

UTAH PLANNER



American Planning Association
Utah Chapter

Making Great Communities Happen

A Publication of the Utah Chapter of the American Planning Association

JULY 2019

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Utah Planner is the official newsletter of the Utah Chapter of the American Planning Association (APA Utah), which is a non-profit organization. *Utah Planner* is circulated to approximately 700 members and available online.

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ARTICLES

The *Utah Planner* welcomes APA Utah members and associates to submit articles for publication within the newsletter. Articles from one to three pages (approximately 600 to 1,800 words) will be considered. Special features may be longer or printed in a serial format. Subject matter appropriate for publication should be relevant to city planning or related profession, such as architecture, civil engineering, building, economic development, landscape architecture, etc. Articles should include images in PNG, JPEG or TIFF formats.

LETTER POLICY

The *Utah Planner* welcomes letters of up to 200 words on a single topic of general interest. If published, they become the sole property of the newsletter and may be edited for length, grammar, accuracy or clarity. Letters must include the author's full name, street address, daytime and evening telephone numbers, however only the name and city of residence are published. Only one letter per individual may be published each issue.

SUBMITTAL INSTRUCTIONS

Please submit all articles or letters in Microsoft Word format. Please include your name, title, and e-mail contact information. Submittal deadline is the 15th of each month for publication the following month. *Utah Planner* reserves the right to delay publication of any submitted material. *Utah Planner* also reserves the right to reject any submitted material that is offensive, inappropriate, or doesn't meet the standards of the Utah Chapter of the American Planning Association.

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COVER

"Watercolor illustration of the McMillan Plan, which was the name given to a report produced in 1902 by the Senate Park Commission for improving the design and appearance of Washington, D.C. The commission was chaired by Senator James McMillan of Michigan and included architects Daniel Burnham and Charles McKim, landscape architect Frederick Law Olmsted, Jr., sculptor Augustus Saint-Gaudens, and, acting secretary, Charles Moore."—Cultural Landscape Foundation

Editor's Corner

Summertime is for vacations, and an American July is for celebrations and patriotism—especially in Utah! While the cover of the *Utah Planner* traditionally features local photographs, this issue displays a beautiful watercolor that illustrates the 1902 McMillan Plan for Washington, D.C. While the image has no direct connection with Utah, or the following articles, it simply seemed appropriate for the season—which then became another excuse for a free drawing!

About Grand Avenues

Years ago, upon returning from a trip to Washington, D.C., I read a wonderful book about the planning of our nation's capital—*Grand Avenues: The Story of the French Visionary Who Designed Washington, D.C.* by Scott W. Berg. The publisher describes the book as follows:

"L'Enfant—a young French artisan turned American revolutionary soldier who gained many friends among the Founding Fathers—to design the new nation's capital. L'Enfant approached this task with unparalleled vigor and passion; however, his imperious and unyielding nature also made him many powerful enemies. After eleven months, Washington reluctantly dismissed L'Enfant from the project. Subsequently, the plan for the city was published under another name, and L'Enfant died long before it was rightfully attributed to him. Filled with incredible characters and passionate human drama, Scott W. Berg's deft narrative account of this little-explored story in American history is a tribute to the genius of Pierre Charles L'Enfant and the enduring city that is his legacy."

Following publication in 2007, the 336 page book received accolades and generous praise, such as:

"A lively and literate view of Washington's early history, with liberal dashes of intrigue for good measure."—*Kirkus*

"L'Enfant's idiosyncratic personality interfered with his complete success yet only serves to make this biography a fascinating read."—*Booklist*

"A welcome narrative... Berg performs sterling service in excavating this little-known story from the archives."—*Publishers Weekly*, starred review

"The reader never will be able to walk the streets of Washington again without envisioning the haughty genius of Major L'Enfant on horseback, oblivious to the rain and cold, looking down from Jenkins Hill, and with a vision of pre-revolutionary Paris in his mind's eye, seeing one of the world's great capital cities spread out before him."—*Buffalo News* (New York)

"Scott Berg has created a readable portrait of Pierre Charles L'Enfant that shows the artist in full, with both his great gifts and his Icarus-like ambition. It is fascinating to speculate how America's federal government might have emerged differently over the centuries if it had been seated in Thomas Jefferson's simple 'federal town' rather than in L'Enfant's grandiose city. The character of the capital city today is inseparable from its designer's personality and vision."—David A. Price, author of *Love and Hate in Jamestown: John Smith, Pocahontas, and the Start of a New Nation*

If you are interested in this summertime read, please send an email to mmaloy@herriman.org by 31 August 2019 to enter a drawing for a free copy of this grand book. Good luck!

Michael Maloy, AICP

THE CITY

Quotable Thoughts on Cities and Urban Life

"All of those who visit the Federal City are unanimous in their praise of its beauty, its exact adaptation of the needs of a great nation. With the mind of a poet, with the soul of a prophet, perceiving future ages as clearly as if they were the present, a man foresaw over a century ago what we now see, and that man lies under the monument which a generous vote of Congress allows us to dedicate today, Major Charles L'Enfant." 1917 eulogy offered by Jules Jusserand (1855-1932) at grave site in Arlington, Virginia

Lifestyle Centers' Forgotten Stepchildren: Convenience and Visibility



by **Richard Harrison**

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Richard Harrison will be featured as a keynote speaker during the APA Utah Chapter Fall Conference in West Jordan, Utah, which will be held October 3-4, 2019. The following article was recently published and has been reprinted with permission from the author.

