessary to first identify what features exist, where they are located, and how they interact with each other.

Most importantly, planners act as a link between decision makers and those who live in the community. Planners need to be able to communicate the results of their work with all stakeholders in order to develop useful and meaningful plans. A large part of that communication will happen visually – through maps, charts, photographs, and other visual aids. As technology improves, both inside and outside of the GIS industry, the way GIS is used by planners will change. However, GIS will continue to function primarily as a tool to assist in the decision-making process.

Visualization and Analysis

The primary function of GIS has generally been creating informational maps. There is considerable value in simply mapping where things are located. Maps tell important stories about communities because you can see at a glance what features are on the landscape and where they are located in relation to each other. Thus, you may also be able to spot patterns or other

relationships between features that were not obvious before. In a planner's world, maps are made to depict the existing conditions of the community or show alternative scenarios for the future. Planners create maps for plans and reports, public meetings, and even for placing online for the public to view.

As GIS has become increasingly user-friendly over time, planners have become more adept at taking advantage of its analytical capabilities. While mapping data is important to the work planners do, GIS really proves its worth when it comes to analyzing data. Geographic analysis studies spatial relationships between features. This is where you can really dig into the data and tease out trends, make projections, or study changes over time. The information gained from these exercises allows planners to understand their community better and they, in turn, can help frame discussions with the public and elected officials.

GIS is quite robust as a stand-alone software application, but many planning agencies have also chosen to purchase a GIS-based planning support system (PSS). A PSS contains tools specifically designed to support a variety of planning functions. These tools generally include wizards, interactive charts, and 3D capabilities. PSS tools are particularly popular for such activities as visioning, creating plans, and communicating with the public.

Continued on page 4



President's Message *By Jeryl Rose Phillips, AICP*

Greetings!

I hope this message finds your summer a time of relaxing, renewing and recreating so far. The longer days of sun are welcomed, although the summertime seems to be coming on faster and warmer each year.

Looking back to the end of spring, our Chapter was well represented at the APA National Planning Conference in Boston. I had the pleasure of seeing a good number of you during and in between the "Dawn to Dusk" agenda that kept us going from one thing to the next to the point of exhaustion over the course of 3.5 days, and at our Chapter social Monday, April 11. It was nice to see Virginia localities in the spotlight during two awards presentations—Fairfax County and retiring Planning Director, Jim Zook, AICP, took the national stage to receive the 2011 Daniel Burnham Award for a Comprehensive Plan for their *Comprehensive Plan for Tysons Corner* and the City of Hampton was the proud recipient of the Economic Development Division's top award, the Donald Hunter Award of Excellence in Economic Development Planning for its *Coliseum Central Master Plan* and redevelopment of Coliseum Mall into Peninsula Town Center. This followed on the heels of the Town of Middleburg's historic Washington Street being recognized in the 2010 Great Places of America Program. I never cease to be proud of the accomplishments of our great planning community here in Virginia.

The spring APA Leadership meeting just prior to the start of the conference kept me even busier, where we heard from APA Executive Director Paul Farmer and APA/AICP Presidents on the state of APA and AICP and I represented APA Virginia at the large Chapter Presidents Council table. APA continues to forge stronger partnerships with our allied professions, the American Society of Landscape Architects (ASLA), in particular, and continues to be a resource to the Obama Administration on matters related to planning for sustainable communities. The Chapter Presidents Council (CPC) received 3 major reports addressing the role and support of Chapters' Professional Development Officer (PDO) positions; long term Chapter finance, budget and services; and, synchronizing election cycles and consolidating the ballot

process. The many recommendations contained in these reports are being considered by your Chapter Board of Directors over the summer, in particular those contained in the second report listed, and we will be forwarding our responses to APA/AICP Leadership during the Fall APA Leadership meeting.

Our Chapter was also well-represented at the Delegate Assembly by an able delegation of 3 Chapter members – Brandie Schaeffer, Ben McFarlane, AICP, and Mary Ann Welton, AICP – plus VP for Legislation and Policy, George M. Homewood, AICP, where an update of APA's 2008 Policy Guide on Climate Change was under debate. Our delegates reviewed the draft Policy Guide in advance of the Delegate Assembly and provided their recommendations to the Chapter Board of Directors for a formal Chapter position, which they presented during the Assembly. The updated Policy Guide was adopted by the APA Board and can be viewed at

www.planning.org/policy/guides/pdf/climatechange.pdf APA Policy guides are developed through a thorough process of APA Chapter and Division involvement under the overall guidance of APA's Legislative and Policy Committee. In addition to articulating specific policies that establish principles for better addressing our issues, APA develops more specific guidelines that recommend specific actions on the part of APA members through leadership, Chapters, Divisions, and allied organizations that move toward an improved social and political environment for planning to play its most effective role. Together, these two elements — policies and general recommendations — form APA Policy Guides. They are an excellent reference source in our daily work and I encourage you to view all of them on the APA website at: **www.planning.org/policy/guides/index.htm**.

On the horizon July 20-22 is our Annual Chapter Conference and Awards Program, which will be held at Wintergreen Resort in lovely Nelson County. We are so pleased to be able to host APA President, Mitchell Silver, AICP, and APA Senior Staff for Legislation and Policy, Jason M. Jordan as our keynote and featured speakers. We will also host and hear from Delegate Tom Rust, PE, AICP (R-86th District), Continued on next page

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President's Letter (continued)

who worked closely with the Chapter during the 2011 General Assembly Session to patron successful legislation to add lifecycle costs to facilities estimates in the Capital Improvement Program (HB 1965). Thanks to a fantastic response to our call for session proposals and the very generous support of sponsors, VP for Chapter Affairs, Earl Anderson, AICP and his local Host Committee, have prepared a robust agenda of learning and leisure, both on and off the mountain during this 2.5-day summer retreat. I am very much looking forward to reacquainting with many colleagues and friends from around the state, and I welcome those of you joining us for the first time.

In October during APA's National Community Planning Month, the Chapter will launch a special project to tell the stories about planning and places in Virginia. Imitation being the best form of flattery, we look to the APA New Mexico Chapter's February 2011 publication, *The Greater Community*, for inspiration to this end (see www.nmapa.org/?p=1006). We will be forming a contributing story committee and working with our university planning students to bring this publication to life over the coming year. We may even hit up the CPC in August for a grant to make it happen.

