

IOWA PLANNING



American Planning Association
Iowa Chapter

Making Great Communities Happen

A Publication of the Iowa Chapter of the American Planning Association

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2012 APA IOWA CONFERENCE RECAP



Six Recognized for 2012 APA Iowa Planning Awards

Submitted by Jill M. Wanderscheid, AICP

Each year, the Iowa Chapter of the American Planning Association (APA-Iowa) asks its more than 350 members to nominate plans, projects, and individuals deserving recognition by the professional organization. Award nominees can be recognized in sixteen categories ranging from urban design to distinguished leadership. Based on an independent review by a jury of professional planners from the Nebraska Chapter of the APA, the following award recipients were honored for their achievements during this year's Awards Lunch, which was held during the 2012 APA-Iowa Conference in Ames, Iowa.

Urban Design – *City of Mason City –
“Federal Avenue Streetscape and
Utility Improvements”*

Transportation Planning – *City of Des
Moines – “City of Des Moines Bicycle
and Trail Master Plan”*

Implementation – *City of Dubuque –
“Dubuque Millwork District Complete
Streets Project”*

Best Practice – *City of Iowa City /
University of Iowa – “Iowa City Plan-
ning Department UniverCity
Neighborhood Partnership Program”*

Distinguished Leadership Award for a
Professional Planner – *Gary Lozano,
AICP*

Planning Advocate – *Bill Boom, Al-
derman, City of Davenport*

Congratulations to the award recipients! Please congratulate them on their accomplishments as you network with them throughout the year. More information about these particular award-winning projects and individuals can be found on APA-Iowa's website - www.iowa-apa.org – under “Current News.” ■

Below: City of Mason City accepting their award for Urban Design



Below: Gary Lozano, AICP accepting his award for Distinguished Leadership for a Professional Planner



Below: City of Des Moines accepting their award for Transportation Planning



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Visit our webpage at www.iowa-apa.org



President's Message

Rich Russell, AICP



Greetings Iowa Planners!

Thanks to all of you who attended the APA Iowa Chapter's 2012 conference that was held October 31st through November 2nd at Gateway Center in Ames! Keynote sessions presented by APA President Mitch Silver and Karen Quance Jeske were conference highlights. The Iowa Smart Planning Charette, spearheaded by Les Beck and staffed and sponsored by RDG was also a big hit. Look for a compilation of results of this charette in the near future.

Please take time to thank these committee members for all of their work in putting the conference together: Naomi Hamlett, Tom Treharne, Chris Shires, Seana Perkins, Charlie Dissell, Steve Osguthorpe, Les Beck, David Wilwerding, Jill Wanderscheid, Melissa Tiedemann, Gary Taylor, Doug Johnston, Charlie Kuester and Bob Gibson.

Please let one of us know if you have any comments or suggestions about how the conference went for you. This will allow us to improve future conferences.

During the conference, many of our executive committee members met with Professor Francis Owusu of the Department of Community and Regional Planning at Iowa State University and Tim Borich, Director of Iowa State University Extension to discuss possible collaborations between ISU and the chapter. We hope to get the faculty more involved with the chapter's activities. This would be true for faculty at the University of Iowa, as well.

APA Iowa member Cory Scott has volunteered to help with the planning of AIA Iowa's Spring Conference. Look for more information on this one-day event in the near future.

Please note that this is the schedule of chapter meetings for the next year:

- January 18, 2013--Linn County--Cedar Rapids--Les Beck--Begin 2013 Conference Planning--U of I Cost of Living presentation (tentative)
- March 15, 2013--Sioux City--Jill Wanderscheid--Topic TBD
- May 17, 2013--City of Davenport--Davenport--Matt Flynn--Topic TBD
- July 19, 2013--Region XII COG--Carroll--Karina Ward will help with a CM presentation.
- September 20, 2013--Linn County--Cedar Rapids--Les Beck--2013 Conference Planning + Topic TBD
- November 15, 2013--University of Iowa--Iowa City--Chuck Connerly-- University-Community Partnerships for Sustainability: The Iowa Initiative for Sustainable Communities.

Remember that all chapter meetings are open to the membership! Many of these will have learning opportunities (CM credits) associated with them. We are trying to move the meetings around geographically so that members can attend ones in their region. These meetings are also great networking opportunities. The leadership of the chapter anticipates that the November meetings will give us a great chance to meet students and staff from both universities. We hope to see you!

