

NEWSBRIEF



American Planning Association
Virginia Chapter

Making Great Communities Happen

A Publication of the Virginia Chapter of the
American Planning Association



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2016 Annual Conference Wintergreen Resort, Nelson County

July 17 - 20

Innovate | Integrate | Evaluate

Register Today

It is with great pleasure the Conference Planning Committee officially releases the program for the 2016 APA Virginia Chapter Annual Conference. This schedule represents several months of hard work and dedication by the committee, but more importantly reflects desires of the membership for a more robust, diverse and interactive program and responsive to topics, ideas and concepts important to practicing planners in the Commonwealth. Our sessions, workshops and keynotes also evoke our theme for the Annual Conference: innovation, integration and evaluation.

For 2016, we are starting the conference on Sunday morning at 10am with the quarterly APA Virginia Chapter Board meeting. Sunday afternoon kicks off with two (2) mobile tours exploring our regional setting, a Community Planning Assistance Team (CPAT) project to provide a collaborative planning approach for the Town of Lovingson, and a leadership retreat. Sunday concludes with the opening reception. Monday through Wednesday will showcase great planning in the Commonwealth, resiliency at the rural, suburban and urban scale, explore the legal challenges to planning for signs and proffers, economic development at various scales and planning for all modes of transportation, among others. Daily hands-on and skill based sessions offer more opportunities for improving our practice, in addition to the "unconference" experience where attendee's introduce and drive the conversation. We also have exciting keynote speakers, highlighting the Flint Water Crisis and new leadership and vision from the American Planning Association's Executive Director. Finally, we are offering receptions to connect with old friends, make new friends, celebrate our FAICP inductees and recognize our Planning Award winners. Check out the full conference program and blog for more details, CM credit opportunities and to build your personal schedule. #APAVA16 will be our best conference yet!

Innovate



Integrate



Evaluate



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Big Ideas

APA recently announced that HUD Secretary Julian Castro's policy initiative, the Prosperity Playbook, will be the subject of this year's Daniel Burnham Forum on Big Ideas. The "big idea" in this forum is to focus on how to break the cycle where far too much of a person's destiny can be attributed to the ZIP code of their birth. The American Dream presupposes that hard work, grit and determination provide the foundation upon which dreams are built in this nation. Unfortunately, as we know, the results can be uneven and related less to individual work ethic than the quality of the school system and employment opportunities in a given place. This is an important issue for us as planners as well as to us as a nation. Plan now to attend the Burnham Forum in Washington DC on 18 September 2016, likely at the National Building Museum.

as fortune favors the bold, so too will bold plans be the ones with the best chance of being transformative.

Another "big idea" that I would like to suggest is that we exorcise "We can't" from our vocabulary. Perhaps this is but an extension of Burnham's oft quoted exhortation to "Make no little plans." In any case, fear of the big and the bold should not paralyze our profession. Too often I see and hear planners unwilling to stand and be counted based on their belief that their colleagues, bosses and communities want to protect and preserve the status quo yet time and again we find that the costs of inaction are often much greater than the perceived benefits. With climate change driving both perceptions and the reality about forthcoming challenges and opportunities, planning for the future should emerge from protecting the status quo into another era of Burnham-like big plans. It is time for our profession to engage with our communities in a deliberate fashion and provide leadership to help them make decisions toward a shared vision of a future where many things may be different—as fortune favors the bold, so too will bold plans be the ones with the best chance of being transformative.

Spring is all around us as I write this. Spring has always been my favorite season, perhaps

because my birthday is in the Spring, but more likely because Spring is the season of rebirth. And in that context, it symbolizes in any number of ways what we do as planners. Planning quintessentially is an optimistic, forward-thinking profession. We provide tools to communities—both the physical place and also the residents that inhabit those places—to empower and enable choices about the future. Just as not all plants survive the winter and a late frost can stunt some of the blooms, our plans don't always come completely to fruition, but it is in the trying that we succeed.

The 2016 National Planning Conference in Phoenix was one of the best in my experience. The sessions struck a great balance between highly interactive and basic communication of great information.

