

# Newsbrief



## 2005 Annual Planning Conference: "Placemaking in Virginia"

The process of creating a place is rather like weaving a tapestry. Upon a framework of natural and built boundaries -- rivers, mountains, and streets -- we weave a fabric of buildings, private and public spaces, and natural areas.

As planners, each place we serve is unique in its size, scale, and character. By discerning its "framework" and "fabric" — such as the design, density and location— we can develop a clear

understanding of the elements that shape its identity. Based on this knowledge, we can establish sound plans that will support our communities as they grow and change.

The 2005 VAPA conference offers a rich opportunity to learn state-of-the-art principles and techniques for placemaking. National experts and outstanding Virginia planners will provide a broad array of per-

spectives, experiences, and ideas about placemaking in rural, urban, and suburban communities.

Keynote speaker **Dan Burden** is nationally recognized for his work on enhancing community walkability and vitality. The founder and Executive Director of Walkable Communities, Inc., Dan has facilitated hundreds of charettes on arterial streets and downtown redevelopment in 15 states and

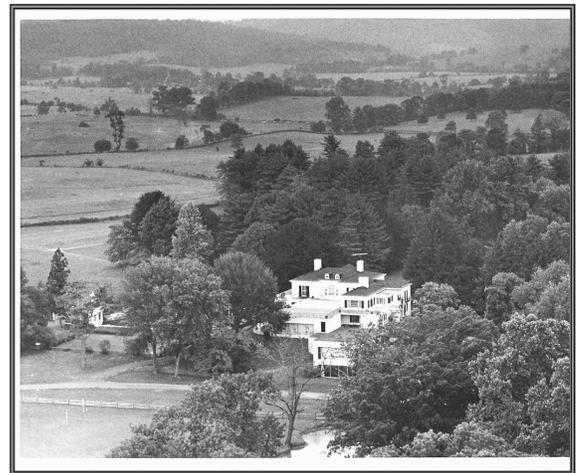
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## About "Airlie"

Airlie Conference Center has been selected as the location for the 2005 Conference. Its breathtaking setting just outside Warrenton is home to a nationally renowned environmental resource center as well as splendid conference facilities.

Located in Northern Virginia, Airlie is just 50 miles from Washington and 90 miles from Richmond. The Center is the second largest employer in Fauquier County, with 150 lodging rooms and 17 meeting rooms. The campus is nestled amidst 2,500 acres of rolling meadows and woods, offering swimming, tennis, walking trails and other nature-based activities for its guests.

Airlie Center held its first conference in 1960 a few years after Dr. Murdoch Head purchased the



*Airlie Center is situated in the heart of the Virginia Piedmont, an area noted for its rich history and diverse habitat.*

Airlie Farm and began converting old farm buildings into lodging rooms and meeting space. Dr. Head's vision was to create an international center where individuals and organizations gather to discuss and exchange ideas in a neutral environment free from the distractions of urban life. As such, it was one of

the first Conference Centers in the country.

Airlie Foundation has operated in tandem with the Center for 45 years to develop and sponsor educational, environmental and cultural programs. Today, Airlie hosts some 600 non-profit, gov-

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Twaddell to volunteer.

## President's Message

Greetings! I have recently returned from San Francisco where APA held its annual conference and leadership meetings. Like most gatherings of this sort, there was a high level of energy and an exchange of new ideas between the participants. I want to share with you a few of the initiatives that are important to APA and the planning community in Virginia.

APA is building its priorities around three concepts right now: membership growth, education, and communication. The 2006-2007 Development Plan seeks to increase APA membership by focusing on diversity, students, and partnering with academic institutions. For example, at the annual conference APA held its second Diversity Summit to further explore why minorities were not joining APA. This is an issue that VAPA has also embraced. In the last year some of our newly emerging leaders took this issue and created the first Virginia Diversity Networking Breakfast held in the Tidewater Section. As with the national summit, the local meeting generated many comments and ideas. Now you can find information on the Diversity Summit through the creation of an APA Diversity Task Force and APA listserv on the subject. Virginia will also continue to support the Diversity Networking Breakfast as it grows and likely develops into a permanent component of the VAPA Board.