The chapter board has approved a chapter-only membership contest. For more information on how you can help the chapter increase membership and win a \$150 gift card to Amazon.com at the same time, visit our website:

<http://www.iowa-apa.org/assets/files/APA%20Chapter%20Only%20Flyer.pdf>

The contest ends December 31st, so don't delay in recruiting members!

**Win a \$150 gift
card to Amazon
and help APA
Iowa!**

I attended the APA Fall Leadership Meetings in Washington, DC on your behalf from September 30th through October 1st. One recommendation from the conference is that when you are selling the benefits of planning, use local proof points. Focusing on the economic benefits of good local planning efforts is also advisable.

A topic of much discussion is the proposed consolidated election cycle. The current proposal to have elections in the fall and have terms start around the first of the year would impact our chapter only slightly. *Continued on page 7*

2012 APA Iowa Student Poster Contest Winners

Submitted by Jill M. Wanderscheid, AICP

12 posters were submitted to the fourth annual APA-Iowa Student Poster Contest. This is the largest number of entries ever submitted! This year's first prize winners, a team of two consisting of Melissa Goodwin and Travis Halm (Iowa State University) won \$750 in prize money. The second place winner, John Close (Iowa State University), received \$250. In addition, all students who submitted a poster received free attendance to the 2012 APA-Iowa Conference in Ames, Iowa.

Thanks to the jurors who helped select the winners: Cory Scott, AICP, RDG; Christopher Gibbons, City of Council Bluffs; Kara Tragesser, AICP, City of West Des Moines; Chris Della Vedova, Confluence; and Samuel Larson, Dallas County Planning and Development. To view all 12 submissions, visit <http://www.iowa-apa.org/index.php?id=83> ■



Melissa Goodwin & Travis Halm accepting their award

EMERGING PLANNING PARADIGMS

APA IOWA CHAPTER ANNUAL CONFERENCE 2012

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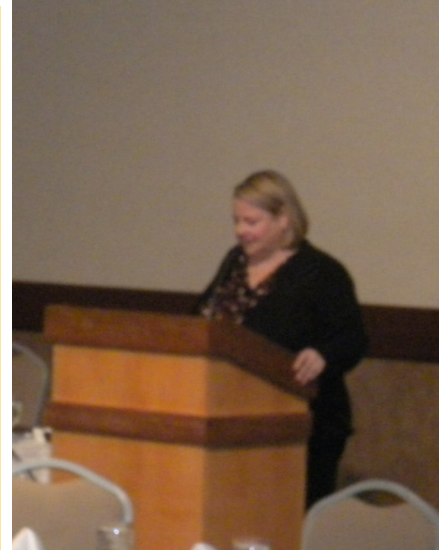
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The Next Nine: Questions to Stir the Planners Imagination

Submitted by Karen Jeske, AICP

*Karen Quance Jeske
(pictured right) inspired
planners in her closing
keynote address at the
2012 APA Iowa
Conference. Her
insightful thoughts raised
questions and
considerations that all
planners should reflect
upon. Her discussion is
outlined below.*



The following list is a review of some of the questions raised during the closing plenary session. As leaders and change agents in our communities, it is our responsibility to think ahead, challenge our assumptions and work hard to engage our communities in making decisions.

1. Is happiness (as defined by tons of new research) a worthy goal of planning?
2. What planning and code changes do we need to pursue to allow more of the smaller housing units that will be in demand in the near future?
3. Have you tried a planning experiment in your community lately?
4. Do you know who the social entrepreneurs are in your community and are you inviting them to the table?
5. How well does your community support the production of local food?
6. More and more businesses are based on trucks or carts or kiosks. Are your local parking lots able to accommodate these?
7. Do your public meetings provide opportunities for people to participate in meaningful ways and to connect with one another?
8. Do your post-planning public education efforts match your the public education effort you put into the planning process?
9. When have you been courageous as a planner and what did you learn from that experience? ■

THE ZONER'S CORNER

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Building the Smart Planning Toolbox

Submitted by Lorin Ditzler

There are thousands of planning resources out there, but who has the time to find them all? APA Iowa and several other partners are hoping to solve that problem for Iowa planners by creating an online planning "toolbox."

The idea came from a report of the state-appointed Iowa Smart Planning task force, which recommended a planning toolbox as a way to help implement the principles of Iowa's 2010 Smart Planning legislation. Toolbox examples already exist in other areas of the country, including one maintained by the Northern New England APA (<http://nnecapa.org/resources/smart-growth-tool-kit/>) and another supported by a partnership of planning chapters and nonprofits in 11 states out West (<http://scotie.sonoraninstitute.org/>).