I discovered that I'm not a great drone pilot in the Tech Zone of the Exhibit Hall. True to its name, Phoenix is in the process of transforming itself from one of the least sustainable cities into much more of one, having fully embraced alternative energy sources and trying to dramatically reduce water use. I had the opportunity to participate in a mobile workshop out to Taliesin West, Frank Lloyd Wright's winter home that he began building, together with his apprentices, at age 70. The NPC was notable in that the Chapter received one of the Karen B. Smith Awards for Outstanding Chapter Achievement in the category of community outreach for our ECDC program. Finally, 6 Chapter members were inducted into the AICP College of Fellows—approximately 10% of the Class of 2016. I was blessed to have been one of the inductees; thank you to the Chapter for nominating me but especially to Immediate Past President Jeryl Rose Phillips, AICP who managed all of the Chapter's nominations. We will have a reception at our Conference to allow Chapter members to meet and greet all of the Fellows.

I hope to see many of you at our 2016 Conference and again thank you for allowing me the privilege of serving you.

George

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AICP Commission Update



Denise M. Harris, AICP
Region II AICP
Commissioner

Greetings! On January 1, 2016 I assumed the office of the Region II AICP Commissioner. While I already know many of you, I want to thank the Virginia Chapter for giving me the opportunity to introduce myself to folks I have yet to meet. I believe it is important to keep the entire membership informed. As such I will be providing you updates through Newsbrief on the work of the American Institute of Certified Planners (AICP) Commission. For example, recently in Phoenix many exciting activities occurred during the APA National Planning Conference. The first event was the induction of the Class of 2016 AICP College of Fellows. Virginia did an outstanding job supporting its Fellow candidates; proudly claiming almost 10% of the new class of planners who received the highest honor that AICP bestows upon on a member. Well done Virginia and congratulations to the newest FAICP members!

During the Business Meeting of the AICP Commission in Phoenix several actions of note were taken, including:

- The Commission approved the use of pro bono hours as part of the 8 CM hours allowed under self-reporting two-year cycle. This is important because our Code of Ethics and Professional Conduct calls us to “contribute time and effort to groups lacking in adequate planning resources and to voluntary professional activities.”

- The Commission approved the revisions to the AICP Code of Ethics and Professional Conduct sections C (Code Procedures) and D (Planners Convicted of Serious Crimes). The two sections required almost complete rewrites to bring clarity to process and procedures. Greater emphasis is placed on education and remediation to try to avoid adversarial situations. In addition, the prosecutorial “hearing officer” is replaced by the Ethics Committee and Ethics Officer.

- Due to the Great Recession, the Commission approved the ability for AICP members who lapsed between January 1, 2010

and December 31, 2012 to reinstate without having to take the AICP exam and with reduced rates.

- Discussion continued on the development of a potential AICP Candidate program to support emerging professional planners.

There are many other activities taking place within the Commission that I hope to update you more on in the future. Work continues on the Student and New Planner Task Force, developing core competencies, completely updating the AICP exam, and initiatives to market the AICP credential.

I am looking forward to working with you and the Virginia Chapter over the next four years as your Region II Commissioner.

See you at Wintergreen!



FAICP Class of 2016 - Virginia Chapter: Robert A. Stalzer, FAICP; George M. Homewood, FAICP, CFM; Martha Mason Semmes, FAICP; Thomas Davis Rust, FAICP; Paul F. Berge, FAICP; (not pictured, William T. Frazier, FAICP) Photo by: Angela N. Harper, FAICP

Go Mobile! Start Your Conference On the Road

Wintergreen Resort is offering great rates for the #APAVA16 Conference and the Chapter wants to make this year's conference our most interactive and best conference yet. Sunday July 17 is the official first day of the Annual Conference, and great activities will be available to planners throughout the first day. The Sunday programming will offer two (2) mobile tours to local communities in the vicinity of the resort; the return of the Community Planning Assistance Team (CPAT), offering an opportunity for planners from around the Commonwealth to collaborate together on a local planning issue; a leadership training retreat with the Land Use Education Program (LUEP); and an opening reception to connect with old friends and make new ones.

Fields of Gold Mobile Tour (12:30-4:00)
\$30 per person 20 People Maximum

Join staff from the Central Shenandoah Planning District Commission's Fields of Gold program on a tour showcasing agricultural producers, shops, and restaurants in nearby Waynesboro, Staunton and Augusta County.

Staff will share insights on launching and running a successful agritourism program, including identifying and securing grant funding, marketing, and member support. Participants will also have the opportunity to hear from members about how participating in a regional agritourism program has benefitted their businesses. Fields of Gold is an award-winning agri-tourism project sponsored by the CSPDC. Recently, Fields of Gold was honored by the Southeastern Economic Development Council for outstanding efforts in building their strength and viability through economic and community development programs. The tour leaves Wintergreen at 1:00 PM and the cost per person is \$30. The tour cost does not include wine and beer tastings or food at Hermitage Hill and Barren Ridge, but these are options in addition to sacks provided on the bus. Join us as we sample the treasures of the Shenandoah Valley in our Fields of Gold!