Education is always a hot topic amongst planners as we wrestle with this complex subject. By the very nature of our profession, we want to inform the public and decision makers of their options and the likely outcomes of their land use actions. We want to "recruit" others into the planning arena and sell the "planning story" as they say at APA. But this always raises the question of who are planners? Do we want an inclusive profession or a profession defined by educational degrees and work experience? For years AICP Commissioners have been lobbied to develop a mandatory Continuing Education requirement for AICP professionals. Pros and cons to this idea keep the debate strong but the fact remains that most of our allied professions have continuing education requirements. The new AICP leadership that took office in San Francisco will more than likely begin to turn this concept into a reality in the coming months.

Planners often struggle to create a positive and informative communications strategy. What is the right message or sound bite? As the tag lines of "Smart Growth" and "Sustainability" go across the spectrum of portraying good ideas to having bad intonations in various jurisdictions, planners constantly fight to explain the principles of the profession. This led APA to develop a Communications Plan with the help of public relation specialists. They conducted a survey asking what messages elicit a positive response from external sources. The winner was "**Planning enables civic leaders, business interests and citizens to play a meaningful role in creating communities that enrich people's lives.**" APA is encouraging all of us in the profession to take this message and modify it for our own needs.

What does all this mean for our chapter? This is the very question the VAPA Board wants to ask you! At the Annual Conference this April, registrants will receive a survey asking them why they belong to VAPA, what they would like from VAPA, and how they might contribute. We have so many talented resources in our state and it is time we started using them. If you have specific ideas for VAPA committees or publications, please let me know. I would love to hear your ideas! I look forward to seeing you in April at the conference!

*Denise Harris*

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THE DEADLINE FOR THE NEXT ISSUE IS MAY 15, 2005

## Legislative Update

By Jeryl Rose Phillips, AICP, Legislative and Policy Director

### Virginia Highlights

The short 2005 Virginia General Assembly Session was noteworthy for the following:

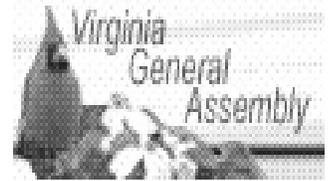
- Aggressive attacks by builders on the **cash proffer system**;
- Narrowing of criteria used by **BZAs**;
- A win-lose outcome for long-awaited enabling authority for **transfer of development rights**;
- Corrections to the **eminent domain** laws;
- **Affordable and accessible housing** initiatives;
- Continued pursuit of **adequate public facilities and development impact fee** authorities—both long-standing growth management priorities for the Chapter;
- Additional **comprehensive planning** guidelines;
- **Subdivision platting** authority that may well likely result in unintended chaos;
- **Licensing requirements** (or lack thereof) for **surveyors** that raised much angst among GIS managers;
- Multi-state planning for the **I-81 corridor**;
- The creation of several new Acts and Funds to address **water quality and eco-**

**conomic development**;

- The **abolishment of the Chesapeake Bay Local Assistance** Department;
- Bills requiring localities to analyze **infrastructure impacts** prior to zoning land for development;
- Failure, once again, to bring **zoning to Wythe County**; and
- Continued attempts to diminish **local land use and zoning authorities**.

The Chapter tracked 89 bills this Session and took 12 positions via its ad hoc Legislative Committee. Periodic legislative bulletins and alerts were sent out via the VAPA list serve. VAPA did not take positions on bills if they were determined not of priority significance for the Chapter, or if consensus could not be reached in that regard, which is not to say that some bills were not deemed important by certain individuals or other members or the localities they represented.

Prior to the start of the 2005 Session, VAPA's "Virginia's Growth Management Tools" publication was delivered to all members of the **Senate Local Government Committee**, the **House Committee on Counties, Cities and Towns**, the **Commission on Growth and Economic Development**, and the **VA Housing Commission**. Members were encouraged to use this reference and VAPA's assistance. VAPA sent position papers to bill patrons and com-



mittees, and was present during a special appointed committee debate on the cash proffer bills.

During the upcoming months, the VA Association of Counties (**VACO**) will work with the VAPA Legislative Committee on **HB 2128** (Saxman) which establishes the **Agri-Tourism Incentives Act**. This would allow the VA Department of Agricultural and Consumer Services to have oversight over certain farm business activities and uses versus management of such through local zoning. While the bill was defeated this session, VACO feels that this issue is not likely to go away.