Lastly, I am sad to report that Dan Painter, AICP, is stepping down from his leadership position as VP for Sections. Dan had the unenviable task of pioneering this new Board position beginning in 2008 and has done a bang up job of making it happen. His service has been very appreciated and we wish him the best. I have appointed Will Cockrell, AICP, regional planner with Thomas Jefferson PDC, to fill the remainder of Dan's term and we welcome him to the Board of Directors. Nonetheless, we presently have a number of other Chapter support needs across a variety of topics—ask not what your Chapter can do for you, but what you can do for your Chapter! To raise awareness and garner interest, we will be introducing a Volunteer Bank feature to our website where you can review leadership, committee, and special project needs and offer your talents. For starters, be sure to check out our Volunteer Needs Column inside this issue of *Newsbrief*.

See you soon on the mountain top!

Best regards,

—Jeryl



APA Virginia Planners Proud to See HB 1965 Signed

On April 5, 2011, the APA Virginia Chapter marked a momentous occasion. Vice President for Legislative Affairs George M. Homewood, AICP, and consultants Eldon James and Sue Rowland were present as Governor Bob McDonnell signed HB 1965. The bill was conceived and written by the APA Virginia Chapter Legislative Committee and carried by APA Virginia Chapter member, Del. Thomas D. Rust, PE, AICP. The new law requires local capital improvement programs to consider the lifecycle cost of capital projects contained within the CIP. This allows the consideration of the lowest total cost of ownership, not just the lowest acquisition cost. Congratulations to the Legislative Committee on a job well done!

Above: (clockwise from bottom left) Del. Thomas D. Rust, PE, AICP, George Homewood, AICP, Sue Rowland, Eldon James, and Gov. Robert F. McDonnell. Photo by Michael L. White, Governor's Photographer.

The Planner's Toolbox (continued from page one)

Visioning Exercises

A GIS-based PSS is particularly suited for the process of visioning. The use of GIS for this purpose is relatively new but quite powerful. The visioning process allows planners to work directly with the public in order to develop alternative scenarios for the future. The outcomes of visioning exercises can inform any number of plans for the community. Using GIS during community meetings or charrettes is an effective tool in gathering the required citizen input. In an interactive format, planners can show existing conditions on a map and demonstrate the impacts of various policies or projects by changing values directly in the GIS. Citizens can see the scenarios develop in real-time and offer feedback to planners on how they believe the community currently functions and what changes will be needed to help the community grow in a positive way going forward.

As a part of the visioning process, planners may also choose to develop growth projections to illustrate possible scenarios. A once tedious task done by hand, build-out analysis is now easy to do in GIS. Build-out analysis looks at current zoning regulations to determine maximum development potential if the locality moves forward in a “business as usual” way. Given current land use, density rules, constraints, and so forth, the PSS software can calculate the maximum number of new buildings that can be built and where they can be built (Figure 1). Then multiple scenarios can be developed based on hypothetical changes to zoning regulations.

Creating Plans

Similar to using GIS for visioning exercises, GIS can also be used to look at alternative scenarios for specific plans. In particular, the process of creating a future land use map for the comprehensive plan can benefit from scenario-building exercises. Traditionally, multiple alternatives are developed by planners, and with input from elected officials and the public, the preferred alternative is chosen. With the interactive nature of a PSS, planners can change assumptions interactively, analyze the impacts on indicators, and view alternative future land use maps for comparison and discussion. Using GIS in public meetings can be an exciting way for citizens to see how the planning process works.

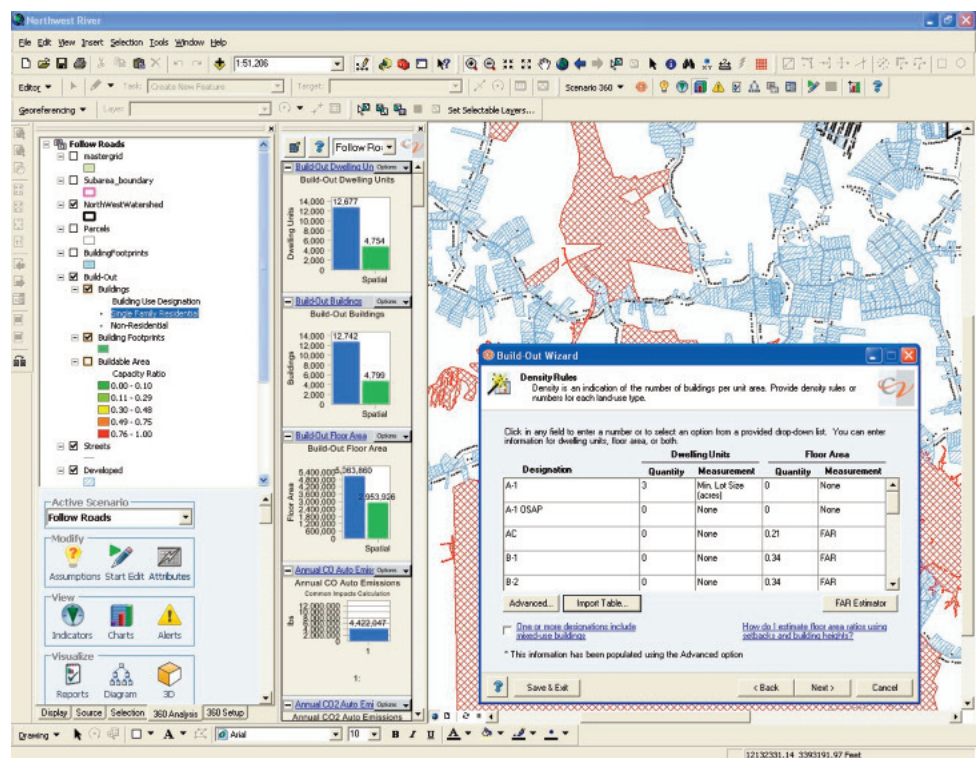


Figure 1: Build-Out Wizard in CommunityViz®. Graphs depict differences in build-out indicators using only density rules versus density rules and spatial constraints, such as setback distances. Source: Hampton Roads Planning District Commission.

Suitability analysis is another classic application of GIS and is often a part of developing a plan. Suitability analysis is a process in GIS that helps determine which areas are most appropriate for a given use. Suitability analysis is used in such cases as selecting new sites for public buildings or ranking properties to purchase for conservation. Suitability analysis requires GIS data layers that represent selection criteria. The criteria in the case of conservation value might be the presence of wetlands, biodiversity, and connectedness to other conservation areas. The criteria are given relative weights in order of importance based on stakeholder input. The GIS then calculates the final score in order to rank the sites. The results provide decision makers with valuable information and insight into an otherwise complicated process. Continued on next page

The Planner’s Toolbox (continued)

Public Participation and Communication

Community planning is becoming the norm as localities engage with their citizens on an ever-increasing basis. But getting a significant portion of the public to participate in town hall meetings or other outreach activities can still be difficult. By stepping up your technical savvy and engaging the public in a more interactive way, proposed plans or projects can truly reflect the values of the citizens, which results in better decision-making.

