

PAB NEWSLETTER

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Linking Planning and Economic Development

By, Julie Herlands, AICP, Chair, APA Economic Development Division

A recent national survey released by the American Planning Association (APA) indicates that the general public believes planners should facilitate job creation. What does that really mean for a planner? Is that a literal charge that planners should focus energies on business recruitment and retention? Or is it that planners should act more as a facilitator to bring parties together to identify the information and processes needed to support job creation? Or is it more indirect and intangible—such as developing plans and strategies that set the stage and lay the groundwork for business development and eventual job creation? We would argue that it is all of the above.

Linking planning and economic development can present its challenges. Planning can often be characterized as more regulatory in nature—that is, implementing and enforcing rules while economic development can often be seen as navigating those rules to expedite and incentivize development. While not always mutually exclusive, these two perspectives have the potential to cause some conflict. Over the past year, the Economic Development Division of the APA has been convening discussions at national and chapter conferences on this topic. In our discussions with planners across the country, we have found that many view themselves as “conveners” to help facilitate economic development with a holistic view of their respective communities. However, many see room for improvement. One example identified is the importance of ensuring that comprehensive plans include economic development elements, market and economic analyses, and fiscal impact assessments. Furthermore, it has been noted that it is just as important for economic development plans to branch out into more typical planning topics such as housing and environmental issues.

Planning after the “Great Recession” has shone a brighter light on the market, economic, and fiscal forces at play in

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DATES TO REMEMBER

April 26 - 30, 2014

[APA National Conference](#) & PAB Spring Meeting (Atlanta, Georgia)

Apr. 26, 4:00-5:15pm: PAB Sponsored Panel: Academic and Community Collaborative Curriculum

Apr. 29, 8:00-8:30am: Program Administrator Orientation to PAB and Accreditation Process
8:30am -Noon: Site Visit Training - Standards and Outcomes Assessment Workshop

May 1, 2014

Progress Report Due (if applicable)

June 15, 2014

Draft SSR due for programs with Fall 2014 Site Visits

September 1, 2014

Progress Report Due (if applicable)

September 15, 2014

Draft SSR due for programs with Spring 2015 Site Visits

October 30 - November 2, 2014

[ACSP National Conference](#) & PAB Fall Meeting (Philadelphia, Pennsylvania)

University of New Mexico

The University of New Mexico Community and Regional Planning Program (CRP) recently celebrated its 30th year with a student/alumni forum, a faculty colloquium and a guest lecture by John Forester. The 30th celebration attracted alums from throughout the state and region as well as around the world. Founders of the program reflected on the program's history, strengths and impacts on the communities it works with. The CRP is dedicated to educating the next generation of community-based planners in the Southwest by incorporating outreach, service learning and community-based partnerships in its curriculum. In accomplishing this mission, the Program works through three Centers in the School: The Indigenous Planning and Design Institute (iDPI), The Resource Center for RAZA Planning (RCRP), and the Design and Planning Assistance Center (DPAC). The School of Architecture and Planning, the CRP Program and the Centers are growing in stature and reputation for excellence among community partners and institutions throughout the west and southwest.

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"Linking Planning and Economic Development" Continued

every community and the importance of understanding and planning for them. Regional and local plans without market, economic, and fiscal components, may be thought of as incomplete—now more than ever. Many communities seem to be increasingly focused on understanding the economics of land use, not only to address the need for job creation but to ensure community leaders can make informed land use decisions for a balanced economic future. And these decisions include understanding a wide range of economic and fiscal implications including: identifying and understanding market realities for development potential of nonresidential land uses; the local and regional economic impact of those land use decisions; and the fiscal implications of those decisions, in particular the public operating and

Florida State University

The Florida Planning and Development Lab (FPDL) is the outreach arm of the Department of Urban & Regional Planning at Florida State University. The FPDL delivers on the Department's mission to engage in applied research and community-based practice in order to help train the next generation of planners and strengthen communities in the region and state. Under the umbrella of the FPDL, students and faculty have worked on a range of projects including transportation corridor studies, district redevelopment initiatives, and a regional food systems plan. This work is typically guided by a contract with a paying client, and these funds are used to cover the costs of delivering the Studio. Studios are directed by our Planner-in-Residence, a member of the faculty with extensive professional experience, and student work is reviewed by an advisory committee made up of both faculty and a client representative. FSU's FPDL illustrates how academic units can connect their education and outreach missions, and also bring new resources into the unit during fiscally challenging times.