The Iowa APA conference featured a workshop aimed at crafting the format and content of the toolbox, with a specific focus on tools related to watershed and land use integration (another recommendation of the Smart Planning task force). Approximately 30 people participated in the 4 hour brainstorming session that was facilitated by RDG Planning & Design and sponsored by the Iowa Chapter APA, Iowa County Zoning Officials, UI Graduate School of Urban and Regional Planning, ISU Department of Community and Regional Planning, Iowa State Association of Counties, and the Iowa Storm Water Education Program.



Presentation given prior to in-depth discussion of Smart Planning Toolbox

As a result of the workshop, a vision for the toolbox is beginning to take shape as a web-based, searchable site that provides a repository of links to model codes, best practices, funding opportunities, example plans, planning handbooks and other resources that are most relevant to Iowa communities. The site could be

organized by topic and/or city size, and could be updated as new resources become available. Workshop participants provided a wide range of suggestions of Iowa-based and national resources to include in the toolbox, including links to: an online version of the ISU Extension Land Use Planning handbook, WalkScore.com (a site that shows the walkability of any given site), APA award winning plans, PlanIowa.com (which already links users to a variety of planning tools), the Iowa Stormwater Management Manual, and Iowa Economic Development Authority Programs and Grants.

Now we want your help! There is still a lot of progress to be made before the vision becomes reality. If you want to help bring the toolbox to fruition, or have suggestions for materials to include in the toolbox, contact Lorin Ditzler (lditzler@rdgusa.com). Stay tuned to the Iowa APA website and *Iowa Planning* for updates on the project as it progresses. ■

Here are some of the Top Priorities identified by those who participated in the Smart Planning Workshop held at the APA Iowa Conference:

Format:

- Web-based
- Easily Navigable
- Buildable
- User-friendly
- Background on toolbox
- Establish maintenance for links
- Should include: images, ordinances, maps, webinars
- Tools for both rural and urban

Content:

- Story-Telling For Public Input
- Certified Local Government Inventories
- ISU Extension's Land Use Planning handbook
- Form based, transect, smart codes
- Model ordinances from Iowa
- Education for Elected Officials
- Funding Opportunities
- Methods for assessing public priorities
- Sample Comprehensive Plans
- Model ordinances where management works with a triple bottom line approach



University of Iowa Graduate Students Participate in Park(ing) Day!



September 21st, 2012 marked the annual global event known as Park(ing) Day. Each year participants in Park(ing) Day are encouraged to

turn everyday parking spots into public parklets or other urban uses. The event highlights sustainable land use, transportation, and community development, demonstrating how land used by parking spaces can be better utilized. Alternatives include urban gardens, public art, benches, and other pedestrian uses. The event was started in 2005 in San Francisco. In 2011, 162 cities took part in Park(ing) Day, representing 35 countries.



The University of Iowa Urban and Regional Planning Student Association (URPSA) introduced the event to campus this year. Four metered parking spots were occupied in front of the Memorial Union from 8:00 am to 5:00 pm on the 21st. Each parking spot had a student organization represent alternative uses. URPSA provided a bike parking facility, the University of Iowa Student Garden held a mini farmers market, Eco-Hawks threw a eco-friendly tailgate, and the Iowa City Public Art Department provided a public bench for seating.

Although the University of Iowa campus does not have the high density of major cities, students hope to raise awareness on the effects of parking spaces. Transforming normal parking spots for a day is one way. Students recognize that the demand for urban land will continue to rise. By promoting better uses for parking spaces, students hope to get people thinking about alternatives to driving. ■ -Submitted by Charlie Cowell, Graduate Student- University of Iowa

Meet the Faculty: Iowa State University

Professor Carlton Basmajian



Assistant Professor Carlton Basmajian joined the Iowa State University Faculty in 2008. He has prior teaching experience at Virginia Tech and the University of Michigan, and professional experience in Atlanta, Georgia. At Iowa State he has taught planning methods, and the planning studio, as well as courses in suburbia, growth management, and planning history. In

one planning studio, he and the students developed a comprehensive sustainability plan for the City of Fairfield, IA. He quickly developed a reputation as an outstanding teacher, receiving the 2011 Polster Teaching Award from the College of Design. One student commented "Carlton is a great teacher, one of the best in the CRP department. He is very knowledgeable on the topics presented in the class. As for the overall course, he taught it in a way that allowed us to use the skills we have previously learned and apply them to relevant projects throughout the semester."

