



Legacy & Prophecy

EXPLORE the past

ASPIRE for the future

EVOLVE in the present

APA Washington Annual Planning Conference

OCTOBER 16-17, 2014

Davenport Hotel | Spokane, WA

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—Petra Todorovich Messick, MCRP '04

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Welcome!

Welcome to the 2014 APA WASHINGTON ANNUAL CONFERENCE! Our theme this year is *Legacy and Prophecy*. We look back on 20 years of planning under the Growth Management Act, learning from our past, regrouping after the great recession and casting our vision to the future where we will experiment with new approaches and actively participate in defining our way forward.

We are excited to again host the annual conference at the jewel of downtown Spokane, the Davenport Hotel. If you have not visited Spokane in a while, you may be surprised at its offerings, with exciting new restaurants and bars, Huntington Park and revitalized neighborhoods. Looking for more? Here are a few ideas:

- Take a walking tour; some mobile workshop space may still be available
- Drop by the Opening Reception at the Riverside Events Center (formerly the Masonic Temple) to connect with colleagues and participate in the Silent Auction benefiting planning students at the University of Washington and Eastern Washington University
- Participate in the pub crawl and the “Way of the Marmot” Scavenger Hunt following the Opening Reception

We are very fortunate to have two outstanding plenary speakers this year in Ilana Pruess, Smart Growth America, and Bob Gibbs, AICP, ASLA, Gibbs Planning Group. At the Friday plenary session, we recognize the work of our peers at the APA/PAW Awards.

The conference committee has worked hard to provide a wide variety of interesting and relevant breakout sessions and mobile workshops, as well as opportunities to network with colleagues and exhibitors. Thank you to our sponsors!

We hope while you are here you are able to take advantage of the many opportunities to learn from experts in planning in the Northwest, to meet old friends and make new ones, and to explore Spokane.

Welcome, and enjoy the conference!



Nikole Coleman-Porter, AICP
Conference Co-chair



Scott Kuhta, AICP
Conference Co-chair

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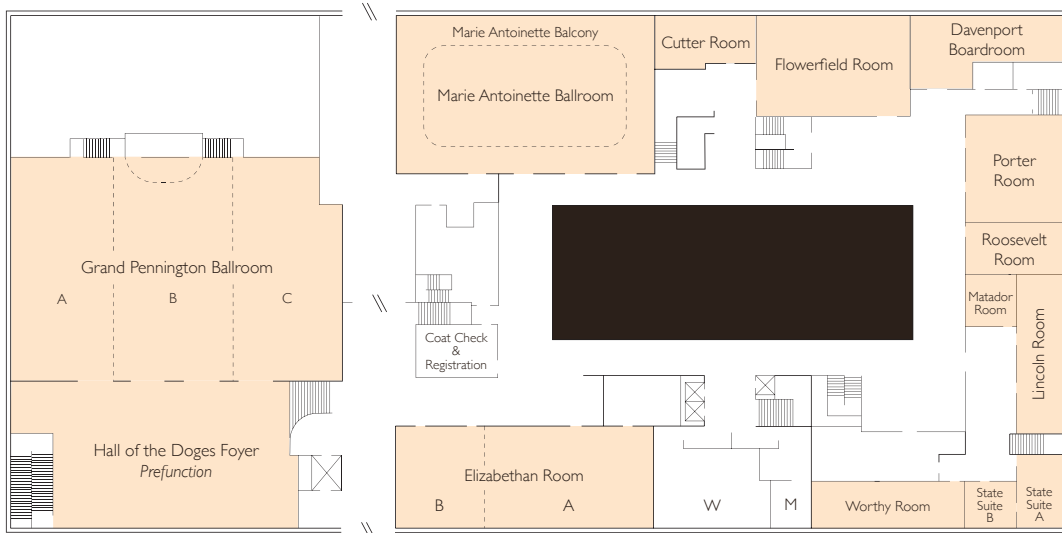
Conference Committee

Nikole Coleman-Porter, AICP	Conference Co-Chairs
Scott Kuhta, AICP	
Laura Hudson	APA-Washington Rep
Mike Basinger, AICP	Entertainment/Pub Crawl
Chaz Bates, AICP	
Brandon Rapez Betty	Mobile Workshops
Lori Barlow, AICP	
Tirrell Black, AICP	Silent Auction Co-Chairs
Kell McAboy, AICP	
Bob Bengford, AICP	Program Co-Chairs
Bill Grimes, AICP	

Committee Members:

Kathleen Weinand, AICP; Elisabeth Schuck, AICP; Larry Vasquez;
Latisha Hill; Louis Mueler; Len Zickler, AICP; Dave Anderson, AICP;
Kate Blystone; and Todd Hall