The Shops at West End, in St Louis Park, Minnesota is a spec-built lifestyle center, intended to spur growth and be a 'destination' for St Louis Park residents. Lifestyle centers are a reactive solution to enclosed malls, providing residents a walkable 'main street' shopping, dining and entertainment experience. West End opened a decade ago. It has successfully spurred growth of nearby hotel, apartments and condos. But as a lifestyle center? Early on, a city staff member asked me what I thought of the layout.

I said it's not going to work well, for a few reasons:

- It's difficult to park. In the entire center, there are only 10 upfront parking stalls along the entire main street (and with a 15 minute limit).
- The parking ramp under the retail and ramps behind the retail, do not substitute for convenient surface parking.
- The developers may have saved money by not enclosing the center, but pedestrians are exposed to wind, rain and the harsh Minnesota weather.
- Businesses along the internal 'main street' have zero exposure to passing traffic.

I asked why they would approve such a development. The answer was: because it met our minimums. This article explains why 'minimums' are not enough.

Is 'Likelihood of Success' in the 'Minimums' Dialogue?

West End is large, at 350,000 square feet of street front retail, but not so huge that it should have a problem quickly leasing, especially with all the press. Yet, 10 years on, there are sections of the center that have never been leased, including a space over 20,000 square feet. Imprinted vinyl storefront images mask the now approximately 80,000 square feet of vacancies. Everyone acknowledges that brick-and-mortar retail is more challenging now, as it transitions among online shopping. However, that's approximately a 23% vacancy rate, whereas, per Cushman & Wakefield's recent retail study, the overall Twin Cities retail vacancy rate was 9.4 percent (at the end of 2018).

The original retail tenants that leased at West End bought into the idea of a 'walkable' main street shopping experience. Many of those businesses have since failed. Charming Charlie's, Bonafish, Figlio, Lululemon, and Toby Keith's Bar & Grill, to name a few. Even when at a prime corner location, a space formerly occupied by 'Forever Yogurt' has failed to re-lease.

Along the north border, seven restaurants line the street, while a Cub Foods provides a high traffic adjacent anchor. Next to the restaurants is a 14-screen ShowPlace Icon Theatre. At the South end of the center is food and entertainment concept Punch Bowl Social. The restaurants and entertainment retail do well. So well, that their success consumes all of the underground parking spaces and much of the parking ramp, complicating things for the remainder of West End's retail tenants. The multi-story ramp is somewhat difficult to park in due to tight dimensions. As one waits for a parking spot to open up until it can be accessed, a long line of cars form behind. After experiencing multiple delays,

(continued on next page)

the ramp becomes a less inviting option.

The ramps and underground parking access points require a bit of a hike, further than street front or surface parking would require, to access the retail or restaurant destinations.

Location, Location, Location

1. Is there enough population to serve the center?

Is it in a dense enough area, positioned with enough exposure to that population to invite use? In the case of West End, situated 5 minutes from downtown and in a high end, high density suburban area, the demographics are enough to make it successful.

2. Are the retail shops (products or services) easily visible to passing traffic (customers)?

The shops lining the interior 'main street' are not. This is a major design flaw of many lifestyle centers, and particularly common in 'pedestrian oriented' designs. The only street with traffic that can showcase its retail tenants is along Park Place Blvd, but unfortunately no on-street parking is available.

3. Can it be easily accessed by customers?

No! Because the restaurants are highly successful, the dinner-time auto traffic in, around, and under the complex becomes a big problem. The city is expanding the adjacent arterial streets, but that is like having a funnel that has too narrow of a bottom opening to allow fast flow. Making the top part of the funnel wider (to handle traffic) will not fix the problem.

St. Louis Park was not originally planned to be entirely walkable and connected other than being based on a large grid. Some nearby suburban towns, like Maple Grove, had an extensive park trail system designed when the city was first developed, connecting the city to walking and biking. In St. Louis Park, the trail system is an afterthought relegated mostly to rail right-of-way. There is no easy way (or particularly safe way) to access West End by foot or bike for a majority of the surrounding population. It's not a St. Louis Park problem, but a problem in every older city that was based upon a simple grid system and not much else, later being bisected by highways.

Walkability Without Drivability in the Suburbs

'Walkable' centers intentionally discourage car use (by design) in favor of pedestrian access. The problem is, unless you are in one of the new towering rental apartments adjacent to West End, its location is anything but walkable or bikeable. From my home in St. Louis Park to West End is about a 2-minute drive using local streets, following a somewhat maze-like pattern. There is no way to walk or bike safely or directly. After a decade, the City is proposing a pedestrian bridge over a railway to alleviate this problem, but it's on the other side of the highway from where we live, so it does us and our neighbors no good.