Planning 2.0 is a new term coined to describe the trend of engaging citizens with various interactive technologies, including GIS. The term is derived from the concept of Web 2.0, which is the current information-sharing and collaborative nature of the Internet. Social networking, crowdsourcing, blogs and the like are the new way people share information. Planners can take advantage of this trend by creating GIS tools for public engagement that mesh with the always-connected lives of the public.

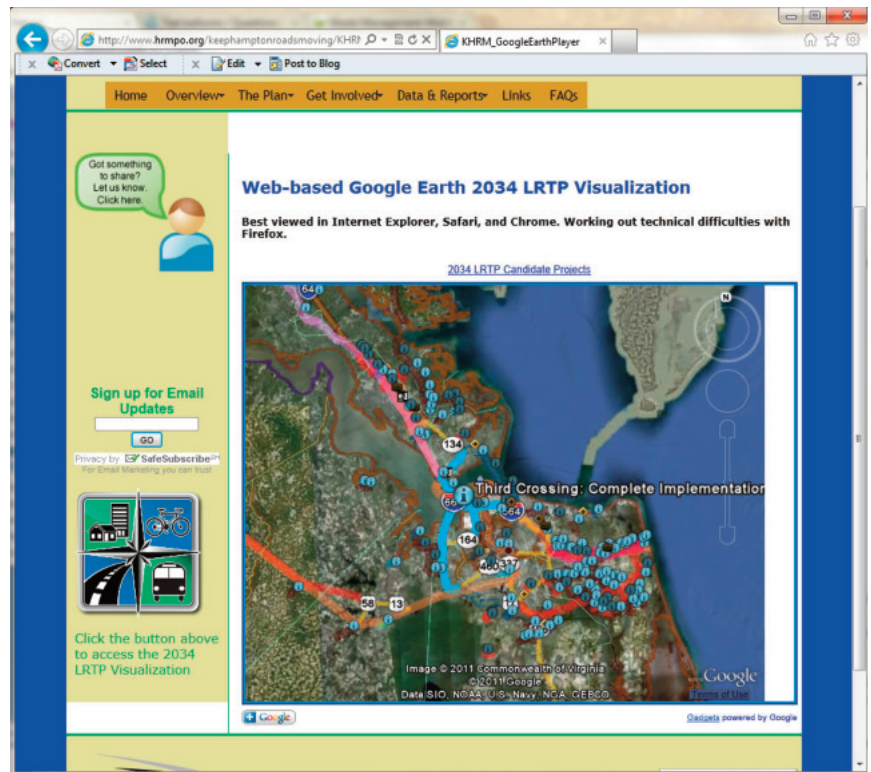
Online Mapping

A large number of local and regional governments now have some interactive mapping on their main websites. These mapping applications display GIS data to the public, which helps them locate information of interest quickly and easily. The public is becoming more comfortable with “Google-like” interactive maps and are able to navigate around them easily.

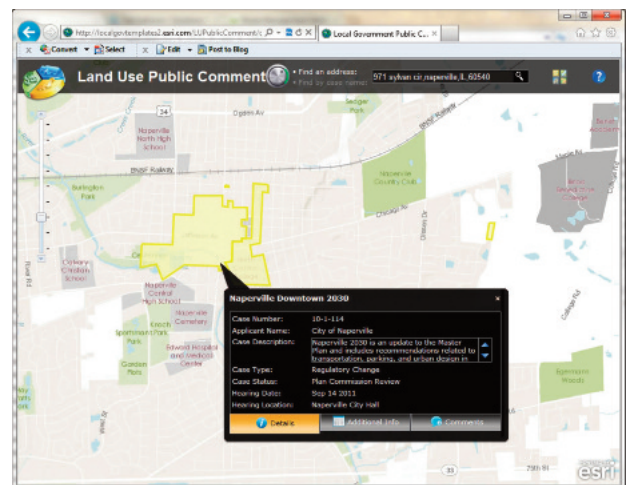
Although widely utilized to display parcels and tax assessment information, there are many other uses for interactive mapping. Planners are beginning to use mapping applications to inform and engage the public on the planning process. Some sites can be as simple as displaying information about proposed plans (Figure 2). This alone is a powerful tool because the citizen feels empowered by the transparency of the locality in sharing the information.

GIS technology also gives users the capability to actually leave comments in the mapping application on particular issues of interest. Figure 3 illustrates an interactive mapping application that encourages public comment on land use. In this example, the user clicks on the yellow polygon representing the area with a proposed regulatory change. In the “Details” tab, the user can read a summary of the issue. The “Additional Info” tab links to a PDF document with further details. The “Comments” tab allows the user to submit a comment about the change. The comments are submitted directly to the planner, who can then respond as needed. Further analysis can determine if there are particular patterns to the types of comments or the locations of the comments.

Continued on next page



Above: (Figure 2) Figure 2: 2034 Long-Range Transportation Plan visualized in Google Earth online. Source: Hampton Roads Transportation Planning Organization. Below: (Figure 3) Sample interactive mapping site for land use public comment. Source: Esri



The Planner's Toolbox (continued)

Mobile Mapping

Planning agencies that are really on the cutting edge have begun developing mobile applications (apps) for public engagement. These apps allow citizens to comment on things they see in their community from the convenience of a smartphone or other mobile device. When the citizen is out and about, they can bring up the app on their phone and make a comment right when they see something of note. The comment is stored directly in the locality's GIS database with global positioning system (GPS) coordinates and even a picture where it can be instantaneously added to the map, both within the app and in the online mapping application. The citizen can see what comments have been made by others and perhaps what the response by staff was to the comment. Mobile mapping applications are not only useful for infrastructure related comments but can also be used by planners when they are developing comprehensive plans, parks and recreation plans, housing plans, and the like.



(Figure 4) A mobile web app used by citizens to report problems or comment on plans. Source: CitySourced

The goal of mobile mapping is to engage citizens who may not otherwise attend public meetings or are not available to attend meetings. The “coolness” factor may also encourage participation. Coupled with a social media campaign to help spread the word, mobile mapping for planning could prove to be an essential tool in the planning process.

Resources

The following websites or companies were referenced in the article. The URLs are provided for you to obtain further information.