Many thanks to the members who volunteered to meet in Richmond on February 4 to review key legislation: **David Kovacs, Glenn Larson, Andrea Horning, Ellie Fritzell, James Freas, and Mary Ann Welton**. A listing of all tracked legislation and final outcomes, as well as Chapter positions, can be found on the Legislative Page of the Chapter website, along with established criteria for taking positions. A summary will also be presented at the Annual Conference in April. Full text of any Virginia bill can be viewed by typing in the bill number at <http://legis.state.va.us>.

### On the National Front

In January, **APA** issued a draft **Policy Guide on Homeland Security** to Chapters for comment. Several members belonging to the Virginia Crime Preven-

*(Continued on page 5)*

*"The Chapter tracked 89 bills this Session and took 12 positions..."*



### 2006 FAICP Nominations Due November 1, 2005

Election to Fellow in AICP is one of the highest honors that the American Institute of Certified Planners (AICP) bestows upon a member. Fellows are elevated before the public and the profession as model planners who have made significant contributions to planning and society. Fellowship is granted to AICP members who have achieved

excellence in professional practice, teaching and mentoring, research, public/community service, and leadership. Minimum requirements for eligibility include:

- Membership in AICP for at least 15 years.
- Current good AICP standing; and

- Outstanding contribution to the profession over an extended period.

Visit [www.planning.org](http://www.planning.org) for application forms and more information.

Promote Virginia planning at the national level by nominating a Virginia planner to FAICP .

### VAPA Board Retreat Fosters New Ideas

New and returning VAPA leaders met for two days last fall to consider fresh perspectives on the Chapter Development Plan, which focuses on two main goals:

- Providing professional development opportunities, and
- Promoting sound planning in Virginia.

Implementation strategies include legislative tracking, the annual conference, *Newsbrief*, and some new services like a speaker's bureau.

Making the website serve as a stronger delivery system for planning information in Virginia was also discussed. Another initiative is the possibility of spearheading a version of

APA's "Growing Smart" campaign in Virginia. Members will explore this topic at the Closing Plenary Session of the Annual Conference. Interested volunteers are encourage to contact any Board member with ideas.

#### Member News

Former city planner **Jim Shaw** has been named as the Waynesboro City Planner. Shaw previously held the post under planning director and city attorney J.B. Yount III, before taking a position with Valley Engineering - Surveying - Planning. Congratulations to Jim on his move.

**Chris Lawrence** has accepted a position as the Management Administrator in the Town Managers office in Blacksburg. However, he will not wander far from the fold, as his new role will focus on Strategic Planning. Reach him via email at [clawrence@blacksburg.gov](mailto:clawrence@blacksburg.gov).

Student **Amanda Crocker (VA Commonwealth University)** and **Sophie Cantell (VA Tech Alexandria Center)** encourage fellow students to attend the April conference. In addition to educational sessions, the conference will undoubtedly prove to be a good place to look for a job. We also encourage VA companies, governments, and non-profits to advertise internships and entry-level job opportunities on the VAPA website. If you have any questions, suggestions, or comments, please contact Amanda at [crockeran@vcu.edu](mailto:crockeran@vcu.edu) and Sophie at [scantell@vt.edu](mailto:scantell@vt.edu).

#### Upcoming Events

The **Community Development Society (CDS)** invites will hold its 37th annual conference in Baltimore, Md. **June 26-29, 2005**. The CDS brings together a diverse audience working in community development from within a variety of sectors: economic development, environment, health, housing, social services, etc. For more information, visit the CDS website at <http://comm-dev.org/>.

**2005 APA Legislative & Policy Conference** Join APA and the ASLA on Capitol Hill **May 11-13, 2005**. Attend plicy forums with elected officials, legislative training sessions, and networking events. Planner's Day on Capitol Hill is your chance to bring the planning message to Congress. For more information visit [www.planning.org](http://www.planning.org)

#### In Memoriam

Please join the VAPA Board and staff in extending our sympathies to the family and friends of former Bristol, Virginia Planning Director, **John Hefferman**.

## Conference Highlights

*(Continued from pg 1)*

Canada. In 2001 Dan was named one of *Time* magazine's ten Civic Innovators of the Year.



Dan Burden—the  
"Wizard of Walking"

Conference attendees will be treated to an engaging presentation full of stories and photos from Dan's travels to more than 1,200 cities around the world.

Featured speaker **Gerald P. McCarthy** offers a wealth of understanding about the relationships among the environment, land use, and transportation in Virginia. The Executive Director of the Virginia Environmental Endowment since its founding in 1977, Mr. McCarthy was recently named Conservationist of the Year" by the Chesapeake Bay Foundation. The Nature Conservancy gave him their President's Award, and the University of Virginia has established a leadership award in his name. He was appointed by Governor Warner to the Commonwealth Transportation Board in 2002.