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infrastructure costs to serve future development compared to its revenue generation potential. We would argue it is the role of planners to ensure these elements are addressed, understood, and incorporated into planning processes and decisions as part of a holistic view of a community.

Julie Herlands is a Principal with TischlerBise and has 15 years of planning, fiscal and economic development experience. She is currently the Chair of the Economic Development Division of the APA.

To learn more about the Economic Development Division of the APA, please visit <http://www.planning.org/divisions/economic/>

PAB News and Updates

Academic and Community Collaborative Curriculum

At the APA National Conference in Atlanta, PAB will sponsor a panel exploring the collaboration between planning programs and community partners to address critical local planning problems while developing tomorrow's urban planners. The panel will feature two distant case studies:

1) The Community and Regional Planning Program and the Indigenous Design and Planning Institute at the University of New Mexico will discuss an Advanced Planning Studio where faculty and students engaged with the Zuni Pueblo to plan, design and co-create opportunities for community revitalization respectful of Zuni's character, cultural traditions and values.

2) The Florida State University Department of Urban and Regional Planning will present their programs work with the City of Tallahassee, a private sector stakeholder group, and the university's campus planning office to complete the College Park District Action Plan focused on a long-forgotten neighborhood between Florida State University and downtown Tallahassee. The Action Plan lays out a redevelopment agenda for the district, and identifies opportunities for target private, public and university investments to promote redevelopment.

Moderator: Tim Chapin, Ph.D., Associate Professor, Florida State University. Panelists: Lindsay E. Stevens, AICP, Planner in Residence, Florida State University; Cherie Y. Bryant, AICP, Planning Department Manager, Tallahassee-Leon County; Ted Jojola, Director of the Indigenous Design and Planning Institute, University of New Mexico; Rueben Ghahate, Design Committee Chair, Zuni Pueblo Mainstreet Project

Join us on **Saturday April 26 from 4:00 – 5:15pm.**
1.25 CM credits

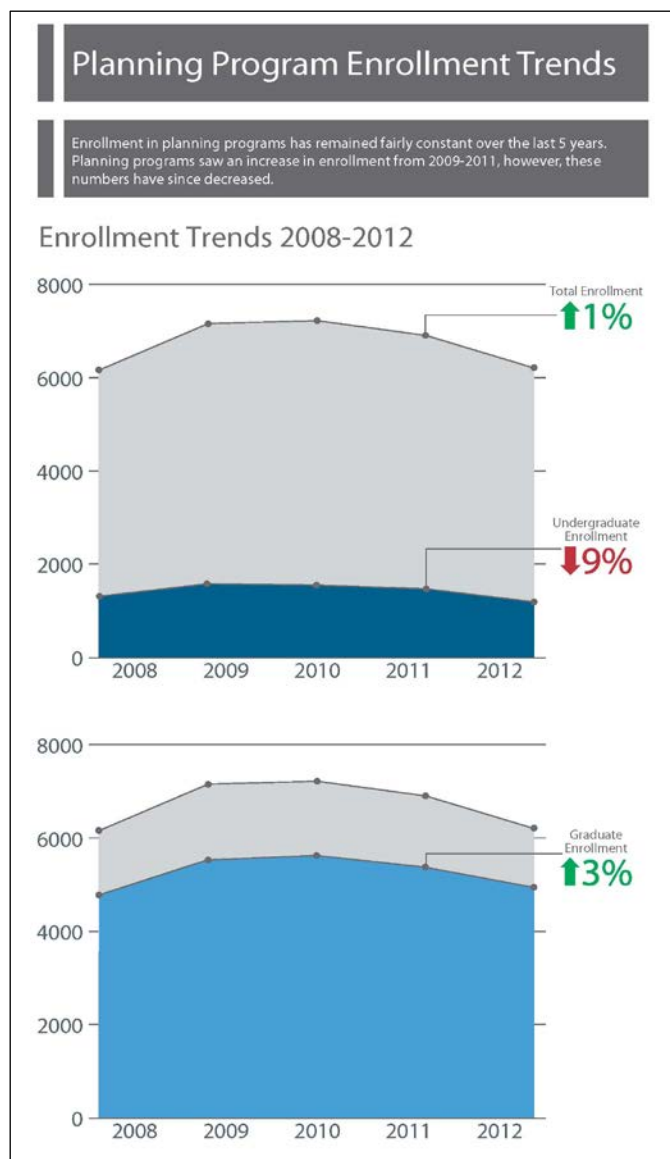
CHEA Recognition

At its meeting on September 23-24, 2013, the Council for Higher Education Accreditation (CHEA) Board of Directors granted PAB recognition for 10 years. "PAB demonstrated that it meets the standards and its accreditation process is consistent with the quality improvement and accountability expectations that CHEA has established" (<http://www.chea.org/recognition/RecogDecisionSummaries.asp>). Thank you to all of our partners, ACSP, AICP, and APA, for helping PAB achieve its re-recognition.