Vinegar Hill Mobile Tour (12:30-4pm)
\$30 per person 20 People Maximum

Vinegar Hill was a thriving African-American neighborhood in Charlottesville. In the 1960s, this neighborhood was demolished as part of the City's Urban Renewal efforts. The former residences scattered across the city, but no neighborhood since then has replaced the Vinegar Hill neighborhood as the center for African American activity in the City. This mobile tour will walk the location of the former neighborhood and include a discussion of its history, lessons learned and how the City is moving forward. Sponsored by the Planning for Inclusion Initiative, a part of the Ethnic and Cultural Diversity Committee. Sponsored by AECOM. Maximum 20 attendees.

Community Planning Assistance Team (CPAT) (12:30-4pm)
\$10 per person 20 People Maximum

Join fellow planners from across the Commonwealth and provide professional support to Nelson County through the Community Planning Assistance Team (CPAT). The 2016 CPAT will assist emerging local efforts to actualize the Town of Lovingston's unrealized potential to once again be an attractive, prosperous, dynamic rural mountain village. Lovingston – founded in 1807 and the county seat of Nelson County – is situated between the steep slopes of Peebles Mountain and US 29, and contains the Nelson County Courthouse, a small commercial district, and a small residential



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Arts Districts Mean Business!

Thursday, May 19, 2016
11:30 a.m. to 1:30 p.m.

Location:

WR WORK | RELEASE

759 Granby Street Norfolk, VA 23510



The only commonality in the emergence of “Arts Districts” is how “dissimilar they are.” Each has a unique underpinning, development, role in the community and focus. This ULI VA Program will explore:

- Brief history of Arts Districts and the evolution of them in Hampton Roads dating back to 2005;
- Role of Arts Districts in Economic Development – providing a wide range of artists a forum for creativity;
- Ordinances of Arts Districts in Hampton Roads;
- Variable incentives local jurisdictions provide;
- RETURN on INVESTMENT OF ARTS DISTRICTS;
- Contribution of Arts Districts in how we “Live, Work And Play”; and,
- Local variations – Newport News and Hampton.

REGISTER: Online – <http://virginia.uli.org/event/arts-districts-mean-business-hampton-roads/> **Questions:** 757.617.7787, 804.873.5703 or 757.652.2670

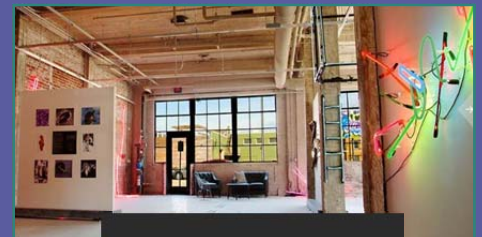
REGISTRATION FEES:

ULI Members: \$35 * Non Members: \$45

*Pre-registration fees based on RSVPs received by May 16th deadline.

ONSITE REGISTRATION FEES INCREASE BY \$10**

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WR WORK | RELEASE

Williamsburg Arts District (“Creative Economics”)

Michele Mixner DeWitt, CEC.D.AICP, Director of Williamsburg Economic Development – **MODERATOR**

Neon Arts District – Norfolk

Careynn Weinberg – Director of Venues for Work | Release and grassroots launching
Mary Miller – President & CEO of Downtown Norfolk Council

ViBe Creative Arts District

Laura Habr – Co-Owner of Croc’s, founder of the Virginia Beach Farmer’s Market and Co-Founder with Andrew Fine the ViBe initiative

Jeff Hodgson – Chair, Virginia Beach Planning Commission, for the District where the Arts District is located – Discussion of City’s Comprehensive Plan Update relating to ViBe

Arts variation for the cities of Hampton and Newport News on hand – **Jimmy Cerracchio**, Executive Director, Downtown Hampton Development Partnership; **Sarah Barber**, Executive Director, Newport News Public Art Foundation

Mobile Tours to Start Your Conference

neighborhood. Devastation wrought by Hurricane Camille in 1969 greatly impacted the structures, infrastructure, and social and economic vitality of the village. Lovingston did not fully recover from this natural disaster.