## Legislative Update

*(Continued from page 3)*

tion Association and an Arlington County member official, who participated in the drafting of the policy guide, prepared comments for the Chapter, which were accepted and forwarded to APA in February. On March 19, the revised draft was considered for adoption by the Delegate Assembly during the APA Conference in San Francisco. Virginia's delegates included David Kovacs, Terry Holzheimer, and Summer Ellen Frederick. The final policy is on the APA website ([www.planning.org](http://www.planning.org)).

APA's priorities in Washington this winter included proposed changes to HUD's **Community Development Block Grant** program and budget, and the reauthorization of the federal Transportation Bill (**TEA-21**). Periodic updates from Washington are shared via the VAPA listsrve. In addition, be sure to check the bi-weekly "From Washington" updates on the Legislative and Policy page of APA's website.

On May 11-13, **APA and the American Society of Landscape Architects (ASLA)** will once again host the annual **Legislative and Policy Conference** in Washington at the Washington Court Hotel on Capitol Hill. This conference affords an opportunity for planners and associated professionals to develop advocacy skills and meet with their Congressional Delegation. Early registration ends April 18; see [www.planning.org](http://www.planning.org).

Questions and comments on legislative issues are welcome anytime by email to Jeryl Phillips at [vapalegs@charter.net](mailto:vapalegs@charter.net).

## About Airlie

*(Continued from page 1)*

ernment and private sector groups every year.

In addition to his career as a doctor, Airlie founder Murdoch Head was a lawyer, civil rights activist, and environmentalist. His pursuits are reflected in the Center's many activities from past to present.

In the 1960's, the Southern Christian Leadership Council and Martin Luther King held a clandestine meeting at Airlie to plan the March on Washington.

During the 1970's, Airlie opened a nursery which features 16 greenhouses and produces 400,000 house plants annually. Its "horticultural therapy" program provides job training and placement for people with disabilities.

Until the mid 1980's Airlie ran a documentary film production company, which produced 300 films in 72 countries, and won over 40 national and international awards.

In the 1990's, Airlie created the Local Food Project, centered around a three-acre acre organic vegetable garden that produces more than 3,500 pounds of vegetables per year. The program promotes sustainable agricultural practices and provides delicious, locally grown food for guests.

For more information visit  
[www.airlie.com](http://www.airlie.com)  
and  
[www.airlie.org](http://www.airlie.org)

Statewide fame can be yours! Be a session reporter for the 2005

VAPA Conference. Contact  
Hannah Twaddell at 434-296-  
3025,  
[htwaddell@ciesthatwork.com](mailto:htwaddell@ciesthatwork.com)

## Virginia Solutions: Common Ground for the Commonwealth

### By Tanya Denkla Cobb, VA Institute for Environmental Negotiation

A new initiative for community collaboration and consensus building is being launched by the University of Virginia's Institute for Environmental Negotiation (IEN). Supported by the Virginia Association for Community Conflict Resolution (VACCR), as well as a host of private mediators, public agencies, businesses, and nonprofit organizations, *Virginia Solutions* aims to provide an easy, cost-effective mechanism for communities to initiate a collaborative approach to any community issue.

Nearing its 25-year celebration, IEN has perceived an increasing need for collaborative problem-solving in Virginia's communities. Challenges facing our communities are increasing in number and complexity. Too often efforts to address these problems fail because individuals and agencies work in isolation from one another.

Public officials and civic-minded community members find few forums that bring people together to seek common and higher ground; indeed, the formal structure of public hearings

and judicial and administrative appeals often exacerbates rather than resolves conflict. A collaborative approach to resolve local issues offers the opportunity to garner full community support for timely, integrated and cost-effective solutions.

In response to this need, IEN and VACCR have worked together for the past five years



*IEN outdoor learning session*

to increase capacity throughout the state for collaborative approaches to address community issues. This effort, dubbed *Community Solutions*, involved training, outreach, and education to communities served by community mediation centers.

The *Virginia Solutions* framework is built upon this experience, as well as the knowledge base of members involved in a new national pro-

gram, the *Community Solutions Partnership*, which aims to create mechanisms for ongoing engagement of government, nonprofits, businesses and communities in resolving community issues.