Hampton Roads Planning District Commission/Hampton Roads Transportation Planning Organization
www.hrpdeva.gov and www.hrtpo.org

Keep Hampton Roads Moving
www.keephamptonroadsmoving.com

Land Use Public Comment (sample site from Esri)
<http://localgovtemplates2.esri.com/LUPublicComment/default.htm>

Other local government sample sites (click on “planning and development” box)
<http://localgovtemplates2.esri.com/gallery/gallery.html>

CommunityViz
<http://placeways.com/communityviz>

CitySourced
www.citysourced.com



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Virginia Tech Hosts Social Media for Planning Conference

By the faculty and students of the Virginia Tech Urban Affairs and Planning Program



Three dozen planners from across Virginia attended the recent Virginia Tech Social Media for Planning Conference, held simultaneously in Blacksburg and Falls Church. The conference highlighted insights and best practices for planners using social media tools, communications, databases and other technologies in support of visualization, stakeholder engagement and project management and implementation in their day-to-day work. How do planners choose among these tools? What barriers exist to their effective use? How do we use the information that's provided in the planning process? In what ways do these tools help or hinder us in making our communities great places to live, work and play? The event attempted to answer some of these questions and provided a wealth of information to its attendees, as well as much-needed AICP CM credits.

The program was cosponsored by the Virginia Tech Office of Economic Development, and we extend a special thanks to Director John Provo, Ph.D. Dr. Sanchez and Dr. Offenbacher coordinated the program with assistance from Dawn Stoneking and Scott Weimer in VT's Office of Continuing and Special Education. Many thanks to all who attended and made the day a great success!

Right: VT UAP graduate student Chris Chop presents findings about a statewide analysis of local government websites from a fall 2010 study of technology use by Virginia planners. The study was conducted by Dr. Tom Sanchez and graduate students in his Technology for Planning class.



Topics presented at the conference included:

- Technology in the Planning Process, by Chris Chop, Cullen Meves and VT Urban Affairs and Planning Chair and Professor Tom Sanchez, Ph.D.
- Using Social Media to Manage Citizen Expectations: Case Study of Arlington, Va. by Kathryn McCarty, Andrew D'huyvetter, AICP, LEED AP and Stephen Wade (all with Arlington County, Virginia)
- Pecha Kucha presentations by Jennifer Evans-Cowley, Ph.D., Ohio State University; Rob Goodspeed, MIT; and Justin Hollander, Ph.D. and Ann Sussman from Emerson College. Pecha Kucha is Japanese for "chit chat." This was a quick round of talks, each presentation lasting 6 minutes and 40 seconds and highlighting a particular use of social media for planning.
- Successes and Challenges of Social Media for Planning by Amanda Micklow, County of Roanoke, Virginia; Seth Peery, Virginia Tech; and Ken Mobley, Michael Baker, Jr., Inc.
- Facilitated Discussion: Lessons Learned about Social Media Best Practices by Beth Offenbacher, Ph.D., Virginia Tech

Virginia Tech's Environmental Planning Studio Experiences Sustainability in Philly

By Ted Jutras and Joe Schilling, J.D., Virginia Tech

Students in the Virginia Tech Urban Affairs and Planning program's Environmental Planning Studio recently traveled to Philadelphia to meet with local planning professionals and community groups. The two-day trip gave students a chance to gain greater insights into the city's Greenworks sustainability initiative and helped students develop a better understanding of both the program's successes and its ongoing challenges.



On day one, Policy and Program Manager, Alex Dews, and Outreach and Policy Coordinator, Sarah Wu, of the Mayor's Office of Sustainability met with the students to talk about Greenworks Philadelphia, a six-year plan designed to make the city the greenest in America. Eva Gladstein, director of Philadelphia's Zoning Code Commission (ZCC), provided an in-depth look at the ZCC's work in re-writing the city's zoning code and how

this work ties in with the city's sustainability efforts. She also discussed how various citizen groups throughout the city are involved in the planning process – a popular topic that resurfaced over the next day.

Students then traveled to the Energy Coordinating Agency (ECA), a nonprofit focused on green job training and improving energy efficiency of buildings throughout Philadelphia. Director of Planning Development, Pam Carunchio, and Director of Training, Walt Yakobosky gave students a tour of ECA's LEED Gold certified facility – a fully renovated industrial warehouse – and explained the hands-on state-of-the-art training equipment used to prepare energy auditors. Scott Page, an urban design specialist and the founding principal of Interface Studio, also met up with the class at ECA. He engaged students in a discussion about community involvement in the planning process, peppering the conversation with many examples from his own experience in the city.

Day two of the trip started with a meeting with the New Kensington Community Development Corporation (NKCDC). The class met with the Neighborhood Advisory Committee Director, Tom Potts and AmericaCorp VISTA volunteer Jamie Reese to discuss the NKCDC's current and past sustainability efforts, including neighborhood challenges and obstacles, community engagement, and ambitions for the corporation. The visit coincided with Philadelphia's annual Spring Cleanup Day, so students joined several other volunteers and neighborhood residents to help sweep and collect trash.

Next the class headed to Greensgrow Farms, an urban farm, nursery, and market that covers a full city block in northern Philadelphia. The class met with staff members, including co-founder Mary Seton Corboy, and learned about the organization's history, the establishment and growth of its Community Supported Agriculture (CSA) program, and its outreach efforts to ensure access to fresh food for all segments of Philadelphia's community.

The trip ended with a visit to Philadelphia's Navy Yard on the south end of the city. Students toured the numerous reused, rehabilitated facilities on the site, many of which are currently serving as prime office space. This included the six-building complex that serves as the headquarters of apparel giant Urban Outfitters. The company renovated the former warehouse and office buildings, incorporating numerous sustainability elements including plentiful natural light, extensive reuse of materials, and permeable surfaces throughout the landscaping.



Above: Philadelphia skyline. Photo by Kevin Burkett.

With instructor Joe Schilling, J.D., Interim Director of VA Tech's Metropolitan Institute, as their primary client, students in the Environmental Planning Studio have spent the semester studying and analyzing local and regional sustainability plans, as well as federal grant proposals. Four representatives from the studio met with representatives from the Department of Housing and Urban Development in May to present the class' findings on regional sustainability grant proposals.

Information about the class's work and more details about the Philadelphia trip can be found on the class website at <http://vatechgreenreview.wordpress.com>.

Virginia Rural Planning Caucus to Host 33rd Annual Conference at Mountain Lake Resort

By Andy Sorrell, AICP, Membership Director



Registration is currently underway for the Rural Planning Caucus of Virginia's (RPC) 2011 annual conference scheduled for October 19th through 21st at the scenic Mountain Lake Hotel in Giles County. Visitors will recognize this resort as Kellerman's from the movie *Dirty Dancing*, which was filmed here. The theme of this year's RPC conference is, "*Home Grown Prosperity and Vitality in Your Community*."