The CPAT will tour the Historic District; view the ongoing Courthouse renovation; and briefly review the policies contained in the Zoning Ordinance and the goals and strategies identified in the Comprehensive Plan, the Lovingston Master Plan (2006 – Land Planning & Design Associates), and the Lovingston Safety Study (2005 – TJPDC / VDOT). CPAT participants will have the opportunity to contribute their expertise by: evaluating the existing planning priorities and policies – and identifying appropriate updates and additions; evaluating existing structures, development patterns and form, infrastructure – and identifying the most important opportunities and priority places/projects/needs; and identifying opportunities to induce private investment and infill development.

Cultivating Leadership (12:30-4pm) Among Planning Commissioners and Staff

\$10 per person 40 People Maximum

There is often a gap between the good intentions embedded in well crafted planning document and the ability of planning commissioners and staff to realize the vision. This LUEP hosted workshop will enhance the leadership capacity of attendees so that they can affect the changes needed for effective plan implementation. We will review the concepts of "change management" to help attendees identify ways of improving their facilitation, communication, and risk management skills. A "ready for change" diagnostic tool will be used to help attendees identify specific steps they can take to build their leadership back home. Knowing where you want to go is the first step. Knowing what actions to take, and when, is a very different task. We're here to help you figure out how to get things done.

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APA Virginia Conference Sponsorships

The Virginia Chapter of APA announces conference and annual sponsorship opportunities. The upcoming Annual Conference provides unique opportunities to showcase your firm to colleagues, potential clients, and recruits – new sponsorships opportunities added this year include: hotel key cards and more receptions. The Annual Conference Sponsorship brochure details the opportunities associated with each sponsorship level and provides a full description of this year's offerings – there is something for everyone!

Conference sponsorships have also been packaged with additional visibility opportunities to create four tiers of Annual Sponsorship. Please consider becoming a Planning Partner, a Planning Leader, a Planning Promoter, or a Planning Supporter. Don't miss these opportunities to show your commitment to Planning in Virginia and raise your profile with hundreds of planners statewide.

For more information, please contact Lorna Parkins, AICP at lparkins@mbakerintl.com or (804) 287-3176

Walk in Fields of Gold

To kick off the Wintergreen 2016, take advantage of a once-in-a-lifetime opportunity to visit some of the leading agritourism locations in the Commonwealth! Gain insights on launching and running a successful agritourism program, including identifying and securing grant funding, marketing, and member support. Participants will also have the opportunity to hear from members about how participating in a regional agritourism program has benefitted their businesses.



Join staff from the Central Shenandoah Planning District Commission's Fields of Gold program on a tour showcasing agricultural producers, shops, and restaurants in nearby Waynesboro, Staunton and Augusta County. Fields of Gold, an award-winning agritourism project sponsored by the CSPDC, was recently honored by the

Southeastern Economic Development Council for outstanding efforts in fostering strength and viability in local businesses through economic and community development programs.



The first stop will be New Country Organics, where Organic simply means living in ecological balance. Living real life. Real life sustained by real food. Learn about the organic food chain and how you and your community can benefit from organic feed and organic food.



Next, we will go to A Better Way Goat Farm, a small eco-farm and micro-dairy. Happy goats make sweet, delicious milk! And these goats are happy! The farm store includes cheeses, soap, gelato, and other products made from goat's milk.

No tour of the Shenandoah Valley would be complete without visiting one of the amazing vineyards. Barren Ridge Vineyards transitioned from an apple orchard to a vineyard in 2004 and became the first winery in August County in

2007. With 8 acres on a high ridge between the Blue Ridge and Allegheny Mountains, Barren Ridge produces Viognier, Chardonnay, Merlot, Meritage, something for every palate.



If wine is not your taste, how about a beer? Hermitage Hill Farm and Stables offers the newest brewery and tasting room in the Shenandoah Valley, Stable Craft Brewing. Since



2006, Hermitage Hill Farm and Stables has been a premier event center and horse stable. This new venture expands the agritourism options in and around Waynesboro.

Finally, we end our tour of agritourism in the Shenandoah Valley at Project Grows, a 10-acre, youth-oriented community farm in the rolling hills of Augusta County. This teaching farm provides hand-on experience, nutrition education, and access to healthy food to young people throughout Staunton, Waynesboro, and Augusta County.