A key feature of *Virginia Solutions* that distinguishes it from a standard multi-party mediation process is the up-front appointment of a respected convener with high visibility. The convener works with local and state government, citizens, and facilitators to bring together a multi-party Solutions Team. The Solutions Team creates an integrated action plan and signs a Declaration of Cooperation outlining each party's responsibilities for its implementation.

A growing range of partners is participating in a Planning Group to shape *Virginia Solutions* as a simple, consistent and recognized framework for collaborative approaches initiated in any Virginia community across the Commonwealth. To learn more, contact Tanya Denckla Cobb, [tan-yadc@virginia.edu](mailto:tan-yadc@virginia.edu), 434-924-1970.

*"a simple, consistent and recognized framework for collaborative approaches"*

### VAPA Searches for New Administrator

After four years as VAPA's Chapter Administrator, Robin Schmitz and her staff are saying good-bye. Robin is taking an executive director position with a different firm this spring enabling her to enjoy some family time and vacations without being tied to the office. AMC has served VAPA very well over the years and we will miss them very much!

The Board has issued a RFP for a new Chapter Administrator and hopes to have a new firm by July 1. Please forgive us for any bumps in the road as we try to make this a smooth transition.

### Dues Increase

In order for VAPA to provide services to the membership, the Board voted to increase the annual dues to \$45 starting July 1, 2005. This is the first increase of VAPA dues in more than ten years.

The additional funds will enable VAPA to implement initiatives outlined in the Chapter Development Plan and continue to employ a Chapter Administrator.

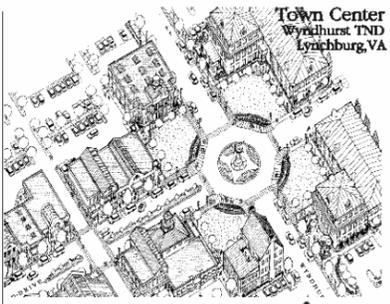


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VAPA's mission is to promote planning as the foundation for effectively addressing the physical, economic and social changes taking place in Virginia. The Virginia Chapter of the American Planning Association is committed to promoting awareness about planning's many benefits, through effective leadership in order to enhance our practice throughout the Commonwealth.

## VAPA Member Services Information

- **Chapter Office:** The Virginia Chapter is administrated by Robin Schmitz, President, Association Management Consultants in Glen Allen. Contact: (804) 749-8022 or email vaplanning@aol.com.
- **Chapter Meetings:** The Annual Meeting is held each Spring as a conference in rotating locations throughout the State. The Board of Directors meets quarterly and all meetings are open to the membership. Sections meet throughout the year – contact your Section Director for a schedule or check the VAPA website for postings.
- **VAPA Website:** [www.vaplanning.org](http://www.vaplanning.org) Access information about the Virginia APA Chapter, Board of Directors, Section contacts and events, and Chapter programs and publications. Job announcements are posted at no charge on the website by sending a message to the webmaster.
- **VAPA Listserve:** This is an email bulletin board administered by the Chapter and has a digest feature. To subscribe, send a message to [majordomo@listbox.com](mailto:majordomo@listbox.com). In the body of the message type, “subscribe vaplanning” without the quotes. To unsubscribe, send a message to the same and in the body of the message type, “unsubscribe vaplanning” without the quotes. When you send a message to or reply to a message on the listserv, it posts to all subscribers; therefore, courteous use of this service is appreciated. Please unsubscribe prior to activating an automatic “out of office” message. Listserv traffic is monitored to catch any problems and to contact users who abuse it.
- **APA Website:** [www.planning.org](http://www.planning.org) Access information about APA and AICP, including all State APA Chapter membership directories. You'll need to use your APA Member ID to login to certain areas on this website.
- **Want to Join APA and/or VAPA?** You can become a member two ways: 1) join APA, and you automatically become a member of VAPA or 2) join VAPA through Chapter-only membership. Contact Robert Stout, Membership Director, at 804-550-9211 or [rmstout@resourceintl.com](mailto:rmstout@resourceintl.com) for more information and dues schedule.
- **Already AICP or Want to Become Certified as AICP?** All AICP information is obtained through the APA website. For VA information, contact Glenn Larson, AICP Professional Development Officer, at (804) 748-1970, email [lar-song@co.chesterfield.va.us](mailto:lar-song@co.chesterfield.va.us).
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