The RPC conference is scheduled to begin on Wednesday afternoon, October 19th, and will end at on the afternoon of Friday, October 21st. This year's keynote speaker is Ed McMahon, Senior Resident Fellow at the Urban Land Institute, who will be speaking on the topic of "Dollars and Sense of Preserving Community Character." Conference topics will include rural economic strategies with sessions on local agricultural economies, artisan trails, breweries and cideries. Additional session topics will include reinventing and connecting neighborhoods and communities, aging in place with a review of case studies from VHDA, TMDLs and the environment, waste-to-energy conversion using poultry litter, managing and enforcing development bonds and a general assembly update. AICP Certification Maintenance (CM) credits are anticipated to be available for this conference and are currently pending approval.

Conference activities and entertainment will range from an off-site workshop entitled, "Round the Mountain Southwest Virginia Trails Network," on Wednesday afternoon to a wine tasting provided by the Virginia Wine Council on Wednesday evening. On Thursday evening, a tasting provided by the Devil Backbone Brewery will be provided and the band Mercy Creek will perform after dinner.

Registration for the three-day conference is just \$100.00 (room and board not included). To register and to download a copy of the conference agenda, please visit the RPC website, www.rpcva.org, and click on the "2011 conference" link. Reduced lodging rates are available at the Mountain Lake Hotel for RPC attendees. Rates are \$160.00 for a single-occupancy room and \$220.00 for double-occupancy room. Hotel registration includes all meals. When making hotel reservations, please mention you will be attending the RPC conference. Mountain Lake Hotel can be reached at 1800-346-3334. Call today, as rooms are filling up fast.

More Tools for Planners: Habitat, Water, and Open Space Maps Now Available on RPA/America 2050's Northeast Landscapes Website

By Paul Winters, RPA

Competition over land use poses challenges to natural systems that support wildlife, human health, and industry. While land use issues are generally resolved locally, the health of these natural systems is best planned for at a landscape scale. For this reason, multi-jurisdictional, multi-objective landscape conservation initiatives are often well-positioned to address conservation needs.

Regional Plan Association and America 2050 are engaged in a project to evaluate landscape initiatives working in the Northeast Megaregion and to study the conservation and development context for their work. We're continuing to build our Northeast Landscape Initiatives Inventory, which now totals 165 initiatives. Continued on next page

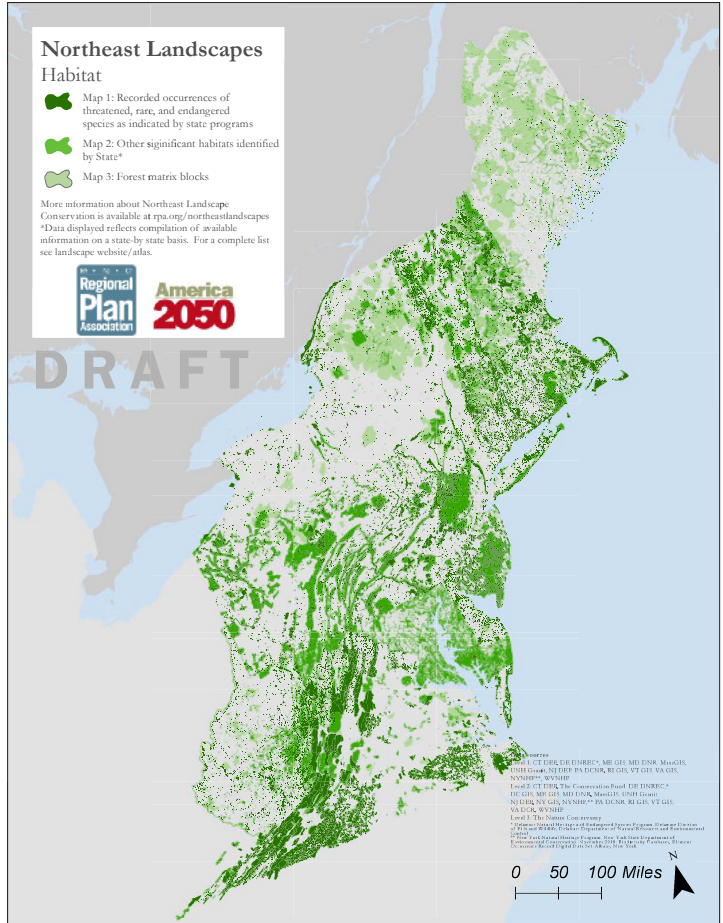
More Tools for Planners (continued)

The website now also includes three new sets of context maps for Habitat, Water, and Open Space, as well as case studies profiling landscape initiatives that have been successful at protecting these important resources.

In the coming weeks, we will also publish maps highlighting challenges to landscape conservation goals from energy needs, transportation projects, and climate change.

Visit the website to learn more: Northeast Landscape Conservation Atlas (www.rpa.org/northeastlandscapes).

Right: In the Northeast Megaregion, complex urban development patterns and high demand for land and resources pose particular challenges for conservation. RPA/America 2050 is working across political jurisdictions to produce a comprehensive inventory of landscape conservation initiatives that protect watersheds, wildlife habitat, and other natural processes at the appropriate geographic scale. The project was launched in November, 2010 with the support from The Doris Duke Charitable Foundation and the USDA Forest Service Northeastern Area.



AICP Update: The Next Certification Maintenance Reporting Deadline Looms Ahead

By Glenn Larson, AICP, Virginia Chapter Professional Development Officer

Most, but not all, AICP members are required to meet the Certification Maintenance program’s 32-credit obligation for the reporting period ending December 31, 2011. As we saw with the first CM reporting period, members will once again be able to take advantage of an automatic four-month grace period to meet this obligation, which extends the reporting deadline to April 30, 2012. But, while we are still a few months away from December 31st (or April 30th, depending on whether you use the grace period), it’s never too early to plot out your CM credit completion strategy.

AICP members facing the December 31st deadline have ample opportunities in the next few months not just to get their required 32 credits, but also to bank the additional 16 credits that can then be carried over to the next reporting period. The APA Virginia Chapter AICP page (<http://apavirginia.org/member-resources/aicp>) lists numerous upcoming activities with CM credits. You can also check out additional CM credit opportunities at www.planning.org/cm/search, especially the free online training offered by AICP. Not sure when your reporting period ends? Check your Certification Maintenance log at www.planning.org/cm/log.

If you have questions about AICP, or want to be added to the Virginia Chapter’s semi-monthly AICP exam or Certification Maintenance update e-mail lists, please contact me at (804) 748-1970 or aicp@apavirginia.org.



