2011 North Carolina Planning Conference
Planning Works in a Changing Economy

Look what we have planned for you!

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Introduction

The 2011 North Carolina Planning Conference is scheduled to take place in Charlotte from October 5th to 7th at the Hilton Charlotte Center City. This year’s conference is focused on the theme: “Planning Works in a Changing Economy.” Attendees will have the opportunity to gain information and insight from presenters in the following session tracks; Economy, Environment, Transportation/Land Use, and Planning Practice. The Conference will feature more than 40 sessions, including mobile tours of Charlotte’s new light rail system, networking opportunities and vendor displays. The Conference will kick-off with an opening reception Wednesday night at the new Mint Museum (including access to all museum displays). Thursday morning’s plenary opening session will feature an address by Tom Murphy, Senior Resident Fellow, Urban Land Institute Klingbeil Family Chair for Urban Development and former Mayor of Pittsburgh, who will challenge and inspire attendees with the story of the “Pittsburgh Renaissance”. The Conference will wrap-up Friday morning with an interactive ethics session led by APA President (and Raleigh Planning Director) Mitchell Silver, who will also provide attendees with an overview of the “State of APA”. We are excited to announce that this year the Ethics Session will utilize key pad technology to allow participants to actively engage in the session and weigh in with their thoughts and positions regarding real life situations. 

So please join us for what promises to be a dynamic, informative and fun conference!

Over 75 AICP CM Credits will be offered and attendees who register early can achieve approximately half of the total AICP CM Credits needed for only $199!
Tom Murphy is a senior resident fellow, ULI/Klingbeil Family Chair for urban development. Murphy, former mayor of Pittsburgh, joins six other ULI senior resident fellows who specialize in public policy, retail/urban entertainment, transportation/infrastructure, housing, real estate finance and environmental issues. His extensive experience in urban revitalization—what drives investment, what ensures long-lasting commitment—is a key addition to the senior resident fellows’ areas of expertise.

Since January 2006, Murphy had served as ULI’s Gulf Coast liaison, helping to coordinate with the leadership of New Orleans and the public to advance the implementation of rebuilding recommendations made by ULI’s advisory services panel last fall. In addition, he worked with the Louisiana state leadership, as well as with leadership in hurricane-impacted areas in Mississippi, Alabama and Florida to identify areas appropriate for ULI involvement.

Prior to his service as the ULI Gulf Coast liaison, Murphy served three terms as the mayor of Pittsburgh, from January 1994 through December 2005. During that time, he initiated a public-private partnership strategy that leveraged more than $4.5 billion in economic development in Pittsburgh. Murphy led efforts to secure and oversee $1 billion in funding for the development of two professional sports facilities, and a new convention center that is the largest certified green building in the United States. He developed strategic partnerships to transform more than 1,000 acres of blighted, abandoned industrial properties into new commercial, residential, retail and public uses; and he oversaw the development of more than 25 miles of new riverfront trails and urban green space.

From 1979 through 1993, Murphy served eight terms in the Pennsylvania State General Assembly House of Representatives. He focused legislative activities on changing Western Pennsylvania’s economy from industrial to entrepreneurial and authored legislation requiring the Commonwealth of Pennsylvania pension fund to invest in venture capital. In addition, he authored legislation that created the Ben Franklin Technology Partnership, which is dedicated to advancing Pennsylvania’s focus on technology in the economy; and he authored legislation to encourage industrial land reuse and to transform abandoned rail right-of-ways into trails and green space.

Murphy served in the Peace Corps in Paraguay from 1970 through 1972. He is a 1993 graduate of the New Mayors Program offered by Harvard University’s Kennedy School of Government. He holds a masters of science degree in urban studies from Hunter College, and a bachelor of science degree in biology and chemistry from John Carroll University.