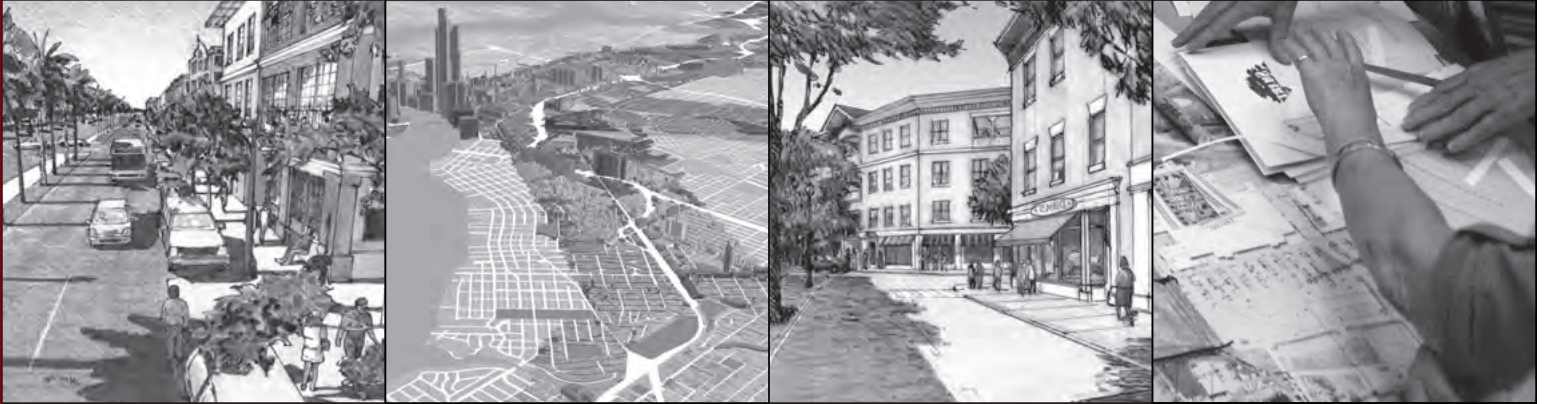


The tour leaves Wintergreen at 1:00 PM and the cost per person is \$25. Snacks will be provided on the bus, and participants will have the opportunity to purchase wine and beer tastings or food at Hermitage Hill and Barren Ridge. Join us as we sample the treasures of the Shenandoah Valley in our Fields of Gold!

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WANTED: Environmental Planner

The Fauquier County Department of Community Development is seeking an experienced planner to fill the position of Environmental Planner. The Environmental Planner is a Senior Planner level position residing within the Planning Division. The Planning Division is responsible for: legislative case management; comprehensive planning and implementation including transportation, environmental and historic resource planning and implementation; as well as other studies and analyses relevant to the County's future development.

The Environmental Planner will, with limited supervision, develop, coordinate and/or implement environmental planning programs and the County's water resources management program. This will involve the development of plans, reports, procedures and monitoring of various aspects pertaining to the County's environmental well-being. The Planner will be expected to represent the County as an advisor on various committees and boards. Additionally, the Planner will review and manage land development cases with significant environmental impacts.

Minimum requirements include a Bachelor's degree in environmental planning or closely related field or a combination of coursework and experience equivalent thereof, with a Master's degree preferred, with at least 5 years of progressively responsible experience in planning and/or environmental work. The successful applicant will be a results oriented professional with keen analytical problem-solving skills. Position also requires outstanding verbal and written communication skills. Experience in local government preferred.

Minimum starting salary is \$54,678 with salary commensurate with qualifications and experience.

Interested applicants must submit an online Fauquier County classified application, available on the County's website at www.fauquiercounty.gov.

Position is open until filled.

For assistance with the online application call the Human Resources Department at 540-422-8300. Please direct specific position-related questions to Holly Meade, Chief of Planning at 540-422-8210 or email holly.meade@fauquiercounty.gov.

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VDOT Forum on Transportation and Land Use

On Thursday, June 2nd, the Virginia Department of Transportation (VDOT) will hold its statewide Forum on coordinating transportation and land use. This forum is cosponsored by the Virginia Chapter of the American Planning Association.

The Forum will take place at Germanna Community College's Daniel Technology Center, which is located at 18121 Technology Drive, Culpeper, Virginia 22701. This event will begin at 9:00 A.M. and end at 4:00 P.M. Lunch will be provided.

This is a free event sponsored by VDOT and its purpose is to increase the coordination of transportation planning and land use planning.

The Forum's agenda with additional details will be provided at the VDOT website. The primary

audience for the Forum includes localities, Planning Districts, Metropolitan Planning Organizations, and the development community.