The Architect's Influence

As a catalyst to spur sustainable growth, West End is a critical investment for the city, the developer, and the people who dreamed of opening their own business there (and their employees). Architects have a responsibility to acknowledge consumer preferences, instead of moving the cheese and hoping the mice will adapt once exposed to imagined community building. Especially, while risking a developer's money and pushing for a 'yes' vote from the planning commission and council.

Weather

The elephant in the room on walkable development in suburbs is ignoring climate variances. At West End the customers are required to walk in weather

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Certification Maintenance

LIFESTYLE (continued from previous page)

that can be thirty-below zero in the winter (plus winds) and upwards of 100 degrees in summer. Not every summer day is sunny (or moderate temperature), and rain also becomes a deterrent. The underground parking should have had direct access to businesses above. It does not.

Is the anti-car, pedestrian-oriented design really the problem?

The auto-oriented power strip mall across the street with plenty surface parking, fed by Home Depot, Costco (and other smaller shops) has thrived year-round in the same time period.

The Amazon Factor

The death of retail due to on-line commerce was a main topic of a national conference I attended nearly two decades ago, pre-iPhone. An expert on such matters told of the shopping mall apocalypse to come, as everyone would be shopping from the comfort of their homes. While some of the prediction did come true, in Minneapolis I see a rebirth of many of the malls, with full parking lots as the norm. There is and will always be a need for people to socialize. With our questionable weather, the most convenient places are the local malls which also offer a variety of restaurants and most with entertainment.

Successful Retail is about Balance

The strip mall is a necessary evil of growth, but many are poorly designed, and because they are highly visible, can devalue the real estate they service. When designed correctly, these auto-centric strips provide a place for businesses to thrive. The design of anti-strip malls, like West End, punishes drivers for not walking or biking. The correct attitude is to make it as convenient to both vehicles and pedestrians, but that takes a modification of the values Architects have advocated these past few decades on how we should live. Design matters – but bad design matters more.

I would hazard a guess, that if the Architects who get paid 10% of the project cost, were forced to become a financial stakeholder in these developments, you would see more of a balance in their designs.



Little Creek Mountains near Sand Hollow State Park in Washington County, Utah



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Joel Albizo, Chief Executive Officer



by **Harriet Bogdanowicz**

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Joel Albizo, FASAE, CAE, Chief Executive Officer, APA and AICP. The Chief Executive Officer plays a pivotal role in facilitating strategic planning, and aligning the organization's resources and activities with its vision and goals. The CEO builds relationships and influence with partners, advances the Association's objectives and policies; facilitates a culture of excellence, innovation and member service; and leads an exemplary volunteer management environment.

The following press release was originally published February 19, 2019 by the American Planning Association.

The Board of Directors of the American Planning Association (APA), a non-profit educational organization dedicated to creating great communities for all, is pleased to announce the selection of Joel Albizo, FASAE, CAE, as the new Chief Executive Officer of APA and the American Institute of Certified Planners (AICP), effective April 8, 2019. Albizo succeeds James M. Drinnan, JD, who announced his retirement last fall after five years of service.

"Following a thorough national search, we have found in Joel a talented association leader with deep strategic and operational expertise," said APA President Kurt Christiansen, FAICP. "His impressive work in the natural and built environment makes him a perfect partner to APA and AICP as we advance planning education, research, advocacy, and ethical practice."

Albizo has more than 30 years of association management experience and is seen as an innovator within the association CEO community. In addition to original research and presentations on the competencies and development of future association CEOs, he is attuned to digital transformation and other trends impacting the nonprofit sector.

Since 2007, Albizo has been the CEO for the Council of Landscape Architectural Registration Boards (CLARB), a regulatory body that works to protect the public's health, safety, and welfare by establishing licensure standards for the practice of landscape architecture. While at CLARB, he led the formation of new coalitions within the design professions (architecture, engineering, landscape architecture, and interior design) to defend regulation and promote friction-free licensure. He also facilitated development of a strategy to better understand well-being as a critical component of licensure justification, which resulted in the publication of a landmark study on the topic. These and other efforts earned Albizo an Honorary Membership in the American Society of Landscape Architects in 2015.

"I am thrilled to join the APA team," said Albizo. "The association has a well-earned reputation as a welcoming destination for all who value and work toward safe, healthy, equitable, and sustainable communities, and I look forward to collaborating with President Christiansen and our elected leaders, members, staff, and partners to accelerate progress and create breakthroughs in pursuit of great communities for all."

Albizo's career has included senior management positions with trade and professional associations including the Society of Actuaries, where he led an award-winning corporate branding campaign and piloted numerous change initiatives around product development and project management. He has raised significant venture capital funding as part of an entrepreneur-

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EXECUTIVE (continued from previous page)

ial venture and understands how to assess opportunities, prove concepts, and think creatively about problem solving.

With APA and AICP membership at their highest levels in more than a decade, and successful launches of major initiatives including the APA Learn online learning platform, AICP Candidate Pilot Program, and the APA Foundation signature cause garnering positive feedback, the expectations to continue engaging members and providing value are high. Albizo's track record of innovation and visionary leadership are exactly the characteristics that APA leaders sought in a new CEO.