He is an honorary member of the American Society of Landscape Architects; a board member of the Pennsylvania League of Cities and Municipalities; and a board member of the National Rails to Trails Conservancy. He received the 2002 Outstanding Achievement of City Livability Award from the U.S. Conference of Mayors and was selected as the 2001 Pittsburgh Man of the Year Award by Vectors Pittsburgh.
### Conference Activity

**The Harvey B. Gantt Center for African American Arts + Culture Tour**

**TIME:**
Wednesday, October 5,
10:00 AM to 11:00 AM

**Cost:**
$5

Experience a guided tour of The Harvey B. Gantt Center for African American Arts + Culture. Special guest featured! Meet at Center entrance located at 551 S. Tryon Street at least 15 minutes prior to tour. Pay onsite reduced group admission rate of $5 per person with NCAPA tour group at the Center. Conference attendees who want to participate need to RSVP to Zunilda Rodriguez at zuniz89@hotmail.com. For more information on The Harvey B. Gantt Center please visit [www.ganttcenter.org](http://www.ganttcenter.org).

### Conference Activity

**Bi-Annual NCAPA Legislative Meeting**

**TIME:**
Wednesday, October 5,
11:00 AM to 12:50 PM

At this meeting, attendees will get a detailed recap of the 2011 General Assembly long session; review the adopted 2011/12 NCAPA Legislative Agenda; and learn more about how to participate meaningfully in the legislative process, including becoming a member of the committee. Lunch will be provided although registration is required. All NCAPA members are welcome and encouraged to attend.

### Conference Activity

**NCAPA Annual Golf Tournament**

**TIME:**
Wednesday, October 5,
12:00 PM

**Cost:**
$50-$60

Join your fellow North Carolina Chapter members for the 2011 NCAPA Golf Tournament on the Birkdale Golf Club Course located at 16500 Birkdale Commons Parkway in Huntersville. Registration will start at 11:30 AM. Cost includes green and cart fees, light lunch, drink tickets, electronic scoring, and prizes. For more information, contact Jessica Rossi at jrossi@warren-assoc.com.

### Conference Activity

**AICP Pre-Exam Review Session**

**TIME:**
Wednesday, October 5,
1:30 PM to 3:30 PM

**Presenters:**
Lauren Blackburn, AICP, NCAPA Professional Development Officer;
Recent AICP Exam Participants (TBD)

Do you plan to take the AICP exam in 2012 or are you considering becoming certified? This workshop will give you an overview of the AICP examination process. We will discuss the application, exam subject matter, NCAPA review session opportunities, testing environment, study techniques, and study resources. We will also discuss the code of ethics and what it means to be a member of AICP.
Preliminary List of
Conference Activities

Conference Activity

Opening Reception at the Mint Museum Uptown

**Time:** Wednesday, October 5, 6:00 PM to 8:00 PM

**Cost:** $35 per additional ticket (if ticketed separate from conference fee)

The Opening Reception will take place in The Mattye and Marc Silverman Grand Room and Trustees Terrace at the Mint Museum Uptown. All reception attendees will have the opportunity to explore this extraordinary museum as it houses the internationally-renowned Mint Museum of Craft + Design, as well as outstanding collections of American, contemporary, and European art. The five-story, 145,000-square-foot facility combines inspiring architecture with groundbreaking exhibitions to provide visitors with unparalleled educational and cultural experiences. Located in the heart of Charlotte’s burgeoning uptown, the Mint Museum Uptown is an integral part of the Levine Center for the Arts, a cultural campus that includes the Bechtler Museum of Modern Art, the Harvey B. Gantt Center for African-American Arts + Culture, the Knight Theater, and the Duke Energy Center. For more information on the Mint Museum Uptown, please visit [www.mintmuseum.org](http://www.mintmuseum.org).

Conference Activity

Young Planners Group Social (Location TBD)

**Time:** Wednesday, October 5, 8:00 PM to 10:00 PM

ALL Conference attendees are invited to join the Young Planners Group for an “after party” social immediately following the Opening Reception. More details to come soon!