Meeting Rooms



Second Floor and Pennington Wing

Schedule at a Glance

	Economic Development	Transportation Planning	Community Planning	Planning Tips & Tools	Environment & Health	Emerging Planner's Tool Kit
WEDNESDAY, OCTOBER 15						
5 - 8 pm	APA Washington Board of Directors Meeting (Elizabethan)					
6:15 - 9:15 pm	Short Course on Local Planning (New and Advanced for 2014!) (Grand Pennington A)					
THURSDAY, OCTOBER 16						
7:30 am - 4 pm	Registration, Networking and Exhibits (Registration in the Mezzanine and Exhibits in Grand Pennington C)					
8:30 - 8:50 am	Welcome to Spokane! Greetings from APA Washington President (Grand Pennington A & B)					
8:50 - 10 am	OPENING SESSION: Ilana Preuss, Chief of Staff, Smart Growth America: A Discussion about Mixed Use Industrial Concepts and the Conversion of Historic Industrial Properties to Office and Residential Uses (Grand Pennington A & B)					
10 - 10:15 am	Coffee and Tea Break (Grand Pennington C)					
10:15 - 11:15 am	Envisioning a Better Future – Scenario Planning for Livability (Early Bird)	The Division Prophecy (Worthy)	Tiny Houses = Big Impact on Homelessness (Elizabethan A)	Why the Sad Face? A Real Conversation about the State of the Planning Profession (Lincoln)	Planning to Eat: The Effectiveness of GMA in Farmland Preservation (Porter)	
11:15 - 11:30 am	Break with Exhibitors (Grand Pennington C)					
11:30 am - 12:30 pm	Pivoting Towards Sustainable Economic Success (Early Bird)	Tribal Transportation Planning, MAP-21 Reauthorization, and You (Lincoln)	Greening a Capital Corridor (Worthy)	Community Outreach to the New Generation (Elizabethan A)	Legacy & Prophecy: Public Health and Urban Planning (Porter)	How to Make a Quality Presentation to Citizens, Plan Commission, and City Council (Elizabethan B)
12:30 - 2 pm	LUNCH & KEYNOTE SPEAKER: Robert Gibbs, Gibbs Planning Group: The X-Factor of Placemaking (Grand Pennington A & B)					
2 - 3:15 pm	Between the Dollar and the Dream: New Strategies, New Tools (Worthy)	Transforming an Auto-Oriented Transportation Legacy (Elizabethan A)	Big Ideas for Washington's Future (Lincoln)	Beyond Don't – Ethics Do's Session ends at 3:30 pm (Early Bird) ETHICS	Green Streets: The "Lorax Tree" - Today's Green Infrastructure/ Resilience Metaphor (Porter)	
3:15 - 3:45 pm	Break with Exhibitors (Grand Pennington C)					
3:45 - 4:45 pm	Building Innovative Neighborhood Commercial Revitalization Programs (Early Bird)	Next Generation Parking Strategies (Elizabethan A)	Lessons Learned in Developing Effective Local Housing Strategies (Worthy)	The Right Tool for the Job: Using Cognitive Science to Improve Community Engagement (Porter)	Marijuana Review: Cutting Through the Haze of Nearly Two Years of Legal Marijuana LAW (Lincoln)	"Developer Speak" What is Important, How to Speak the Language, and What you Need to Know to Survive (Elizabethan B)
5:15 - 7:30 pm	RECEPTION / SILENT AUCTION Join us at the Riverside Event Center for a relaxing reception. Just a short walk from the Davenport, we will be in The Falls Room, affectionately referred to as "The Penthouse" because of its location on the top floor. The Falls Room has recently been remodeled and when the lights go down the ambiance of this room is enchanting. Enjoy an evening of food, drinks, networking and the annual silent action to raise money for scholarships.					
7:30 pm	PUB CRAWL and "Way of the Marmot" SCAVENGER HUNT					

Schedule at a Glance

	Economic Development	Transportation Planning	Community Planning	Planning Tips & Tools	Environment & Health	Emerging Planner's Tool Kit
FRIDAY, OCTOBER 17						
7:30 - 8:30 am	Registration, Networking and Exhibits <i>(Registration in the Mezzanine and Exhibits in Grand Pennington C)</i>					
8:30 - 9:45 am	Emerging Northwest Tribal Economies <i>(Lincoln)</i>	Transportation Transformation: Back to the Future <i>(Elizabethan A)</i>	Children as an Indicator Species - How Can Cities Promote Affordable Housing for Our Families? <i>(Porter)</i>	Social Change in the Suburbs <i>(Early Bird)</i>	Partnerships to Promote Health and Success <i>(Worthy)</i>	Making Yourself Indispensable: Key Insights for Emerging Professionals <i>(Elizabethan B)</i>
9:45 - 10 am	<i>Coffee and Tea Break (Grand Pennington C)</i>					
10 - 11 am	Future of Industry <i>(Lincoln)</i>	Growing Transit Communities in Suburban South King County <i>(Worthy)</i>	First Penguins through the Comp Plan Update Hole <i>(Elizabethan A)</i>	Engaging Gen Y in Real World Planning CANCELLED	Stormwater Master Planning: The Invert Ins-and-Outs <i>(Porter)</i>	
11 - 11:15 am	<i>Break with Exhibitors (Grand Pennington C)</i>					
11:15 am - 12:00 pm	The "Refining Fire" of Code Simplification & Consolidation <i>(Porter)</i>	Realizing the Potential: A New Prophecy for Spokane's Centers and Corridors <i>(Elizabethan A)</i>	Tribal Community Planning and Outreach <i>(Worthy)</i>	The Planning Canon (Cliff Notes) <i>(Lincoln)</i>	Climate Change & Infrastructure Vulnerability Assessments <i>(Early Bird)</i>	
12 - 1:45 pm	LUNCH, ANNUAL MEETING AND ANNUAL APA/PAW AWARDS PROGRAM <i>(Grand Pennington A & B)</i>					
1:45 - 3 pm	The Face of Washington's Working Waterfronts <i>(Lincoln)</i>	Connecting Complete Neighborhoods on Spokane's South Hill <i>(Worthy)</i>	Small, Shared and Social Spaces: The Right of Way as Public Realm <i>(Elizabethan A)</i>	Multicultural Outreach with Community Liaisons <i>(Porter)</i>	Vesting, Deadlines, Applications and Staff Reports: What Can Go Wrong LAW <i>(Early Bird)</i>	
3 - 3:30 pm	<i>Break with Exhibitors (Grand Pennington C)</i>					
3:30 - 4:30 pm	Getting Growth to Pay for Growth: Development of Impact and Mitigation Fees <i>(Early Bird)</i>	What Partnerships Should Look Like: Overlake Transit Center Funding Agreement <i>(Lincoln)</i>	Spokane Health Campus Master Plan <i>(Worthy)</i>	Historic Designations: Planning Aid or Hurdle? <i>(Porter)</i>	Growing Solar Communities <i>(Elizabethan A)</i>	

Keynote Speakers

Thursday, October 16

8:50 am – 10:00 am



OPENING GENERAL SESSION:

A Discussion About Mixed Use Industrial Concepts and the Conversion of Historic Industrial Properties to Office and Residential Uses

ILANA PREUSS, Chief of Staff, Smart Growth America

Ilana Preuss is Vice President and Chief of Staff at Smart Growth America. She has nearly 20 years experience working with communities and businesses across the country to help them build strong places by adopting and implementing development policies. Preuss brings a wealth of experience with federal, state and local real estate policy, creating national networks, leading trainings on communications and community engagement practices, and is an expert at direct engagement of local elected, business

and other community leaders. Preuss is an experienced speaker, see her TEDx presentation, “The Economic Power of Great Places,” and a regular press spokesperson who has been featured in the New York Times and USA Today. Her passion for downtown redevelopment brings all the pieces together and her work to promote urban industrial mixed use is a focus of her work these days.