"APA and AICP have come very far over the past five years," said AICP President Debbie Lawlor, FAICP. "Joel's expertise in building strategic maturity and strong organizational brands will ensure we are poised for a new era of growth as leaders in the planning profession."

A graduate of Towson University in Maryland, Albizo earned his bachelor's degree in mass communications. He is president of the Federation of Associations of Regulatory Boards, and a former board member and treasurer for ASAE.



American Planning Association

Making Great Communities Happen

The American Planning Association is an independent, not-for-profit educational organization that provides vital leadership in creating great communities for all. APA and its professional institute, the American Institute of Certified Planners, are dedicated to advancing the profession of planning, offering better choices for where and how people work and live. The 44,000 APA members work in concert with community residents, civic leaders and business interests to create communities that enrich people's lives. Through its philanthropic work, APA's Foundation helps to reduce economic and social barriers to good planning. APA has offices in Washington, D.C., and Chicago. Learn more at www.planning.org.

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Utah Chapter
American Planning Association

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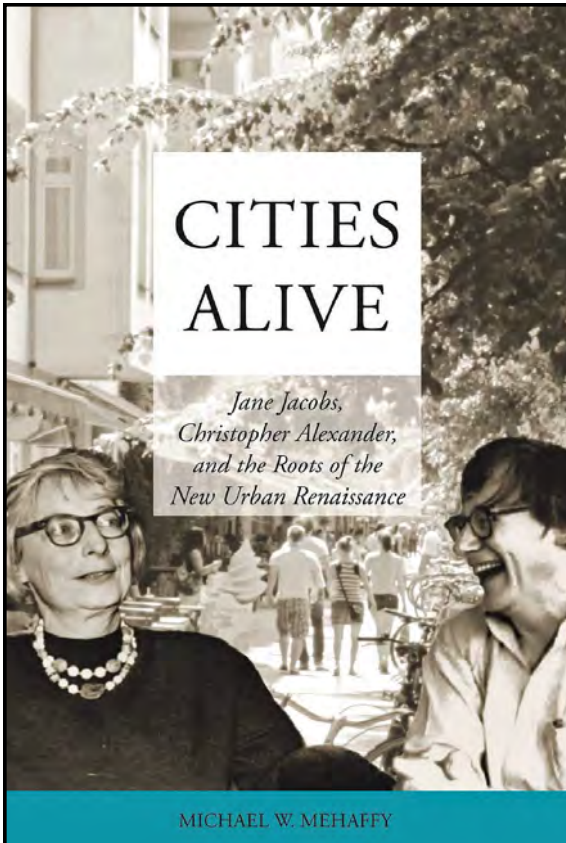
For more information email Angie Harris Roberts, Director of Development for the College of Architecture + Planning, at angie.roberts@utah.edu

Book Review

Cities Alive: How Jacobs and Alexander Unlock 21st Century Problems

by Robert Steuteville

Editor of *Public Square*, a Congress for the New Urbanism Journal
rsteuteville@cnu.org



"Cities are experiencing a renaissance today, because we've begun to understand how they really work—and what they need to work better for human beings. This is the story of two revealing figures in the history of that renaissance: the urban economist Jane Jacobs, and the architect Christopher Alexander. Their key insights have shaped several generations of scholars, professionals, and activists.

"However, as the book argues, this renaissance is still immature, and more must be done to achieve its promise—especially in an age of rapid, often sprawling urbanization. In response, in December 2016, all 193 member states of the United Nations adopted by consensus the "New Urban Agenda," a historic document emphasizing the pivotal role of cities and towns in meeting the challenges of the future. As this book documents, Jacobs and Alexander played key roles in formulating the conceptual insights behind the New Urban Agenda—and they continue to offer us crucial implementation lessons for the years ahead." (Sustasis Press, www.sustasis.net)

The following book review was originally published November 16, 2017 in the "Public Square" and has been reprinted with permission.

I realized soon after I delved into *Cities Alive* that I was reading an important analysis for urbanism—now and in the coming decades. Those in the land-use planning and development business know the stories of urban renewal damage, the failure of modern urban projects like Pruitt-Igoe, and the consequences of suburban sprawl. Most are familiar with Jane Jacobs's *The Death and Life of Great American Cities* and Christopher Alexander's *A Pattern Language*, both of which have been influential in urban planning, architecture, and other fields.

But something was going on at a deeper level that underlay the dysfunction Jacobs and Alexander fought from the 1960s onward. *Cities Alive* by Michael Mehaffy examines Jacobs and Alexander together to get at the root philosophical problems that created erroneous thinking in city building in the 20th Century, continuing to the present day.

Historic cities and towns were built by centuries of knowledge encoded into culture. Conscious and unconscious, that culture produced plazas of great beauty in Tuscany hill towns, the winding and intimate back alleys of Beijing, and iconic US main streets. Beauty itself is not merely aesthetic, Mehaffy explains, but rather a marker for what is good for us as human beings. Nowadays when we want a plaza or main street we outsource the job to architects and engineers who use theory that they learned in school that often has nothing to do with centuries of encoded culture. They bypass what makes human communities successful. The result is a 21st Century built environment that is full of dysfunction and disorder that we read as ugliness.