Invitation to Exhibit & Awards Program
Successful Designs for
HEALTHY INCLUSIVE COMMUNITIES at the
49th International Making Cities Livable Conference
 May 20 – 24, 2012

Urban designers, landscape architects, architects, planners, developers and cities are invited to submit proposals for an exhibit of **Successful Designs for Healthy Inclusive Communities**. Projects in design or construction phase (eligible for inclusion in the Exhibit) must be real projects commissioned with the intention to build. Completed projects (eligible for inclusion in the Exhibit, AND the Awards Program) must already exist and be in use, having been completed or restored within the last ten years.

Three categories of exhibits are eligible:

- 1) NEW & RESTORED URBAN PLAZAS
- 2) NEW & RESTORED MIXED USE
- 3) NEW & RESTORED WALKABLE NEIGHBORHOODS

APPLICATION DEADLINE: October 1, 2011

The Exhibit Awards Committee will pay special attention to projects that fulfill the following criteria:

In the “Urban Plazas” category:

- A place (plaza, town square, marketplace, etc.) designed for social life in public, bringing together varied groups, fostering social life & civic engagement
- Located in a mixed use area, surrounded by multi-functional buildings
- A substantial residential population within 10-minute walking distance
- A multifunctional space for varied activities & events
- Hospitable for sustained use

In the “Mixed Use” category:

- Designs that are 3-6 stories, mixed-use including residential
- Designs that contain street level uses that add vitality & interest to the street
- Designs that provide commercial or service facilities to support the daily life of local inhabitants
- Reflect appropriate regional architectural styles

In the “Walkable Neighborhoods” category:

- Walkable streets and a hospitable traffic-free or traffic-calmed public realm
- A compact area within a 10-minute walking radius, with mixed use urban blocks at the heart
- Integrated commercial, work space, and services, with housing above in mixed use buildings
- Housing for varied population groups (old and young, singles and families, varied ethnic groups and income levels), helping to create “a complete community”
- A neighborhood that helps to create a “city of short distances.”

All selected projects in all categories will be exhibited at the conference. Awards will be made in all categories for outstanding completed projects already in use. Winning projects will be promoted on the IMCL website, www.LivableCities.org.

Please note that there is a limit to the number of exhibits that can be accepted. Early submissions will receive priority. This is a blind peer review process. Please see the guidelines and apply online at www.livablecities.org/conferences/49th-conference-portland/special-exhibit

For more information contact: info@LivableCities.org

Call for APA Virginia Chapter Nominations 2012 AICP College of Fellows (FAICP)

Election to the College of Fellows is one of the highest honors that the American Institute of Certified Planners (AICP) bestows upon a member. The following persons have been deemed eligible by AICP for nomination as a Fellow, American Institute of Certified Planners (FAICP) for the Class of 2012. The APA Virginia FAICP Nominating Committee is soliciting interest in FAICP candidates, to which the Chapter may provide support for nomination preparation, including payment of nomination fee. If you are interested in preparing a nomination for yourself or another Chapter member listed, please forward your name and/or the person's name to the Nominating Committee Chair, Denise Harris, AICP, Immediate Past President at pastpresident@apavirginia.org. **Deadline to express interest is July 31.** For more information about FAICP and nomination categories and criteria, visit: www.planning.org/faicp

**Note: This policy does to preclude APA Virginia Chapter members from seeking FAICP nomination through other means as outlined in the FAICP Guidelines.*

John Accordino, AICP
Engin M. Artemel, AICP
Patricia P. Bailey, AICP
Robert A. Baldwin, AICP
Margaret M. Ballard, AICP
Geoffrey Baskir, AICP
Mark Bassett, AICP
Paul F. Berge, AICP
Sue K. Berry-Hill, AICP
Henry G. Bibber, AICP
Benjamin W. Blankinship, AICP
Jack S. Blevins, AICP
Matthew R. Bley, AICP
Peter Braham, AICP
Thomas J. Bukoski, AICP
Carey W. Burch, AICP
Cela Burge, AICP
Henry R. Burt, AICP
Juanita R. Buster, AICP
Kevin F. Byrnes, AICP
John M. Carlock, AICP
Frederick Carr, AICP
Thomas N. Carr, AICP
Charles C. Carrington, AICP
Eileen T. Carroll, AICP
Charles F. Carter, AICP
John M. Cartwright, AICP
William J. Cashman, AICP
Sandra A. Chesrown, AICP
Cyrena Chiles Eitler, AICP
Thomas J. Christoffel, AICP
Robert S. Cohn, AICP
Lisbeth L. Coker, AICP
Sally H. Cooper, AICP
Suzanne M. Cotellessa, AICP
Alisa S. T. Cowen, AICP
Sarah C. Coyle, AICP
Martin E. Crahan, AICP

Nancy Jo Cranmer, AICP
Keith A. Crawford, AICP
Jeffrey Crimer, AICP
John Crosby, AICP
R. Bryan David, AICP
Bruce V. DeSimone, AICP
Beckham W. Dickerson, AICP
Richard T. Dorrier, AICP
Robert W. Dowd, AICP
Mark Duceman, AICP
Frank M. Duke, AICP
Elaine K. Echols, AICP
Susan K. Eddy, AICP
John C. Egertson, AICP
Ralph J. Emerson, AICP
John N. Evers, AICP
Benjamin Fisher, AICP
Kimberly P. Fogle, AICP
William T. Frazier, AICP
Elizabeth R. Friel, AICP
Ian Frost, AICP
Trenton Lee Funkhouser, AICP
James E. Gahres, AICP
Karen F. Gavrilovic, AICP
Calvin J. Genereux, AICP
Elizabeth M. Gilleran, AICP
Ed Gilliland, AICP
Mark C. Gionet, AICP
Christine Gleckner, AICP
John R. Gosling, AICP
Robert P. Goumas, AICP
Paul J. Grasewicz, AICP
Philip J. Green, AICP
Gene Griffin, AICP
David B. Grover, AICP
Victoria B. Gussman, AICP
Dwayne P. Guthrie, AICP
Robert D. Harding, AICP

Terrance L. Harrington, AICP
Michael D. Hartley, AICP
Richard C. Hartman, AICP
Jeffrey A. Harvey, AICP
Dana E. Heiberg, AICP
Richard T. Heiderstadt, AICP
Gregory M. Hembree, AICP
Milton J. Herd, AICP
Debra Herrman, AICP
Ronald L. Higgins, AICP
Sharon W. Hill, AICP
John H. Hodges, AICP
Katherine B. Hoffman, AICP
Sara S. Hollberg, AICP
Linda E. Hollis, AICP
George M. Homewood, AICP
David S. Houston, AICP
Sara Howard-O'Brien, AICP
Satyendra S. Huja, AICP
Thomas E. Jacobson, AICP
Barabara V. Jacocks, AICP
Kathy E. James Webb, AICP
M. Ashraf Jan, AICP
Michael H. Jaskiewicz, AICP
Scott M. Johnson, AICP
Philip T. Jones, AICP
Brevetta Jordan, AICP
J. Steven Kaii-Ziegler, AICP
Bobby H. Katai, AICP
Stanley S. Kidwell, AICP
Pheobe Kilby, AICP
Lorrie E. Kirst, AICP
Melvin S. Krause, AICP
Michael Lambert, AICP
Elisabeth Lardner, AICP
Glenn E. Larson, AICP
John E. Lassiter, AICP
W. F. LaVecchia, AICP