Thursday, October 16

12:30 pm – 2:00 pm



KEYNOTE SPEAKER:

The X-Factor of Placemaking

Robert Gibbs, AICP, ASLA, Gibbs Planning Group

Robert Gibbs, AICP, ASLA, is a leading urban planning consultant who has contributed to over 400 master plans across the U.S., including Alexandria, Birmingham, Charleston, Detroit, Disney, Houston, Marquette and Naples. He also planned Michigan’s first ten New Urban communities and Form Based Codes. He founded GPG in 1988, and has prior experience with JJR/Smith and Taubman Centers.

In 2012, Gibbs was honored by the Clinton Presidential Library for his life’s contributions to urban planning and development and by the City of Auckland, New Zealand for his planning innovations. During the past 20 years, Gibbs has taught a continuing education course on urban retail planning and development at Harvard’s Graduate School of Design.

Gibbs is a charter member of the Congress for the New Urbanism, gives frequent lectures and has co-authored four books. Gibbs authored the *Urban Retail Form Based Code Module*, and in 2012 published *Principles of Urban Retail Planning and Development*. The book has received wide acclaim and was described by the APA as “... Not all sweetness and light, but one planners can ill afford to ignore.”

A professional Landscape Architect in Michigan and North Carolina, Gibbs earned an MLA from the University of Michigan’s School of Natural Resources and resides in Birmingham, Michigan. He serves on the Board of Directors for the Michigan chapters of the ASLA and CNU and is active in his community. Gibbs also formed the Urban Retail Institute in 2012 to promote sustainable retail development in American cities.

Gibbs has been profiled in the New York Times, Urban Land Institute and the Wall Street Journal. The Atlantic Monthly stated: “Gibbs has an urban planning sensibility unlike anything possessed by the urban planners who usually design downtown renewal efforts.”

Mobile Workshops

Thursday, October 16

10:00 am – 12:00 pm

EDS, MEDS & DOWNTOWN REVITALIZATION

MODERATOR: Andrew Worlock, City of Spokane
SPEAKERS: Mike Livingston, Kiemle & Hagood • Johnna Boxley, Spokane Convention Center/INB Performing Arts Center • Adam Jones, Greenstone Commercial

Experience a tour of Downtown Spokane and surrounding neighborhoods to see how economic development tools are strategically implemented to bring together higher education, medicine and new construction in the urban center. Stops will feature an under-construction 17-story hotel, a new Biomedical & Pharmaceutical Health Science Building housing Spokane's first full medical education facility, an early 20th century streetcar maintenance facility turned energy efficient office building, and an explosion of residential and commercial development in a formerly contaminated rail yard.

Hear directly from local leadership how economic incentives, from Tax Increment Finance to Historic Preservation Tax Credits, have helped projects 'pencil out' as we emerge from the recession.

1.5 CM PRICE / \$45

3:00 pm – 5:00 pm

THE FALLS, THE FAIRGROUNDS, AND THE FUTURE: RIVERFRONT PARK 40 YEARS LATER

SPEAKERS: Juliet Sinisterra and Leroy Eadie, Spokane Parks & Recreation

Riverfront Park is Spokane's park. It celebrates the city's history – built around the Spokane Falls – the vibrant and powerful epicenter of the region. A place where Native Americans gathered to trade and fish, where pioneers settled and created a city, and where the railroad helped grow the regional economy, the world honored the memory of this location by bringing the first environmentally themed World's Fair in 1974.

Now 40 years later, the City of Spokane is looking at a comprehensive planning approach to the park and how it functions. Come enjoy a cup of hot chocolate and cookies as we stroll through the park looking at its classic icons, the City's maintenance and preservation efforts, and new features identified by the community through broad public participation in the Riverfront Park Master Plan 2014.

1.5 CM PRICE / \$25

Friday, October 17

8:00 am – 12:00 pm

GREEN BLUFF: FROM PLANTING TO PLATING IN NORTH SPOKANE

MODERATOR: Lori Barlow, AICP, City of Spokane Valley
SPEAKER: Jeanna Hofmeister, CDME, CTA, Visit Spokane
Come experience the beauty of Green Bluff – a concentration of over 30 diverse farms offering a variety of activities including pick-your-own fruits and vegetables, seasonal festivals, hayrides, Fun Runs – all in an old fashioned farm setting.

You'll learn about the Green Bluff Growers, North Spokane's association of small family farms and foods stands located about 15 minutes outside the urban area. Local farmers will discuss how they've diversified agro-tourism to include trending new markets like wine tasting, brewing companies and wedding/event centers. Notable stops include optional tastings, fresh fruit pie, tree farms and an afternoon filled with scenery near Mt. Spokane.

2 CM PRICE / \$45

Session Descriptions

Wednesday, October 15

5:00 – 8:00 pm

No CM

Elizabethan

Board of Directors Meeting

6:15 – 9:15 pm

No CM

Grand Pennington A

A Short Course on Local Planning (New and Advanced for 2014!)

SPEAKERS: Joseph Tovar, FAICP, Tovar Planning • Elizabeth Tellesson, Winston-Cashatt • Chris Branch, Planning Association of Washington

HOSTED BY: City of Spokane and APA Washington

Thursday, October 16

8:00 – 8:30 am

Elizabethan B

Mentor Match Orientation

New to the conference this year, the Mentor Match Program pairs seasoned and emerging professionals during the conference. Registration for the program is closed.