Mehaffy compares and contrasts the ideas of Jacobs and Alexander, tracing the roots of their thinking and the problems they identified back to Plato and Aristotle, through the Enlightenment and Modernism and finally post-modernism.

I've read *Death and Life* and have a thorough understanding of Jacobs's ideas on cities, but I'm less familiar with her influential work on urban economics. I've read some Alexander, but never explored the depth of ideas described by Mehaffy. My understanding of these polymaths—Jacobs with little advanced formal education and Alexander with graduate degrees from world-class universities in physics, mathematics, and architecture—is greatly enhanced by *Cities Alive*.

Philosophically, both Jacobs and Alexander are "structuralists," Mehaffy explains. They examined and understood cities through their physical structure and the language we use to describe that structure. Jacobs, for example, applied structural thinking when she asked about "the kind of problem a city is," the ultimate chapter of *Death and Life*. To Jacobs, cities were not machines, as modernist planners thought. They were more like organic life forms.

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REVIEW (continued from previous page)

The machine-view of cities and towns came through a hyper-rationalist approach that rejected historical placemaking wisdom in its entirety. In the early to middle 20th Century the world was going through massive technological changes that often brought miraculous and mind-blowing advances: Penicillin, air travel, mass communications, highways and automobiles, and the hydrogen bomb. Traditional knowledge was out and the technical expert reigned supreme.

In Alexander's influential essay *A City is Not a Tree*, he explores the structure of cities and the mistaken ideas of modernist planners, who thought of planning in terms of hierarchical branching patterns. Picture the dendritic street patterns of modern cities and suburbs that lead to monotonous similarity in sprawling places. Settlements actually work best as "semi-lattice" structures, he explains. Think of the connected networks of streets in traditional cities and towns, a pattern that leads to more complex social and economic connections.



Downtown Portland in the 1960s—a measure of how far that city has revived from the madness of urban renewal

But just as Jacobs and Alexander were gaining a wide audience with their brilliant observations in the 1960s, something strange was about to happen to academic philosophy in general and the study of architecture in particular. Post-modernism and post-structuralism, in the 1970s, critiqued structures themselves and focused on power hierarchies and language. Stripped of a serious structural analysis, architecture became ironic and, to a degree, nihilistic. Mehaffy quotes big-name architect Rem Koolhaas in the mid-1990s.

The seeming failure of the urban offers an exceptional opportunity, a pretext for Nietzschean frivolity. We have to imagine 1,001 other concepts of city; we have to take insane risks; we have to dare to be utterly uncritical; we have to swallow deeply and bestow forgiveness left and right. The certainty of failure has to be our laughing gas/oxygen; modernization our most potent drug. Since we are not responsible, we have to become irresponsible.

In other words, architects should be free-form artists and have fun. Jacobs criticized this attitude. Art is vitally important, she says, but it is only part of the city's whole. Art is not life, while the very purpose of the city is to support life. While the city is constantly growing and evolving, buildings designed as sculptures in their final state have a quality of deadness. She scathingly referred to this approach as "taxidermy."

More so than Jacobs and Alexander, Mehaffy addresses cities and towns at all scales. Cities are going through a renaissance in the US and elsewhere, brought about in no small part by these two thinkers, who challenged the dominant forces of architecture, starting in the mid-20th Century.

"In this renaissance, Mehaffy says, "as in the more famous one half a millennium ago, the phenomenon of beauty will play an outsized role. It is the deeper beauty of a life well lived, of a street full of people and vegetables and sunlight and energy. It is something much deeper than the superficial and manipulative beauty of a consumer product or even an exotic artwork."

This reminds me of a quote from an Andres Duany plenary speech at CNU's Congress a few years back. "You can turn the pall of today's crises into virtues. The virtue of opening a window, or a beautiful sweater, or a front porch, or walking to things, or localized agriculture."

Worldwide, meanwhile, the forces unleashed by suburban sprawl are still

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churning up the landscape, especially in developing countries. "Of course it is possible, up to a point, to replace the diversified, continuous public realm of urbanism, and the catalytic growth it produces, with a system of segregated, machine-like capsules: automobiles, isolated offices and campuses, suburban housing monocultures, and the like," Mehaffy writes. "It is possible, in other words, to trade away a 'natural human-capital city,' for an artificial kind of city that is nonetheless economically productive, at least in the short term. Indeed, we can see many examples in the US and other countries.

"But this economic development is only possible with massive injections of resources — notably fossil fuels — at unsustainable rates. We could think of this this model as the "crack cocaine" of urban development: it will certainly produce a very quick and intense high, but one followed by a disastrous (in this case planetary) hangover.

"This is the urban crisis that we now face. The world is rapidly urbanizing according to precisely this addictive model. We are on track to produce more urban fabric by area in the first five decades of the 21st Century than we have produced in all of human history."