Conference Activity

NCAPA Awards Luncheon

**Time:** Thursday, October 6, 12:45 PM to 2:10 PM

**Cost:** $35 per additional ticket (if ticketed separate from conference fee)

Karen Smith and Roger Waldon, co-chairs of the NCAPA Awards Committee, will present chapter awards recognizing agencies and individuals that have completed outstanding plans, programs and projects, have excelled as planning students or have made notable contributions to the planning profession. Join us for lunch as we celebrate the achievements of our award and scholarship recipients.

Conference Activity

NCAPA Annual Chapter Meeting

**Time:** Thursday, October 6, 5:15 PM to 6:00 PM

NCAPA President Fleming El-Amin, AICP will preside over the annual chapter meeting. The meeting is open to all NCAPA members and provides a perfect opportunity to learn more and discuss what the officers and committees are accomplishing on behalf of the chapter. Please come if you are interested in becoming more involved in chapter affairs.
**Conference Activity**

**Diversity Summit (1.5 CM)**

*Time:*  
Thursday, October 6, 6:00 PM to 7:30 PM

Esteemed and experienced panelists from North Carolina and across the country will share their insights on the value of diversity in the planning profession. This event is intended to raise awareness of the many perspectives that make up our work environment, explore various issues impacting diverse communities (i.e. age, race, gender, and culture) and supply applicable tools and strategies to take action towards improving planning practice and the communities we serve.

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**Conference Activity**

**Diversity Networking Mixer**

*Time:*  
Thursday, October 6, 7:30 PM to 9:30 PM

*Cost:*  
$20 admission

Join us for a casual networking event sponsored by the NCAPA Diversity Committee with support from the NC Conference of Minority Transportation Officials and the Planning and Black Community Division of APA. The event will follow the Diversity Summit and will be held at a private lounge at the Charlotte Hilton City Center Hotel. Engage in a great opportunity for a business card exchange and ample professional networking. The mixer will feature heavy refreshments, cash bar, jazz and contemporary music selections and special invited guests! Admission is $20 and the admission proceeds benefit the annual NCAPA Diversity Scholarship Program.
Conference Activity

AICP Ethics Session (1.5 CM)

By the end of this session, attendees will have a thorough understanding of the format, intent, and application of the adopted AICP Principles and Code of Ethics. Through review of the content of both the Principles and Code of Ethics and use of scenarios, attendees will explore and discuss the application and intent of the code. Utilizing key pad technology and an open mic format facilitated by Roger Waldon (FAICP, Clarion Associates), audience members will be able to engage in discussions surrounding ethics issues and weigh in with their thoughts and positions regarding real life situations. Presenters will include Carol A. Rhea, AICP, Orion Planning Group and Mitchell J. Silver, PP, AICP, City of Raleigh. Mitchell Silver, President of APA, will also provide an overview to chapter members on the “State of APA.”

Conference Activity

The Value of Planning in the 21st Century (1.5 CM)

APA President Mitchell Silver, AICP will discuss the emerging trends and challenges in the 21st Century and how planners are well-positioned to lead and innovate as we go forward as planning has evolved over the past 150 years. With changing demographics, shifting political landscape, outdated development codes, crumbling infrastructure and new demands for energy what’s the new role for the planning profession? This address will close with APA’s newly adopted two-year strategic plan as the dawn of a new era in planning.
Preliminary List of Mobile Workshops

Mobile Workshop
Planning for Change in Transitioning Neighborhoods (2.5 CM)

**TIME:**
Wednesday, October 5, 1:00 PM – 4:00 PM

**Tour Guides:**
Dr. Tom Hanchett, Levine Museum of the New South
John Howard, Charlotte-Mecklenburg Planning Department

Cost and Participation:
$20 per person, 40 participant maximum

The Historic West End bus tour will highlight a predominantly African American ‘ring village’ neighborhood and the changing visual character and demographic of the community in an emerging economy. Dr. Tom Hanchett, historian, will provide details about the origin of the Biddleville neighborhood, a community within the Historic West End district.