8:30 am – 10:00 am

1 CM

Grand Pennington A & B

WELCOME & OPENING SESSION:

A Discussion about Mixed Use Industrial Concepts and the Conversion of Historic Industrial Properties to Office and Residential Uses

SPEAKER: Ilana Preuss, Chief of Staff, Smart Growth America
A revolution of small-scale production/manufacturing in our cities is coming, but we are crowding it out before it even has a chance to strengthen our local economies. By looking at new models of "mixed-use industrial" development around transit stations, we can create stronger neighborhoods and rebuild the local economy. Neighborhoods near transit that combine homes with shops and jobs are in high demand both from consumers and businesses. This high demand is causing a mass conversion of old industrial buildings into new residential and office uses. The high land values are pushing industrial uses out of our cities, away from local markets. With the wide availability of technology, clean tools, and the internet market, now is the time for cities to create urban production & manufacturing districts and use them to anchor redevelopment efforts. This talk will highlight the changing market for small-scale production, present a number of models being pursued by real estate developments integrating industrial uses into projects, discuss why this is important to our local economies, and how we can achieve these outcomes.

10:15 – 11:15 am

1 CM

Early Bird

Envisioning a Better Future – Scenario Planning for Liveability

SPEAKERS: Lisa Key, David Evans and Associates • Carole Richardson, PE, Plangineering, LLC

Learn how the MPO in Pocatello, Idaho used scenario planning and web-based public involvement tools as a means to engage its community in a meaningful discussion about the impact of land use decisions on livability and needed future transportation investments, as a foundation for development of their long-range transportation plan.

1 CM

Worthy

The Division Prophecy

SPEAKER: Karl Otterstrom, AICP, Spokane Transit Authority

Today, Division Street supports one of the Spokane Region's strongest commercial corridors. But with the anticipated completion of the North Spokane Corridor, Division's fate is in doubt. This panel will draw on the knowledge of a diverse group of experts to discuss how corridors like this one might survive in the future.

1 CM

Elizabethan A

Tiny Houses = Big Impact on Homelessness

MODERATOR: Leonard Bauer, AICP, City of Olympia

SPEAKERS: Steve Friddle, City of Olympia • Jill Severn, Panza Board Member • Tm Ransom, Panza

February's New York Times story on Olympia's Quixote Village illustrates the large impact tiny houses can have on homelessness and their residents. Olympia will share this story illustrating how planners working with dedicated citizens can help to facilitate a non-profit's innovative approach to creating supportive housing and a thriving community.

1 CM

Lincoln

Why the Sad Face? A Conversation About the State of the Planning Profession

MODERATOR: Nikole Coleman-Porter, AICP, City of Des Moines

SPEAKERS: Mike Basinger, AICP, City of Spokane Valley • Kendra Breiland, AICP, Fehr & Peers • Craig Gildroy, City of Chelan

This session will bring together planners who have been in the field for a variety of years; all with a positive outlook on the profession. Why do they smile? Why do they still love the work they do? The goal of this session is to engage in a conversation with the audience.

1 CM

Porter

Planning to Eat: The Effectiveness of GMA in Farmland Preservation

MODERATOR: Christy Carr, City of Bainbridge Island
SPEAKERS: Tim Trohimovich, AICP, Futurewise • Megan Horst, AICP, University of Washington • Heather Ballash, AICP, Department of Commerce, Growth Management Services
Despite the importance of farming to our economy and quality of life, Washington state continues to lose farmland. While there is limited evidence that examines its effectiveness in curtailing farmland loss, this session will ask the question: "Is the GMA contributing a measurable degree of protection to farmland in the state?"

11:30 am – 12:30 pm

1 CM

Early Bird

Pivoting Towards Sustainable Economic Success

MODERATOR: Lisa Grueter, AICP, BERK
SPEAKERS: Mark Kulaas, FAICP, Douglas County • Salina Lyons, AICP, City of Covington • Allison Satter, City of Bremerton
Bremerton, Covington, and East Wenatchee/Port of Douglas County are blending environmental and economic opportunities to pivot from past suburban patterns to create vital neighborhoods. This panel session will present successes and lessons learned about: interagency partnerships; uniting environmental and economic values; and market-based implementation strategies.

1 CM

Lincoln

Tribal Planning, MAP-21 & You

MODERATOR: Michael Cardwell, AICP
SPEAKERS: Dr. Dick Winchell, FAICP, Eastern Washington University • Kirk Vinish, AICP, Lummi Nation • Richard Rolland, Rolland Associates
The Highway Trust Fund is insolvent. Hybrid and Electric vehicles do not contribute their fair share to the kitty. Our entire highway infrastructure may be unmaintained unless we fix it. The panel of Tribal Planners have examined the federal legislation and are living with the challenges that reduced funding has caused. We will present a success story (tribal transit) and what we can all do to get behind new legislation.

1 CM

Worthy

Greening a Capital Corridor

MODERATOR: Stacey Ray, City of Olympia
SPEAKERS: Abby Hall, US EPA Office of Sustainable Communities • Sophie Stimson, City of Olympia • Connie Goldade, RLA, BFQLP, LEED® AP, Community Design + Architecture
The U.S. EPA has selected Olympia to receive place-based design assistance through the Greening America's Capitals Program. Hear from the project team how this exciting collaboration has resulted in a dynamic new and 'green' vision for Capitol Way, a major corridor connecting the Capitol Campus to Olympia's historic downtown.

1 CM

Elizabethan A

Community Outreach to the New Generation

MODERATORS: Jacqueline Reid, AICP, Snohomish County • Paula Reeves, AICP, Washington State Department of Transportation
SPEAKERS: Gwen Rousseau, AICP, City of Bellevue • Molly Ayers, Community Engagement, Eastern Washington University
This panel explores the question, "How can youth play a more active role in shaping the economic and civic life of our communities?" and explains how planning processes driven by local governments can adapt to be more transparent and responsive by engaging youth in order to create more representative, equitable, and sustainable plans overall. Attendees will learn about several transferable examples of innovative efforts to engage young people in planning for improvements in their communities and cities.