An indicator of sprawl worldwide: McDonald's in (clockwise from upper left) Brazil, China, Romania, and India

So the world is at a crossroads. On the one hand Jacobs and Alexander and like-minded thinkers—notably the new urbanist movement that Mehaffy describes in detail—have brought a renewed appreciation for cities and towns and how they function. The machine of sprawl—aided by international finance, the land-use professions operating in silos, and government investment and regulation—is more powerful than ever worldwide.

The answer lies in moving forward with the sophisticated thinking of Jacobs and Alexander—particularly the "patterns" of Alexander that have widely influenced computer programmers, Mehaffy writes. Alexander explains how these same patterns shape our world. Mehaffy says that architects and planners can make them living patterns:

"These coded bits of knowledge are surprisingly sophisticated and powerful, and we are beginning to recognize that our own supposed 'modern' practice of sweeping away all traces of 'historicism' is, from an evolutionary perspective, actually quite primitive and foolhardy. A more sophisticated, nuanced and complex approach would open us up again to the vast repositories of history and nature."

Just as we have been the authors of destruction in our world, we also hold the keys to the revival of sustainable community building. There is much more to *Cities Alive* than I was able to describe in this review. It is worth a read.



Public Square: A CNU Journal is a publication dedicated to illuminating and cultivating best practices in urbanism in the US and beyond. Powered by the Congress for the New Urbanism, Public Square is built to add depth and rigor to the practice of urbanism and improve our capacity for creating to build inclusive, resilient places—places that people love. Public Square is an online platform for placemaking discourse powered by the Congress for the New Urbanism. Visit www.cnu.org/publicsquare/about

What I Have Learned

The General Plan Belongs on a Cake

by Paul C. Zucker, FAICP

President, Zucker Systems
(1934-2018)



“While I was in Bucks County, Franklin Wood bought an old stone farm house and we would periodically help with repairs. This photo taken in front of that house shows left to right: unknown; Franklin Wood; Frank’s sister, Sally; Bill Davis, one of the few members on the staff with a planning degree; unknown; Paul Zucker”

The following excerpt is from “What Your Planning Professors Forgot to Tell You: 117 Lessons Every Planner Should Know” by Paul C. Zucker, which was published in 1999 by Routledge.

Although I wasn’t there to finish it, Bucks County’s General Plan was completed shortly before the 1962 national APA (American Planning Association) conference that was held in Atlantic City. Franklin Wood’s communication and social skills once again rose to the occasion. As a young planner I was always impressed by Frank. He was one of those people who could enter an elevator, and by the time he got to his floor, he knew everyone on the elevator and may have been invited to the next party. Somewhere in Franklin’s travels he met the queen of an unremarkable country (I can’t remember where) who happened to own a marvelous Art Deco house on the Atlantic City boardwalk that she seldom used.

Franklin was told if he ever needed a place to stay in Atlantic City to be her guest. So, for the conference, it became the Bucks County Planning Department headquarters. To celebrate the completion of the General Plan, Franklin had a large cake prepared that displayed the plan, in some detail, in the frosting.¹ As a former staff member, I was asked to help tend bar for the party. It seemed like we entertained more people at this party than APA had at its conference. Among my memories was pouring premixed martinis out of three-gallon water bottles.

Lesson 8

Make connections in the elevator. You never know when you may need them.

Franklin Wood passed away in 1997. The alumni in that great Bucks County planning program have dozens of interesting stories about Franklin’s politics and parties. If you want to know more, call Lane Kendig, the guru of performance zoning, at 847-949-8288; Professor Al Lewis at 315-470-6539; or Dick Cylinder at 215-493-5267.

¹ In conducting research for this book I was told that my replacement in Bucks County, Archie Bergamasco, baked and decorated the cake. He and another planner had left the county to start a consulting practice. They also opened a restaurant over an old A&P grocery store. Archie became known as a long-range planner and short order cook.



Upcoming Events for Utah Planners



Lean Thinking Before, During, and After Your Planning Process—APA Webcast Series
August 23, 2019, from 11:00 AM to 12:30 PM MDT
No charge for registration
Register at: www.ohioplanning.org/aws/APAOH/pt/sp/development_webcast
1.5 AICP CM Credit approved



Making Strides: Creating Walkable Communities—Salt Lake County Regional Development
August 28, 2019, from 11:30 AM to 4:00 PM MDT
Viridian Event Center, 8030 S 1825 West, West Jordan, Utah
For more information: www.eventbrite.com/e/making-strides-creating-walkable-communities-tickets-62286528684



Building Cities and Neighborhoods that People Love—Utah Chapter of the Institute of Classical Architecture & Art
Come learn how to create beautiful neighborhoods!
August 29-30, 2019, from 8:30 AM to 1:00 PM MDT
Murray, Utah (location to be announced)
Registration fee: \$20.00 general admission, \$5.00 student rate
For more information: www.classicistutah.org/2019/06/26/community-workshop-murray-ut/



Creative Placemaking and the Law—APA Webcast Series
September 6, 2019, from 11:00 AM to 12:30 PM MDT
No charge for registration
Register at: www.ohioplanning.org/aws/APAOH/pt/sp/development_webcast
1.5 AICP CM Law Credit pending