FAICP Class of 2012 – Eligible Candidates (continued)

Dennis M. Leach, AICP
 Matthew L. LeGrant, AICP
 Ursula Lemanski, AICP
 Helene H. Lepkowski, AICP
 Christopher M. Lloyd, AICP
 Francis E. Loetterle, AICP
 Alan J. Lord, AICP
 David P. Maloney, AICP
 P. Patrick Mann, AICP
 David B. Marshall, AICP
 Susan A. Mason, AICP
 Martha Mason Semmes, AICP
 Slade S. McCalip, AICP
 Larry J. McCarty, AICP
 John C. McClain, AICP
 Anne L. McClung, AICP
 Geroge E. McCormack, AICP
 Amelia McCulley, AICP
 Nancy G. A. McDaniel, AICP
 William L. McKay, AICP
 Michael F. McNeill, AICP
 Howard I. Melton, AICP
 John E. Merrithew, AICP
 Thomas H. Miller, AICP
 Thomas I. Miller, AICP
 Carl Mitchell, AICP
 Gary D. Mitchell, AICP
 Francis E. Moravitz, AICP
 Sally H Morgan, AICP
 David L. Morris, AICP
 Charles C. Mothersead, AICP
 Paul H. Moyer, AICP
 Charles B. Mudd, AICP
 Traci D. Munyan, AICP
 Sakura S. Namioka, AICP
 Jeffrey A. Nein, AICP
 George W. Nester, AICP
 Brent R. Nielson, AICP
 Mark Niles, AICP
 Raymond P. Ocel, AICP
 Ashley Power O'Connor, AICP
 Anne F. Odell, AICP
 David S. Olinger, AICP
 Anthony J. Oliver, AICP
 Terry P. O'Neill, AICP
 Dan Painter, AICP
 James D. Pammel, AICP
 Lorna Louise Parkins, AICP
 Julia Pastor, AICP
 Sherman Patrick, AICP
 David L. Phillips, AICP
 Charles M. Pill, AICP
 Kenneth W. Poore, AICP
 William T. Powell, AICP
 Elaine Z. Pugh, AICP
 Jeffrey K. Raliski, AICP
 Rudy Rash, AICP
 Donald P. Rice, AICP
 Kay D. Robertson, AICP
 Patricia A. Rosend, AICP
 Harriet L. Ross, AICP
 George W. Schanzenbacher, AICP
 Carl Schlaudt, AICP
 Bernard E. Schmelz, AICP
 John Schofield, AICP
 Daniel A. Schultz, AICP
 Michael W. Seigfried, AICP
 Burl E. Self, AICP
 Susheela Shanta, AICP
 Raymond M. Sherry, AICP
 Evelyn Ann Slone, AICP
 Jonathan H. Soulen, AICP
 O. Marvin Sowers, AICP
 Denise Losa Steigler, AICP
 Jennifer Steingasser, AICP
 Peter M. Stephenson, AICP
 Jackie S. Stewart, AICP
 David W. Stroh, AICP
 Patricia Thomas, AICP
 Stephen W. Thomas, AICP
 Philip G. Thompson, AICP
 James E. Tolbert, AICP
 Thomas Topolski, AICP
 William R. Turner, AICP
 J. Stuart Tyler, AICP
 Lee J. Tyson, AICP
 Raymond E. Utz, AICP
 James C. Uzel, AICP
 Gary D. Vest, AICP
 Elizabeth S. Via-Gossmann, AICP
 B. Leon Vignes, AICP
 Sterling R. Wheeler, AICP
 Robert E. White, AICP
 Stephen J. White, AICP
 Susan Wolford, AICP
 Steven R. Woodbury, AICP
 Diane L. Zahm, AICP
 John Zeugner, AICP
 Barbara Zimmerman, AICP
 James P. Zook, AICP



Members on the Move and Other News



Patrick N. Rust has been named town planner for Rocky Mount. Rust is a recent graduate of Appalachian State University with bachelor's degrees in community planning and geography. The town planner works with the community development director, providing technical analysis and advice on site plans, subdivisions, permit applications and the town code. The job has been vacant for more than two years. In addition to the

technical skills of the job, Rust will also have code enforcement, erosion and sediment control inspection and mapping responsibilities. He will also work with regional planning agencies to ensure that Rocky Mount takes advantages of regional opportunities.

Robert W. "Bob" Dowd, AICP, the retiring executive director of the West Piedmont Planning District Commission (WPPDC), was honored with a key to the city by the Martinsville City Council for serving the community for more than three decades. Dowd retired on June 30, 2011, after 34 years with the WPPDC. He was hired as senior planner in 1977 and promoted to executive director in 1987. Dowd was recognized for working on many projects geared toward improving the city and its quality of life. Those projects include securing grants for economic development projects, developing a public transportation system and preparing long-range land use, water supply and transportation plans.

The town of Front Royal has hired **Jeremy Camp** as its new director of planning and zoning. Camp began his new job on June 8, 2011. He succeeds Bruce Drummond, who retired from the post on June 1. Camp formerly served as community development director for Louisa County and has previously held planning positions with Charles Town, W.Va., and Frederick County. He also has served as an assistant professor at Marshall University. Camp holds a master's degree from Marshall's geography department, with a concentration in planning and public administration.

Arlington County has named **Robert E. Brosnan** director of the Department of Community Planning, Housing and Development. Brosnan, who has served as planning director since 1988, will succeed Susan Bell, who is retiring in June. Brosnan has worked in Arlington since 1977. He is closely associated with the county's Smart Growth planning policies and the development of its two Metro corridors as national models of transit-oriented development. Brosnan also has developed area plans, helped implement affordable housing policies, and is

active in planning at the regional level, serving on the Planning Director's Technical Advisory Committee at the Washington Council of Governments. Brosnan is a member of the American Planning Association, (APA) and Urban Land Institute. He received a Master's of City and Regional Planning from Catholic University and a Bachelor of Arts degree in Business Administration; Management from Georgetown University. Arlington County will now launch a broad search for a new director of planning to replace Brosnan.