1 CM

Porter

Legacy & Prophecy: Public Health and Urban Planning

MODERATOR: Nikole Coleman-Porter, AICP, City of Des Moines
SPEAKERS: Gregg Dohm, AICP, G.R. Dohm • Elizabeth Chamberlain, AICP, City of Auburn • Heleen Dewey, Spokane Regional Health District
City planning originated, around the turn of the last century, out of concerns over health problems created by filthy slums and industries. Public health and urban planning were practically one and the same. Then the fields of public health and planning came uncoupled and grew in different directions. But as concerns began to grow that the communities we design were making us sick, the two disciplines rediscovered mutual goals. This session will explore the past, present, and future of the relationship between public health and urban planning.

1 CM

Elizabethan B

How to Make a Quality Presentation

SPEAKERS: Corbitt Loch, AICP, City of Lynnwood • Rachelle Strawther, Gonzaga University
Your presentations can be engaging – but not without effort. Learn how you can become the "go-to" resource for presentations that succeed. You will gain techniques that can make an average presentation exceptional. Attendance is limited to individuals willing to break old habits to achieve new heights.

12:30 pm – 1:45 pm

1.25 CM

Grand Pennington A & B

LUNCH & KEYNOTE SPEAKER:

The X Factor of Placemaking

SPEAKER: Robert Gibbs, AICP, ASLA, Gibbs Planning
Although the planning and design principles of placemaking are becoming normative with downtowns and new development, many lack the "X-Factor" dimension commonly found in historic places. This session will define and illustrate examples of the X-Factor's built case studies estimate its potential economic value for the public and private sector.

2:00 – 3:15 pm

1.25 CM

Worthy

**Between the Dollar and the Dream:
New Strategies, New Tools**

MODERATOR: Joseph Tovar, FAICP, University of Washington
SPEAKERS: John Owen, MAKERS • Scott Chesney, City of
Spokane • Karen Wolf, AICP, King County Office of Performance,
Strategy and Budget

*This session recaps the successful approaches to the first 25 years of
planning under the Growth Management Act, and provides insights
into the new tools and strategies that will be needed to meet the
challenges of the next 25 years, an era of ever scarcer public funding.*

1.25 CM

Elizabethan A

**Transforming an Auto-Oriented
Transportation Legacy**

MODERATOR: Charlotte Claybrooke, MS, Washington State
Department of Transportation
SPEAKERS: Chris Comeau, AICP, City of Bellingham • Mike Lowry,
PhD, PE, PTP, University of Idaho • Seth Cool, MS, University of
Idaho

*The session will provide an overview of planning tools and share
an example of a bicycle master plan to transform the legacy of
auto-oriented streets into a multi-modal and bicycle friendly
transportation system to meet the needs of the future.*

1.25 CM

Lincoln

Big Ideas for Washington's Future

MODERATOR: Jill Sterrett, FAICP, University of Washington
SPEAKERS: John Owen, MAKERS • Kara Martin, AICP, Urban Food
Link • Rachel Miller, MAKERS

*Learn about emerging challenges in planning and participate in
discussions of how planners are taking action to help resolve these
issues. Leading planners in our region will present 8 to 10 different
challenges, describe the approach of their Working Group, and discuss
additional ideas that the Chapter members contribute.*

1.5 CM (Ethics)

Early Bird

Beyond Don't – Ethics Do's

MODERATOR: Ferdouse Oneza, AICP, Oneza & Associates
SPEAKERS: Kristina Cerise, AICP • Gary Maynard, AICP, AECOM
APA requires ethics credits if you want to keep your AICP certification.
It does not require that getting those credits be painful or boring.
This session will engage your mind, your conscience and your funny
bone. We promise. And, due to professional ethical obligations, we
must deliver on that promise. (Session ends at 3:30 pm.)

1.25 CM

Porter

**Green Streets: The "Lorax Tree" – Today's Green
Infrastructure/Resilience Metaphor**

MODERATOR: Eric Schmidt, RLA, RA, AICP
SPEAKERS: Michael Taylor, PE, City of Spokane •
Kendra Breiland, AICP, Fehr & Peers

*This session will focus on green street projects and how they help
achieve a variety of community objectives, including systems
integration, fiscal and environmental sustainability, and community
revitalization.*

3:45 – 4:45 pm

1 CM

Early Bird

**Building Innovative Neighborhood Commercial
Revitalization Programs**

MODERATOR: Beth Dufek, BDS – Planning & Urban Design
SPEAKERS: Brian Scott, Ph.D., MLA, BDS – Planning & Urban
Design • Leslie Smith, Alliance for Pioneer Square • Mike Stewart,
Ballard Chamber of Commerce

*Seeking vibrant and resilient neighborhoods, Seattle has a history
of successful grassroots revitalization. The most sustainable and far
reaching programs are founded on state legislation. Panelists explore
catalysts of the Pioneer Square, University District, and Ballard
experiences, and lessons about public private partnerships, changing
neighborhood dynamics, and citizen involvement.*

1 CM

Elizabeth A

Next Generation Parking Strategies

MODERATOR: Stefanie Herzstein, PE, PTOE, Transpo Group
SPEAKERS: Dan McKinney, Transpo Group • Karl Typolt, PE,
Transpo Group

*This session will explore a series of next generation parking strategies
including demand based parking pricing, real-time information from
drivers, and monitoring of commercial vehicle space occupancy. These
modern approaches aim to reduce traffic congestion and associated
pollution, and support parking programs that balance competing
needs and create livable neighborhoods.*

1 CM

Worthy

**Lessons Learned in Developing Effective Local
Housing Strategies**

MODERATOR: Bob Bengford, AICP, MAKERS
SPEAKERS: Arthur Sullivan, ARCH • Geoff Wentlandt, AICP,
City of Seattle

*Finding lists of housing strategies to address the range of housing
needs for a city is easy. More challenging is getting effective strate-
gies approved. Speakers discuss lessons learned about designing and
implementing plans and strategies that increase the diversity and
affordability of housing.*

1 CM

Porter

**The Right Tool for the Job: Using Cognitive Science
to Improve Community Engagement**

SPEAKERS: John Owen, AIA, MAKERS • Melanie Mayock
The session will introduce participants to recent behavioral
research findings, consensus building techniques and value research
and will provide ideas for how these advancements can improve
planning practice.