2019 Western Planner Conference | Planning Our Places for a Changing Future—Western Planner & APA New Mexico
September 8-11, 2019
Drury Plaza Hotel, 828 Paseo De Peralta, Santa Fe, New Mexico
For more information: www.westernplanner.org/2019-conference
AICP CM Credits available



Rail-Volution 2019—Rail-Volution | Building Livable Communities with Transit
September 8-11, 2019
Hyatt Regency, 655 Burrard Street, Vancouver, British Columbia, Canada
For more information: www.railvolution.org



Annual Conference 2019—Utah League of Cities and Towns
September 11-13, 2019
Salt Lake Sheraton, 150 W 500 South Street, Salt Lake City, Utah
For more information: www.ulct.org/ulct/training/



Bus Rapid Transit: Insight on Project Development and Implementation—APA Webcast Series
September 13, 2019, from 11:00 AM to 12:30 PM MDT
No charge for registration
Register at: www.ohioplanning.org/aws/APAOH/pt/sp/development_webcast
1.5 AICP CM Credit approved



67th Annual Utah History Conference | The Long View of History—Utah Division of State History
September 26, 2019, at Rio Grande Depot, 300 S Rio Grande Street, Salt Lake City, Utah
September 27, 2019, at Utah Cultural Celebration Center, 1355 W 3100 South, West Valley City, Utah
For more information: www.history.utah.gov/ushs-conference

Mark your calendars now...



Fall Conference 2019—Utah Chapter of the American Planning Association
October 3-4, 2019
Viridian Event Center, 8030 S 1825 West, West Jordan, Utah
For more information: contact Judi Pickell, Chapter Administrator, at admin@apautah.org
AICP CM Credits pending



Annual Conference 2019—Association of Collegiate Schools of Planning
October 24-27, 2019
Hyatt Regency, 220 N Main Street, Greenville, South Carolina
For more information: www.acsp.org/page/ConfACSP



APA-UT FALL 2019 CONFERENCE | OCT 3 - 4 | VIRIDIAN EVENT CENTER - WEST JORDAN, UTAH

2019 REGISTRATION FEES

| CONFERENCE REGISTRATION | | EARLY before July 29, 2019 | STANDARD until Sept. 27, 2019 |
|-------------------------|---|---|---|
| FULL | Professional Planner (Member, Utah Chapter APA) | <input type="checkbox"/> \$260.00 | <input type="checkbox"/> \$285.00 |
| | Professional Planner (Non-Member, Utah Chapter APA) | <input type="checkbox"/> \$285.00 | <input type="checkbox"/> \$295.00 |
| | Citizen Planner / Full-Time Student / FAICP / Retired / Elected / Support Staff | <input type="checkbox"/> \$115.00 | <input type="checkbox"/> \$115.00 |
| ONE-DAY | Member and Non-Member, Utah Chapter APA | <input type="checkbox"/> \$175.00 | <input type="checkbox"/> \$175.00 |
| | Citizen Planner / Full-Time Student / FAICP / Retired / Elected / Support Staff | <input type="checkbox"/> \$95.00 | <input type="checkbox"/> \$95.00 |
| GROUP | Full conference registration for three or more from one local government organization: Citizen Planner / Full-Time Student / FAICP / Retired / Elected / Support Staff ONLY | <input type="checkbox"/> \$250.00 (group) | <input type="checkbox"/> \$250.00 (group) |

Name Tag Info

Name _____

Organization _____

Title _____

AICP

FAICP

Register Online:

www.apautah.org

To pay your registration fee by check, please mail your payment and completed registration form to:

UT APA Chapter, P.O. Box 1264, American Fork, UT 84003

*Registration will not be accepted without payments. Refund requests must be made in writing at least 2 weeks prior to the conference.

A \$10.00 processing fee will be deducted from all refunds. Questions may be sent to admin@apauta.org or call 801-450-2659.

Receipts are available upon request.

THURSDAY, OCT 3, 2019

| | BETTER COMMUNITIES | PROFESSIONAL DEV. | BIG PICTURE | NATURAL HAZARDS | MOBILE WORKSHOPS |
|------------------|--|--|---|--|----------------------------|
| 7:30 - 8:00 AM | REGISTRATION | | | | |
| 8:00 - 8:30 AM | WELCOME KEYNOTE BY WEST JORDAN AND CHAPTER PRESIDENT | | | | |
| 8:30 - 9:30 AM | KEYNOTE: SITE DESIGN STUDIO | | | | |
| 9:30 - 9:45 AM | BREAK | | | | |
| 9:45 - 10:45 AM | Site Design Studio Training | What's in a Name? The Power of the Spoken Word | Westside Story | Landslides | DayBreak |
| 10:45 - 10:55 AM | BREAK | | | | |
| 10:55 - 11:55 PM | Challenges Facing Gateway Communities | Equity in Planning & Policy Panel | Planning for Growth - How do Utilities, School Districts, Services Plan | Living with Wildlife | |
| 12:00 - 1:35 PM | LUNCH SESSION: AWARDS | | | | |
| 1:40 - 2:40 PM | Awards in Depth | Persuasion Through Evidence-Based Discussions | The Water and Land Use Connection | Floods, Flood Mapping, and the NFIP | Exploring the Jordan River |
| 2:40 - 2:50 PM | BREAK | | | | |
| 2:50 - 3:50 PM | Improving Written Communications | Conflict Resolution Skills Training Part 1 | Inland Port Envision Utah | Buiding Resiliency through Hazard Mitigation | |
| 3:50 - 4:00 PM | BREAK | | | | |
| 4:00 - 5:00 PM | Census 2020 | Conflict Resolution Skills Training Part 2 | Air Quality | Disaster Recovery in a Planners World | |