Mobile Workshop
Integrating Transit and Land Use with Light Rail – LYNX Blue Line (2.5 CM)

**TIME:**
Wednesday, October 5, 1:00 PM – 4:00 PM

**Tour Guides:**
Laura Harmon, Charlotte-Mecklenburg Planning Department
Jim Keenan, Engineering and Property Management
Andy Mock, Charlotte Area Transit System
Tina Votaw, Charlotte Area Transit System
Peter Zeilar, Neighborhood and Business Services

Cost and Participation:
$10 per person, 40 participant maximum

This mobile workshop will take participants on a tour of the LYNX Blue Line Light Rail focusing on transit oriented development (TOD), station design, economic development, and inter-governmental collaboration. Participants will stop at several stations to view TOD, and station area infrastructure, as well as have an opportunity to interact with Charlotte planners and leaders.
Mobile Workshop

**Charlotte’s Emerging Bicycle Network: Lanes, Routes, and Paths** (2.5 CM)

**TIME:**
Wednesday, October 5, 1:00 PM – 4:00 PM

**Cost and Participation:**
$25 per person, 20 participant maximum

**Tour Guides:**
John Cock, Alta Planning and Design
Kenneth Tippette, Charlotte Department Of Transportation
Richard Winters, Engineering and Property Management

Join the Charlotte Bicycle Program Manager for a six mile bicycle tour highlighting Charlotte’s emerging network of bike routes, bicycle lanes, neighborhood streets, and greenways. Highlights include the Little Sugar Creek greenway, a recently completed road-diet of East Boulevard, and multi-modal connections along the Lynx light rail line. Participants should feel comfortable bicycling on city streets. Bicycles and helmets can be provided if needed.

Mobile Workshop

**“Playing the Hand You’re Dealt”: Responding to Change with a Vision for Independence Boulevard** (2.5 CM)

**Time:**
Wednesday, October 5, 1:00 PM to 4:00 PM

**Cost and Participation:**
$20 per person, 40 participant maximum

**Tour Guides:**
Brian Horton, Charlotte Department of Transportation
Edward David McDonald, Charlotte Area Transit System
Alysia Davis Osborne, Charlotte-Mecklenburg Planning Department
Tom Warshauer, Neighborhood and Business Services

You play the hand you’re dealt, and you play well! Every planning initiative comes with a set of circumstances and Independence Boulevard is no exception. Join the bus tour and learn about the collaborative planning process to develop a vision and implementation strategies to respond to a 30+ year transformation of a major arterial to a limited access expressway with rapid transit planned in the middle of the roadway.
Mobile Workshop

Two Decades of Design and Development in Center City Charlotte (2.5 CM)

**Time:** Thursday, October 6, 2:15 PM to 5:15 PM

**Cost and Participation:** $10 per person, 40 participant maximum

**Tour Guides:**
- Jaya Dhindaw, Charlotte-Mecklenburg Planning Department
- Dan Thilo, Charlotte-Mecklenburg Planning Department

A *walking tour* exploring how a southern city has responded to two decades of rapid growth in its uptown. The tour, which will go through a focused area of Center City, will cover a cross-section of planning and design issues facing Charlotte's uptown. It will, in addition, highlight key decisions and implementation of public and private projects that have resulted in Center City's current form.

Mobile Workshop

It Takes An “Educational Village” to Revitalize Distressed Neighborhoods (2.5 CM)

**Time:** Thursday, October 6, 2:15 PM to 5:15 PM

**Cost and Participation:** $20 per person, 40 participant maximum

**Tour Guides:**
- Zunilda Rodriguez, AICP, Planning and the Black Community Division of APA
- Janelle Brown, Charlotte Housing Authority

Embark on a *bus and walking tour* to learn about leveraged public and private partnerships, challenges, and successes to create and implement a redevelopment plan for the Boulevard Homes HOPE VI development project. Explore how the former public housing site will be transformed to an “educational campus village” to connect residents to educational institutions, recreational spaces and programs, and state-of-the-art community center. Includes a panel discussion with various project partners and visits to successful affordable housing models.
Mobile Workshop
15 Years of Form-Based Codes and Urban Design in North Mecklenburg (2.5 CM)