1 CM

Elizabethan B

“Developer Speak”

What is Important, How to Speak the Language, and What You Need to Know to Survive

MODERATOR: Tami Palmaquist, AICP, City of Spokane
SPEAKERS: Jeffery Wilson, AICP, Washington State Department of Commerce • Christopher Batten, CCIM, RenCorpRealty • Ron Wells, AIA, Wells and Company

Every profession speaks a different language. So do you understand what your partners are really saying? Can they understand what you are saying? Is it a foreign language you learn in school? Can you sign up for a Rosetta course? Can you really learn it in 14 days? Does it really matter? Only if you want to be the best at what you do. Come hear from a panel of local developers and other professionals about how to speak the same language as your partners.

1 CM (Law)

Lincoln

Marijuana Review: Cutting Through the Haze of Nearly Two Years of Legal Marijuana

MODERATOR: Scott Kuhta, AICP, Washington State Department of Commerce
SPEAKERS: Erik Lamb, JD, City of Spokane Valley • Hilary Bricken, JD, Canna Law Group

Come and hear about the current status of recreational and medical marijuana. The session will cover legal issues surrounding regulating marijuana at the local level, including what we've learned in the first six months of licensed operations, updates on legal challenges, and updates on the federal response.

5:15 pm – 7:30 pm

RECEPTION and SILENT AUCTION at the Riverside Event Center

Just a short walk from the Davenport, we will be in The Falls Room, affectionately referred to as “The Penthouse” because of its location on the top floor. The Falls Room has recently been remodeled and when the lights go down the ambiance of this room is enchanting. Enjoy an evening of food, drinks, networking and the annual silent action to raise money for scholarships.

7:30 pm

PUB CRAWL and “Way of the Marmot” SCAVENGER HUNT

You can pick up a PUB CRAWL map at the Registration Desk or check the Conference website for more information.

Friday, October 17

8:30 am – 9:45 am

1.25 CM

Lincoln

Emerging Northwest Tribal Economies

SPEAKERS: Dr. Dick Winchell, FAICP, Eastern Washington University • D. Patrick Jones Ph.D., Institute for Public Policy and Economic Analysis • Margo Hill, Spokane Tribe

Three American Indian reservations, the Colville Confederated Tribes, the Spokane Tribe, and the Kalispel Tribe, were invited to participate in collaborative analysis of economic and community data linked to community “indicators” as a tool for economic and community development. Application of detailed data collection and analysis provided new “annual” data for tribes and allowed tribal government leaders to better understand the dynamics of economic change over time. The new census product “Local Employment Dynamics” was used to provide annual NAICS code data specific to each reservation presented to tribes as the basis for economic and community strategies.

1.25 CM

Elizabeth A

Transportation Transformation: Back to the Future

MODERATORS: Louis Meuler, City of Spokane • Chris Comeau, AICP, City of Bellingham • Joel Pfundt, AICP, CTP, City of Redmond • Kendra Breiland, AICP, Fehr & Peers
SPEAKERS: Tracy Krawczyk, Seattle Department of Transportation • Christina Mudgett, PE, Pierce County Public Works and Utilities • Robin Mayhew, Puget Sound Regional Council

Modern urban transportation planning requires transforming the legacy of auto-oriented transportation corridors into multi-modal facilities to accommodate dynamic and changing socio-demographics and mobility needs, which harken back to pre-automobile land use and mobility patterns. The legacy and the prophecy are coming full-circle back to the future.

1.25 CM

Porter

Children as an Indicator Species: How Can Cities Promote Affordable Housing for Our Families?

MODERATOR: David Cutler, AIA, NCARB, Seattle Planning Commission
SPEAKERS: Amalia Leighton, PE, Seattle Planning Commission • Diana Canzoneri, MPA, Seattle Planning Commission • Catherine Benotto, AIA, ASLA, LEED AP, BD+C, Seattle Planning Commission
Seattle Planning Commission leaders will outline their Family-Sized Housing Action Agenda and engage you in an energizing discussion about strategies communities can use to increase attractive and affordable housing choices for this important demographic.

1.25 CM

Early Bird

Social Change in the Suburbs

MODERATOR: Dawn Couch, BERK Consulting
SPEAKERS: Jack Pace, City of Tukwila • Nathan Phillips, YMCA of Greater Seattle • Mark Santos-Johnson, City of Renton

Tukwila and Renton are places of national significance in terms of growing suburban poverty and increasing social diversity. This session will explore how planners and housing/human service providers are partnering to develop effective land use and housing plans and social services to meet the needs of culturally diverse neighborhoods.

1.25 CM

Worthy

Partnerships to Promote Community Health and Success

MODERATOR: Janet Shull, AICP, City of Seattle
SPEAKERS: Denise Lathrop, AICP, City of Des Moines • Susan Anderson • Nick Cilluffo, MUP, Forterra

Discover how two Washington communities are working to create positive health outcomes – Des Moines’ nutritional standards and “K-FIT” programs and Federal Way’s “neighborhood greenway”. Take away information, strategies, and tools to plan, create partnerships and provide programs and facilities that promote physical activity to improve the health of your community.

1.25 CM

Elizabethan B

Making Yourself Indispensable: Key Insights for Emerging Professionals

MODERATOR: Jo Anne Wright, AICP, City of Spokane
SPEAKERS: Kim Selby, RLA, AICP, NBBJ • Chaz Bates, AICP, Studio Cascade • Dave Anderson, AICP, Washington State Department of Commerce

How do Planning Managers view emerging planners? What is expected from you by other members of the staff? What should you bring to the table that is of value and that makes you necessary? How can you become not only relevant, but an integral piece of the puzzle?

10:00 am – 11:00 am

1 CM

Lincoln

The Future of Industry

SPEAKERS: Erika Harris, AICP, Puget Sound Regional Council • Chris Mefford, AICP, Community Attributes

Analysts predict that manufacturing will return to the US from overseas. What does the future of industry look like and what resources does modern industry need to be successful? Presenters will share research and findings from the central Puget Sound region’s industrial lands analysis to answer these questions.