In Memoriam

PAB is deeply saddened by the recent passing of our board member, Terry Holzheimer, Ph.D., FAICP. Terry began his term December 1, 2013 as one of three Planning Practitioner appointees. Terry served as the Director of Arlington Economic Development in Arlington, Virginia and as the Professor of Practice at Virginia Tech. The members and staff of PAB send their condolences to Terry's family and friends.

We also say goodbye to Sam Casella, FAICP, who passed away earlier this year. Mr. Casella served as a PAB Site Visitor from 1999 to 2004. We send our deepest sympathies to his family.



2013 Annual Report data is now available on the [Annual Report Online Database](#)

Notes from a Site Visitor...

"[Site Visits] are always so very intellectually invigorating to me, late in a career, to get to rub elbows with the great thinkers and leaders in planning education, and the alumni and professionals that the visits allow us to meet. An example: The Mayor [of the city where the University is located] is an alum, and actually took the time to participate in the alumni discussion, and stayed after to further discuss City issues!"

Was it hard work? Yes. That is a function of the schedules; they never allow conversation; only "interviews." Was it fast and rapid paces? Yes, but I gain energy throughout each visit by being challenged in my thinking about what the profession is, what planning education is producing, what the state of the art is, and how I practice in my work. I love every minute of each visit. Thank you very much for every opportunity the Site Visits offer to consider planning education, the profession, my own teaching experience, and my own work."

Quote from David M. Haight, AICP, LEED, AP ND; Practitioner Member of the PAB Site Visitor Pool.



Columbia Site Visit Team: (from left to right) Ken Chew, Ph.D.; Rachel Bratt, Ph.D.; and Ralph Wilmer, FAICP



PAB Outcomes Assessment Workshop at ACSP Conference (OH)

Thank you to the Fall 2013 and Spring 2014 Site Visit Teams for your service and dedication

Chairs:

Susan Bradbury, Ph.D.
Ken Chew, Ph.D.
Tom Daniels, Ph.D.
David Edelman, Ph.D., Eur Ing, FAICP/SIA
John Gaber, Ph.D., AICP
Ed Goetz, Ph.D.
Charlie Hoch, Ph.D.
Deborah Howe, Ph.D., FAICP
Emil Malizia, Ph.D., FAICP
David Marcouiller, Ph.D.
Rhonda Phillips, Ph.D., AICP
David Properi, Ph.D.
Gary Sands, Ph.D.
Tom Sanchez, Ph.D.
Brenda Scheer, AIA, FAICP
Eric Strauss, Ph.D., AICP
Weiping Wu, Ph.D.
Ana Maria Whitaker, AICP

Team Members:

Sy Adler, Ph.D.
Robert Atallo, AICP

Tridib Banerjee, Ph.D., FAICP
Otha Burton Jr., Ph.D.
Mitzi Barker, FAICP
Richard Bickel Jr., FAICP
David Boyd, FAICP
Robin Boyle, Ph.D.
Rachel Bratt, Ph.D.
Maria Manta Conroy, Ph.D.
Robert Cowell, AICP
Hazel Edwards, Ph.D., AICP
Bristol Ellington, AICP
Ann-Margaret Esnard, Ph.D.
Wayne Feiden, FAICP
Nancy Frank, Ph.D., AICP
Ana Gelabert-Sanchez, AICP
David Haight, AICP
Michael Harper, FAICP
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Stephanie Rolley, Ph.D., FASLA, AICP
Janet Ruggiero, FAICP
Jim Segedy, Ph.D., FAICP
Susan Swift, AICP
Jeffrey Taebel, FAICP
Kelley J. Terry, AICP
Raph Willmer, FAICP
Curt Winkle, Ph.D.

CONGRATULATIONS to the 2014 FAICP Inductees

David Haight, AICP
Robert Marans, AICP
Barry Nocks, AICP
James Peters, AICP
Patricia Petrie, AICP
Carol Rhea, AICP
Satyendra Singh Huja, AICP