Tour Guides:
Lauren Blackburn, Town of Davidson
Karen Floyd, Town of Cornelius
Craig Lewis, The Lawrence Group
Jack Simoneau, Town of Huntersville

Through a combination of a bus and walking tour, and small group discussions, participants will learn all about the nuts and bolts of how a college town, a lakeside community, and a farming community came to implement new urbanism across more than 100 square miles in northern Mecklenburg County and grew from about 30,000 to nearly 100,000 residents during the same period.

Mobile Workshop
Successful Use of Low Impact Development (2.5 CM)

Tour Guides:
Dwane Jones, North Carolina State University
Carol Rhea, Orion Planning Group
Mike Schutrurn, Glenwood Development Company
Jack Simoneau, Town of Huntersville

Low impact developments are becoming more popular across North Carolina. The bus tour will travel to North Charlotte and Huntersville to tour successful LID sites with the planners and designers involved in those projects and learn why you should consider advocating LID in your community.
All sessions are arranged according to four session tracks: Economy, Environment, Planning Practice, and Transportation/Land Use. Dates, times, and descriptions for all sessions will be released at a later date.

**ECONOMY (Concurrent Sessions)**
- A Little Creativity Goes a Long Way: Aiding Distressed Communities in Precarious Economic Times (1.25 CM)
- A Market-Driven Suburban Revival (1.25 CM)
- Case Studies of Four Walkable, Mixed-Use Projects in NC: Challenges and Lessons Learned (1.25 CM)
- Development Recovery Incentives that Support Sustainable Development (1.25 CM)
- Eating Our Own: How Planning Can Foster Local Food Systems (1.25 CM)
- Ensuring Sustainable Development is Equitable Development in the Carolinas (1.25 CM)
- Getting a "C.L.U.E" about jobs-land use-transportation interactions (1.25 CM)
- Planning for Entrepreneurial Communities (1.25 CM)
- Prompting Economic Development - Go To The Mountain: It Won’t Come To You (1.25 CM)
- Site & Project Planning: Development Implications of Design Alternatives (1.25 CM)
- The Economic and Environmental Benefit of Good Urbanism (1.25 CM)
- Triple Green: Cost Savings, Economic Benefits and Environmental Sustainability through Conservation-based Planning (1.25 CM)

**ENVIRONMENT (Concurrent Sessions)**
- A Review of the 2011 APA Climate Change Policy Guide (1.25 CM)
- Making your Development Code “Alternative Energy Friendly” (1.25 CM)
- What are your Plans for Brownfield Properties in your Community? (1.25 CM)

**PLANNING PRACTICE (Concurrent Sessions), continued on following page**
- Approaches to Sustainability in North Carolina (1.25 CM)
- Area Plan Implementation: Why is an Area Plan Done, If We Can’t Implement It? (1.25 CM)
- Back to the Future: Historical Place Making in Two NC Communities (1.25 CM)
- Collaborative Planning (1.25 CM)
- Community Health Planning (1.25 CM)
- Comprehensive Planning for a Healthy Community (1.25 CM)
Creative Outreach: the catchiest song you’ll hear about urban planning and how social media can bring more citizens into the planning process (1.25 CM)

Embracing Sustainability in Community Plans (1.25 CM)

Housing for the Future: Making Our Plans and Codes More Responsive to Changing Housing Demands (1.25 CM)

Making Cents of the Local Land Use Plan (1.25 CM)

Professional Insights on Planning - Social Networking for Planners (1.25 CM)

Regulatory Modifications and Staff Reassignments in Times of Economic Crisis (1.25 CM)

Right-sizing Open Space in an Urban Environment: A Case Study of Downtown Raleigh (1.25 CM)

Site Design Standards - Time to Talk and Test (1.25 CM)

The Really Dumb Ways Land Use Law Evolved and What We Can Do To Fix It (1.25 CM)