The Forum will include such topics as:

- **Access Management**
- **Accommodating bike/pedestrian travel**
- **Developer's perspective on land use**
- **Improving communications between VDOT, localities and developers**
- **Innovations at VDOT**
- **Land Use and Freight**
- **Multi-modal design**

CM credits will be available for this event. In order to register for this event, please contact Lynn Wasz at lynne.wasz@vdot.virginia.gov or at (804)786-0966 by Friday, May 20th.

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YPG & FAICP Team Up for New Mentorship Program

The Virginia Young Planners Group is teaming up with FAICP for a new mentorship program. A guiding principle and a core tenant of the AICP Code of Ethics and Professional Conduct is the professional commitment to aid in the career development of planning students, early professionals, and cross-disciplinary colleagues. Enacting this commitment is how a new pilot program has emerged between the Virginia Young Planners Group (YPG) and our state Fellows of AICP members. This new Mentorship Program will help build relationships between experienced planners and recent professionals working across the state.

During the brainstorming of this program a group of YPG members developed a framework with this new program being rolled out in phases. This year will begin Phase 1, consisting of FAICPs and Planning Directors mentoring young professionals only. Mentors and mentees will work together to identify a handful of goals each mentee would like to achieve over the year, and possibly a few new goals for the mentee to achieve on their own after a year of

advice and guidance has helped set them up for further success. After evaluating the impact of Phase 1, the program would expand to include students and AICP mentors in Phase 2.

The YPG-FAICP Mentorship Program is looking for FAICPs and Planning Directors to mentor young professionals who are 0-10 years out of school, and young professionals who would like to be mentored by experts in the field. The program is meant to be flexible for working professionals, with communication between mentors and mentees decided upon as fits each pair's schedules. A great opportunity to share institutional knowledge about planning in Virginia, an invaluable way to learn some inside tips and traits to thriving as a planner! If you are interested, please contact Amanda Beck at beck.amanda.r@gmail.com for more details.

If you are a young professional, with 0-10 years of work experience, please consider filling out this short survey to be matched with a mentor!

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Get Involved!

See page 8 to find out
how you can get involved
with your local section!



[linkedin.com/groups/7036612](https://www.linkedin.com/groups/7036612)

2016 LUEP LEGAL SEMINAR

CHARLOTTESVILLE OMNI HOTEL, JUNE 3RD, 2016

This event is a one day event. The session focuses on major legislative actions passed by the Virginia General Assembly in the past year. Additionally, sessions will offer in depth analysis and guidance on recent proffer legislation, and recent developments in Virginia's regional economic development programming. The program is designed to provide BZA members, planning commissioners, and professional planners with the most timely and relevant information to guide their work on emerging issues.

SEMINAR AGENDA

- 7:45 am Registration and Breakfast
- 8:45 am Welcome and Seminar Overview *Jonah Fogel, Director, LUEP*
Mike Chandler, Director of Education, LUEP
- 9:00 am Review of the 2016 General Assembly Actions *Emily Gibson, VP of Legislative Affairs, APA Virginia and Planning Director, Montgomery County*
Eldon James, Principal, Eldon James and Associates
- 9:45 am Refreshment Break
- 10:00 am Cash Proffers: An Analysis of the 2016 Reform Legislation
David Conmy, Local Government Policy Administrator, DHCD
Andrew McRoberts, Attorney, Sands Anderson
Emily Gibson, Planning Director, Montgomery County
David Maloney, Planning Director, Hanover County
- Noon Lunch
- 1:00 pm Ready, SET, GO Virginia: Perspectives on Regional Economic Development *Christopher Lloyd, Sr. VP & Director, Infrastructure & Econ Dev. McGuire Woods* *Lisa Hull, Econ. Dev. and Tourism Coordinator, NNPDC*
Megan A. Lucas, Lynchburg Regional Business Alliance, CEO
Dr. Scott Tate, Senior Economic Development Specialist, Virginia Tech
- 2:30 pm Refreshment Break
- 2:45 pm Boards and Commissions Behaving Badly: Strategies for Improving Performance *Mike Chandler, LUEP, Virginia Tech*
Jonah Fogel, Director, LUEP
- 3:45 pm Seminar Summary and Seminar Evaluation
- 4:00 pm Adjourn

Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; Jewel E. Hairston, Administrator, 1890 Extension Program, Virginia State, Petersburg.



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American Planning Association
Virginia Chapter

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The opinions expressed herein are those of the authors and do not necessarily reflect the views of APA Virginia or its Board of Directors.



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