1 CM

Worthy

Growing Transit Communities in Suburban South King County

MODERATOR: Michael Hubner, AICP, Puget Sound Regional Council
SPEAKERS: Denise Lathrop, AICP, City of Des Moines • Steve Pilcher, AICP, City of SeaTac • Isaac Conlen, City of Federal Way

Economic and demographic changes are altering our picture of the suburbs with each decade. This session will bring together three Planning Managers from suburban communities in South King County all looking to utilize the existing Rapid Ride Transit and the extension of Sound Transit’s Link Light Rail to enhance their communities with promise of Transit Oriented Development.

1 CM

Elizabethan A

First Penguins Through the Comp Plan Update Hole

SPEAKERS: Louis Meuler, City of Spokane • Kendra Breiland, AICP, Fehr & Peers • Bill Grimes, AICP, Studio Cascade, Inc.

This session will focus on the current round of Comp Plan updates and share experiences learned from this round’s “first penguins.” As the analogy goes, it’s always best to be the second or third penguin, rather than the first who risks being eaten by a predator.

1 CM

Porter

Stormwater Master Planning: The Invert Ins-and-Outs

SPEAKERS: Bobbie Ryder, AICP, Washington State University • David McCarroll, Washington State University • Taylor Arndt, Washington State University

Stormwater management has been a mandate since the inception of the 1990 National Pollutant Discharge Elimination System, yet achievement of water quality improvement remains a challenge for communities. This session will explain a method to create a stormwater master plan and why it makes ecological and financial sense.

11:15 am – 12:00 pm

0.75 CM

Porter

The “Refining Fire” of Code Simplification and Consolidation

MODERATOR: Lynn Deitrick, AICP, Yakima County
SPEAKERS: Zella West, Nob Hill Water Association • Steven Erickson, CPO, Yakima County • Thomas Carroll, Yakima County • Thomas Durant, Durant Development Services, Inc.

The session reviews Yakima County’s process for creating and implementing its new Unified Land Development Code from the perspectives of the Planning Commission Chair, a private sector consultant and planning staff. Specifically what worked well, what did not work so well, and what were their expectations for the product?

0.75 CM

Elizabethan A

Realizing the Potential: A New Prophecy for Spokane’s Centers and Corridors

SPEAKER: Karl Otterstrom, AICP

Spokane’s Centers and Corridors are the heart of its land use plan. Although realization of this vision has been slow, most people agree that the potential is there and that there have been promising signs. Listen to an expert panel talk about how the vision can become a reality.

0.75 CM

Worthy

Tribal Community Planning and Outreach

SPEAKERS: Susan Devine, Community Planning and Public Involvement Specialist • Darren Sandeno, ASLA • Sev Jones, Kalispell Tribe of Indians • Kristen McCoy, Community Planner

While traditional planning looks out 20 years, tribes are looking at the results of their actions seven generations (140 years) into the future, fully aware that today’s decisions set in course a series of actions that will become their legacy. This panel will present a selection of community planning projects for four Northwest Tribes – Quileute, Tulalip, Kalispel, and Quinault. The projects used a variety of low and no-tech outreach efforts, intensive charrette, and hands-on workshop exercises to engage tribal leadership and membership in shaping their future through planning.

0.75 CM

Lincoln

The Planning Canon (Cliff Notes)

MODERATOR: Susan Winchell, AICP

SPEAKERS: Kristina Cerise, AICP • Erika Conkling, AICP, City of Bellevue

You know all those great planning books you've been meaning to read? We got the Cliff Notes! From classic to contemporary and practical to philosophical. Come get ideas, insights and inspiration from great authors past and present.

0.75 CM

Early Bird

Climate Change & Infrastructure Vulnerability Assessments

MODERATOR: Joyce Phillips, AICP, Washington State Department of Commerce

SPEAKERS: Lara Whitely Binder, University of Washington Climate Impacts Group • Carol Lee Roalkvam, Washington Department of Transportation Environmental Services Office

Climate impacts are present in Washington. Vulnerability assessments help agencies learn how impacts may affect critical infrastructure and help identify measures to reduce risks. Two recent case studies will be discussed. Learn which tools were used and consider how similar studies may be useful for your jurisdiction.

12:15 pm – 1:30 pm

Grand Pennington A & B

LUNCH, APA/PAW AWARDS and APA WA MEMBERSHIP MEETING

1:45 – 3:00 pm

1.25 CM

Lincoln

The Face of Washington's Working Waterfront

MODERATOR: Nicole Faghin, LEED AP, Washington Sea Grant

SPEAKERS: Chris Mefford, AICP, Community Attributes • Steve Sewell, State of Washington • Julie Bassuk, AICP, MAKERS

We have a \$30 Billion Maritime Industry in Washington State. Learn about Washington's robust maritime industry. Hear policy directions from the Washington Department of Commerce Maritime Director. Learn about economic data showing depth and breadth of industry. Finally, learn land use mechanisms to support these efforts.

1.25 CM

Worthy

Connecting Complete Neighborhoods on Spokane's South Hill

SPEAKERS: Jay Renkens, AICP, MIG, Inc. • Jo Anne Wright, AICP, City of Spokane • Deb Barnes, HAPI by Design

Since the formation of the South Hill Coalition, five neighborhoods in Spokane have worked to create a Connectivity and Livability Strategic Plan. The conference session will focus on the grassroots and collaborate planning tools utilized throughout the process to leverage limited resources, as well as plan recommendations.

1.25 CM

Elizabethan A

Small, Shared and Social Spaces: The Right of Way as Public Realm

SPEAKERS: Brice Mayman, ASLA, PLA, LEED AP •

Jennifer Wieland, MCRP, MPH, Seattle Department of Transportation • Nate Cormier, ASLA, PLA, LEED AP, Svr Design

From woonerfs to parklets to alley activation, the City of Seattle is actively reimagining the right of way as public realm. City representatives and designers will share successes and lessons learned from the City's process and how communities around Washington can begin to rethink streets.