Urban Design In-House: How an Urban Design Center Can Provide Value and Community Service (1.25 CM)

Using the Power of Place to Diversify Economies: Planning for Quality of Life and Tourism Infrastructure (1.25 CM)

When a University uses a Neighborhood Plan (YEA!) (1.25 CM)

Advancing Pedestrian Safety in NC: Talking the Talk and Walking the Walk (1.25 CM)

Best Practices Implementing Bicycle and Pedestrian Policies, Programs and Projects in NC (1.25 CM)

“Charlotte’s Light Rail Extension: Blue Print for Change” (1.25 CM)

Community Transportation Service Plans: Opportunity and Access in Rural NC (1.25 CM)

Implementing Complete Streets in the “Good Roads State” (1.25 CM)

Plug-in Electric Vehicles and the Greater Charlotte Region: Planning for the (Near) Future (1.25 CM)

Rethinking Urban Highways (1.25 CM)

Safe Routes to School: Action Planning and Implementation in NC (1.25 CM)

Transforming Your Community through Road Diets: How to Do it Right! (1.25 CM)
Hilton Charlotte Center City Hotel
This year's conference will take place at the Hilton Charlotte Center City Hotel located at 222 East Third Street. A block of rooms for conference attendees is being held at the Hilton and **reservations should be made directly with the hotel.** Our special room rate is over an extended period (October 4 - October 8) for those conference attendees wishing to arrive early or planning to stay through the weekend. **The rate starts at $149 plus tax.**

Guests may make reservations by calling 1-800-hiltons. The group name is the NC American Planning Association and the group code is NCAPA. You can also go to [http://www.hilton.com/en/hi/groups/personalized/C/CLTHHF-APA-20111004/index.jhtml?WT.mc_id=POG](http://www.hilton.com/en/hi/groups/personalized/C/CLTHHF-APA-20111004/index.jhtml?WT.mc_id=POG). **Deadline to make reservations is September 6.**

Additional rooms have been reserved at the following hotels located within blocks of the conference site. Our special room rate is available from October 4 – October 7. Please make all reservations directly with these hotels.

**Hilton Garden Inn Charlotte Uptown**  
508 E Martin Luther King Jr. Blvd  
(704) 347-5972  
**Rates at $139 plus tax**  
**Deadline to make reservations is September 4.**  
Please reference Group Name (American Planning Association – North Carolina) and Group Code (APA)

**Hampton Inn Charlotte – Uptown**  
530 E Martin Luther King Jr. Blvd  
(704) 373-0917  
**Rates at $129 plus tax**  
**Deadline to make reservations is September 4.**  
Please reference Group Name (American Planning Association – North Carolina) and Group Code (APA)
AICP Certificate Maintenance Credits (CM)
On April 13, 2007 the AICP Board of Directors adopted the Continuing Maintenance Program (CM) for AICP. CM replaces the old voluntary Continuing Professional Development Program. Details and requirements of the CM program may be found by visiting AICP’s website: http://www.planning.org/cm. The conference program lists the sessions thought to be eligible for credit as indicated. However, it is not possible at this time to confirm the actual number of credits that will be approved. The Chapter will make an announcement on www.nc-apa.org when CM credit for the 2011 conference has been approved by AICP.

Sponsorships and Exhibits
Your firm, organization, or governmental unit is invited to help sponsor the conference or support the conference as an exhibitor. Exhibit space will be located in the Promenade area of the conference site outside of the ballroom and several of the meeting spaces. The Promenade is also near registration and the gathering areas for conference attendees. For more information on sponsorship, advertising, or exhibiting contact Kara Louise at kara@louiseprod.com or at (919) 521-4499. Exhibit space is limited, so take action today. For information on the exhibitor/sponsor packet, be sure to go to the website listed below:


Conference Registration
For those attendees that are APA members, please feel free to register online at www.nc-apa.org/planningconference. Non-members can still register online but will be required to create a login by clicking on “Create a Login ID” on the registration site.