Deborah S. Kendall, AICP, was named town planner/clerk in the town of Gordonsville effective March 28, 2011. Kendall worked most recently in the Department of Planning and Zoning for Orange County. She has more than 17 years experience in planning.

Marc Weiss, Hanover economic-development director and liaison to the county's business community, died April 14, 2011. Mr. Weiss became director in 1999, a year after joining the county as deputy planning director. He came to Hanover from Leesburg, where he operated his own planning and engineering consultancy for 12 years. Weiss began his career in local government after working in Yakima, Wash., under Volunteers in Service to America, a federal anti-poverty program started in 1965 and now part of AmeriCorps. He served as a planner in Redwood City, Calif., and Carrboro, N.C., and community-development coordinator in Wilson, N.C. In 1981, Mr. Weiss became assistant town manager of Leesburg, in Loudoun County, launching its economic-development program. He later worked for a civil-engineering and land-planning firm, but he left in 1986 to start his company, Marc Weiss and Associates.

Andrew V. Sorrell, MPA, AICP, has taken a new position as senior planner for Albemarle County. Andy previously served as planning director in Cumberland County and senior planner for Fluvanna County.

**Got any news
you'd like
to share?**

Email us at
newsbriefeditor@apavirginia.org.

Volunteers Needed!

There are a number of opportunities available to assist the Chapter in leadership positions. Volunteers are needed for the following leadership, committee, and program/project positions:

Central Section Director/Co-Director – coordinates and executes activities for members in the Chapter's Central Section, serving the following cities and counties: Henrico, Hanover, Chesterfield, Goochland, Powhatan, Amelia, Prince George, Nottoway, Dinwiddie, Charles City, New Kent, Sussex, Richmond, Petersburg, Colonial Heights, Hopewell, and the town of Ashland. *Contact:* vpsections@apavirginia.org

Legislative & Policy Program – provide expert testimony on the Chapter's behalf to support requests to serve on various legislative and policy study committees and task forces associated with the General Assembly and the Governor's Office. *Contact:* legislation@apavirginia.org

Ethnic and Cultural Diversity Committee – helps plan and execute Committee activities, including annual Diversity Summit, Diversity Breakfasts and other socials, developing Careers in Planning informational materials and participating in Career Day events at local schools. *Contact:* ecdc@apavirginia.org

Website Maintenance Support – provides support to Vice President for External Affairs and Chapter Webmaster to ensure collection and posting of website information and updates from the Board of Directors and general membership. *Contact:* vpexternalaffairs@apavirginia.org

Student News - Planning Schools Column in e-Newsbrief – collects and writes quarterly column on university faculty and student planning organization news. *Contact:* newsbriefeditor@apavirginia.org

2011 National Community Planning Month project – collect and write stories about planning and places in Virginia to be published by the Chapter in 2012. *Contact:* president@apavirginia.org

Your Dues at Work: Highlights from the June 2011 Quarterly Board Meeting

- In lieu of hosting a Fall Regional Symposium, the Chapter will look to partner with allied organizations, the Virginia Downtown Development Association and the Rural Planning Caucus at their fall conferences in Charlottesville and Mountain Lake, respectively.
- Several Chapter sponsorship requests are currently under consideration. A new Chapter conference sponsorship tier will be developed for APA components to encourage new partnerships.
- A new FAICP Nominating Committee has been formed and will work through the summer to solicit and recommend FAICP nominee candidates and provide nomination preparation support to selected candidates.
- The Chapter Bylaws will be reviewed and amendments prepared during the coming year for adoption by the membership next summer.
- Our membership average during the past year to date has been approximately 1,500.
- New Chapter and Chapter-only member welcome letters and certificates will be distributed.
- *Key Bills for Planners*, a comprehensive summary of legislation passed during the 2011 General Assembly Regular Session, was published and distributed to the membership in May.
- More systematic efforts will be made to keep the website updated for timely information.
- Notice of availability of *e-Newsbrief* will be twice per issue to ensure awareness.

Continued on next page

Dues at Work (continued)

- The Ethnic and Cultural Diversity Committee (ECDC) will be convening over the summer to prepare a new strategic plan and work plan for the coming year. Increasing awareness of the Committee's mission and opportunities for involvement will be a focus. ECDC is sponsoring another Diversity Summit during the annual conference.
- The Planning Directors Section will be hosting a social during the annual conference.
- A University Planning Program reception will be held during the conference and will feature student research and other works. Additional workshops with the university planning programs and Student Planning Organizations are being planned.
- A project to collect and publish stories about planning and places in Virginia will be launched during National Community Planning Month in October.
- Volunteer Bank will be established to build awareness for and solicit membership in the APA Virginia Chapter. Participation in leadership and support positions, on committees and for special projects will be encouraged. New chapter and chapter-only members will be asked what they can contribute as part of the new member welcome letters.
- Further consideration of the following reports received by the APA Chapter Presidents Council will occur during the summer to prepare feedback to APA/AICP leadership in September:
 - APA/AICP Professional Development Task Force Report and Recommendations
 - Blue Ribbon Task Force Report on Long-Term Chapter Finance, Budget and Services
 - Synchronization of Election Cycles and Consolidating the Ballot Process
- Next Quarterly Meeting: September 9. Main topic of discussion: FY12 Chapter Budget



Above: Camp Horizons Boats in Harrisonburg, Virginia. Photo by Waldo Jaquith.



It's almost here...

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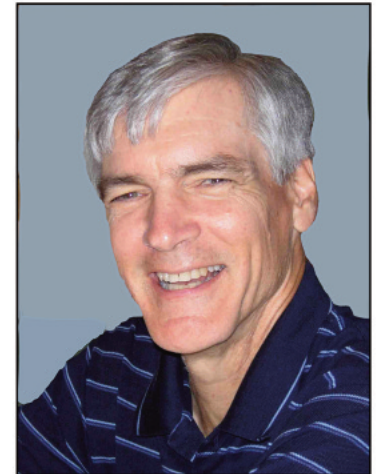
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Herd Planning & Design Celebrates 20-Year Anniversary



Celebrating 20 years in business this October, I want to thank all of my clients and colleagues for your support throughout my years of planning consulting.

It's been an honor and a privilege to have served more than 70 local governments in Virginia, preparing and facilitating comprehensive plans, land use regulations, and other projects - and I'm hoping for another 20 years! **Thank you all!**



Milt Herd, AICP
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The Chincoteague River. Photo by George Reed @ flickr.

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2011 NEWSBRIEF SCHEDULE

Issue	Deadline for Articles to Editor	Distribution to Members
Fall	September 9	October 17
Winter	December 9	January 16