1.25 CM

Porter

Multicultural Outreach with Community Liaisons

MODERATOR: Joyce Trantina, City of Tukwila

SPEAKERS: Becca Meredith • Nora Gierloff, AICP, City of Tukwila • Alma Villegas

Lessons learned from Tukwila's community liaison program to increase public involvement with our immigrant and refugee communities. Includes development of the program with Forterra, the City's efforts at cultural competency, the pilot project with Global to Local and the main takeaways for community engagement and event planning.

1.25 CM (Law)

Early Bird

Vesting, Deadlines, Applications and Staff Reports: What Can Go Wrong?

SPEAKER: Michael Connelly, Attorney

Recent case law has both answered and created questions concerning vesting rules, deadlines for approval of applications such as short plats and binding site plans, the impact of application formats and questions asked, and the content of applications and staff reports. This presentation will discuss these current issues and recent case law and statutes.

3:30 – 4:30 pm

1 CM

Early Bird

Getting Growth to Pay for Growth: Development of Impact and Mitigation Fees

MODERATOR: Andy Fenstermacher, LEED AP, AICP, MAKERS

SPEAKERS: Julie Bassuk, AICP, MAKERS • Randy Young, Young & Company

Impact and mitigation fees are valuable tools for growing cities of all sizes to help pay for necessary expansions of municipal facilities and services. Learn about determining and implementing these fees in a structured and systematic manner through a review of two case studies: Renton and Black Diamond.

1 CM

Lincoln

What Partnerships Should Look Like: Overlake Transit Center Funding Agreement

SPEAKERS: Jim Stanton, AICP, Microsoft • Joel Pfundt, AICP, City of Redmond • Don Billen, Sound Transit East Link

How public – private partnerships are created, negotiated and funded using the Overlake Transit Center as a case study.

1 CM

Worthy

Spokane Health Sciences Campus Master Plan

SPEAKERS: Kim Selby, RLA, AICP, NBBJ • Brad Leathley, AIA, NBBJ
• Rusty Pritchard, CCM, Washington State University
Spokane Campus

How will WSU and EWU develop the WSU Spokane Health Sciences Campus to provide a world-class education in health sciences education, research and outreach? Learn more about this urban campus and how future growth seeks to better connect to downtown and the University District.

1 CM

Porter

Historic Designations: Planning Aid or Hurdle?

MODERATOR: Greg Griffith, AICP, Department of Archaeology and Historic Preservation

SPEAKERS: Megan Duvall, City & County of Spokane • Michael Houser, Department of Archaeology and Historic Preservation

This panel discussion will explore historic property designations (i.e., National Register of Historic Places, local landmark designations, and others) and implications of register listings to the work of local land use planners. Are such designations intended to thwart change? Are they not only arcane and but also burdensome? A drain on staff time and budget? This session will explore the myths and realities of historic register listings including how they work and how they can be used to advance your local planning efforts.

1 CM

Elizabethan A

Growing Solar Communities

MODERATOR: Joyce Phillips, AICP, Washington State Department of Commerce

SPEAKERS: Heidi Bedwell, City of Bellevue • Jackie Lynch, CEP, AICP

Learn how planners can encourage greater use of residential rooftop solar photovoltaic systems in their communities. From policy, to development regulations, to working with local residential builders and solar energy system installers – we'll discuss how planners can advance renewable energy in the communities they serve.



Certification Maintenance

How can I earn CM credits?

The American Planning Association (APA) (www.planning.com) and the Washington Chapter (www.washington-apa.org) have extensive information on activities that qualify for CM credit. CM credit hours requested for sessions at this conference are pending.

How can I log CM credits?

Every AICP member has a personal online CM log. Use your APA ID and password to log in at www.planning.org, search for CM activities, rate them, and submit them to your CM log. CM credit has been requested for the majority of workshops and sessions at this conference unless noted. If you have questions, please contact APA at aicpcm@planning.org.

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The WASHINGTON CHAPTER of the AMERICAN PLANNING ASSOCIATION is an organization of people with an interest in land use, housing, transportation, environmental, economic and social planning. Among others, our membership includes citizen planners, planning commissioners and other planning officials, and professional planners within the State of Washington and elsewhere.

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2014 Awards

STUDENT CATEGORY

AWARD: Ghost Signs of Seattle: Policy Review and Inventory in Pioneer Square and the Chinatown-International District, Marie R. Wong, Ph.D. Professor, Seattle University

HONORABLE MENTION: Lake Ballinger Park, City of Mountlake Terrace, University of Washington Advisors Marty Curry and Jill Sterrett

IMPLEMENTATION

AWARD: 4th Street Improvements, City of Bremerton

COMPREHENSIVE PLANNING: Large Jurisdictions

AWARD: South Downtown Sub Area Plan and Environmental Impact Statement, City of Tacoma

HONORABLE MENTION: Waterfront District Plan, City of Bellingham and Port of Bellingham

COMPREHENSIVE PLANNING: Small Jurisdictions

AWARD: Capitol Boulevard Planning Project, City of Tumwater

TRANSPORTATION

AWARD: Horizon 2040, Spokane Regional Transportation Council

CITIZEN INVOLVEMENT

AWARD: Tukwila Community Connectors, City of Tukwila

SUSTAINABILITY

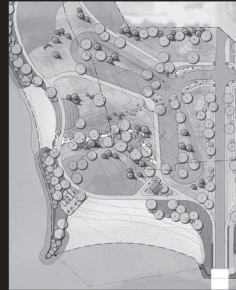
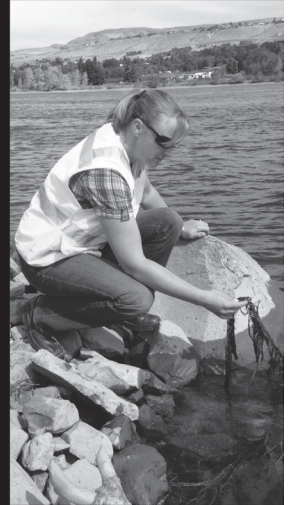
AWARD: Creating Places-Preserving Spaces, Thurston Regional Planning Council

HONORABLE MENTION: Growing Transit Communities Strategy, Puget Sound Regional Council



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