FRIDAY, OCT 4, 2019

| | | | | |
|---------------------|-------------------|---------|--------------------|---------------------|
| TRANSPOR- TATION | LEGAL / ETHICS | HOUSING | CITIZEN PLANNER | MOBILE WORKSHOPS |
|---------------------|-------------------|---------|--------------------|---------------------|

7:15 - 8:00 AM *REGISTRATION*

8:00 - 9:30 AM **WELCOME KEYNOTE:
RETROFITTING SUBURBIA**

9:30 - 10:00 AM *NETWORKING + BREAK*

| | | | | | |
|------------------|--|---------------------------------|---------------------------------------|-----------------|------------------------------|
| 10:00 - 11:00 AM | Bridging the Gap: UDOT's Corridor Planning Process | Bonding for Public Improvements | Retrofitting Suburbia - Keynote Q & A | Engineering 101 | Vernacular Architecture Tour |
|------------------|--|---------------------------------|---------------------------------------|-----------------|------------------------------|

11:00 - 11:15 AM *BREAK*

| | | | | | |
|------------------|--|----------------------------|---------------------------------------|------------|------------------------------|
| 11:15 - 12:15 PM | Provo Orem TRIP (BRT)/ UVX Keys to Success | SB 34 - Affordable Housing | Housing - The Developer's Perspective | Referendum | Vernacular Architecture Tour |
|------------------|--|----------------------------|---------------------------------------|------------|------------------------------|

12:20 - 1:45 PM *LUNCH: 90 MILES MOVIE / AICP EXAM PREP*

| | | | | | |
|----------------|-----------------------|---|---------------------|----------------------|--|
| 1:50 - 2:50 PM | Transportation Issues | Legal Catch All: Development Agreements Gravel Pits | Wasatch Choice 2050 | Economic Development | |
|----------------|-----------------------|---|---------------------|----------------------|--|

2:50 - 3:05 PM *BREAK*

| | | | | | |
|----------------|-----------------------|----------------------|-------------------------------------|------|---|
| 3:05 - 4:05 PM | Planning and Airports | Ethics (3:05 - 4:35) | Aging in Place - Life Cycle Housing | ADUs | Walking Through History @ Gardner Village |
|----------------|-----------------------|----------------------|-------------------------------------|------|---|

4:05 - 4:15 PM *BREAK*

| | | | | | |
|----------------|--|--|-------------------------|---|---|
| 4:15 - 4:45 PM | Retired Planners - Where are They Now? | | Incremental Development | Yurts, Storage Containers, Small Lots, & Tiny Homes | Walking Through History @ Gardner Village |
|----------------|--|--|-------------------------|---|---|

APA-UT FALL 2019: PLANNING YOUR VISIT

CONFERENCE HOST HOTELS (Ask for APAUT Conference Rate*)

HAMPTON INN & SUITES

3293 W Center Park Dr,
West Jordan, UT 84084
(801) 280-7300

TRU BY HILTON

7148 Bingham Junction Blvd,
Midvale, UT 84047
(385) 557-5880 - \$89/night Conference Rate

* Call and book your rooms early. Rates are guaranteed until September 1st. Note that the “government rate” might be better than the conference rate.

DIRECTIONS

Viridian Event Center - 8030 S 1825 W, West Jordan, UT 84088

The Viridian Event Center is centrally located in the Salt Lake Valley, just off Redwood Road, with easy access from I-15, I-215, or Bangerter Highway to the west. UTA also has convenient bus and trax stops just 5-6 minutes away on foot (0.3 miles).

FROM REDWOOD ROAD

- From Redwood Road, turn west onto 8020 South (Rosa Parks Dr.) between West Jordan City Hall and the West Jordan Justice Center.
- Continue straight (west) through the roundabout then turn left (south) onto 1825 West.
- The parking lot will be on your right, south of the building.

*Limited parking is also available at Veterans Memorial Park north of the building, just be aware of the one-way road around the park.

BY UTA BUS OR TRAX

West Jordan City Center station on the Red TRAX Line 703

West Jordan City Center station on Bus Route 217 Redwood Road or 218 Sandy/South Jordan

From West Jordan City Center station:

- Cross Redwood Road at the crosswalk/light, headed west.
- Continue straight (west) through the roundabout and across 1825 West.
- The building and north lobby entrance will be on your left.