Professor Basmajian's primary area of scholarship is in regional planning, with a particular focus on fragmented politics, informal regional initiatives and the policies and actions that result. His first book "Enabling Sprawl: The Atlanta Regional Commission, the State of Georgia, and Federal Policy, 1970-2002" will be published next year. While at ISU, he has contributed to a study of the State's Local Housing Trust Funds, "The Tomorrow Plan" regional sustainable planning effort spearheaded by the Des Moines Metropolitan Planning Organization, and others. He has published in a variety of journals including the Journal of the American Planning Association, the Journal of Planning History, Landscape and Urban Planning and Transportation. Among those garnering some attention is a set of papers he wrote on the planning of cemeteries including "Planning for the Disposal of the Dead" published in JAPA. ■ -Submitted by Doug Johnston, Ph.D. Department of Community and Regional Planning - Iowa State University

University of Iowa, URP
www.urban.uiowa.edu/

Visit their WebPages!

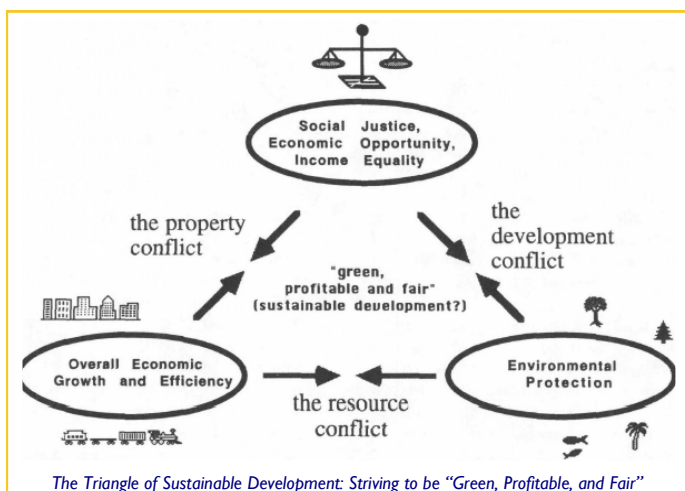
Iowa State University, CRP:
www.design.iastate.edu/communityplanning/index.php

Renewable Energy Capacity and Return on Investment Map and Policy Analysis for Dubuque, IA

Submitted by Nicholas Benson

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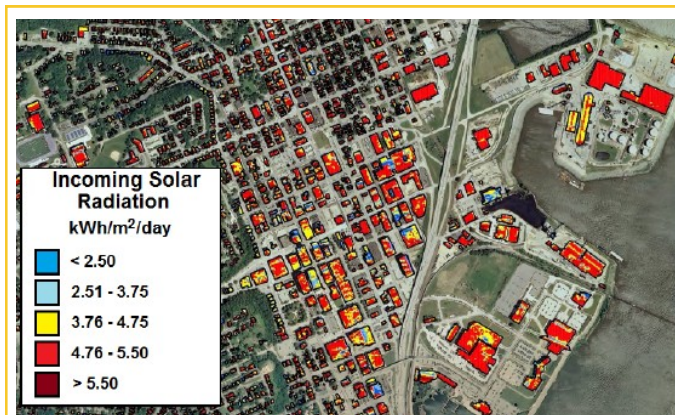
The Iowa Initiative for Sustainable Communities (IISC) is a campus-wide effort at the University of Iowa to help communities across the state to address the economic, environmental and social/cultural issues they face today and plan for a sustainable future. In the 2011 – 2012 academic year, 35 graduate students in the School of Urban and Regional Planning worked with the City of Dubuque to develop and implement 5 sustainability projects. These 5 projects were completed in May 2012. Five more are currently underway in Dubuque and will be completed in May 2013.



One of the projects completed in May 2012 was the development of community-wide capacity maps for renewable energy in Dubuque. A group of 8 urban planning graduate students created GIS-based maps that show the capacity for individual parcels in Dubuque to produce renewable energy on-site. In particular, this group considered wind, solar and ground source heat pump (geothermal) technologies. From these capacity maps, the graduate students produced a return on investment model based on current energy demand in Dubuque. This return on investment model provides businesses and residents the opportunity to evaluate the financial benefits of switching from traditional energy sources to solar, wind or ground source heat pump technologies.

An interactive online mapping tool was developed to allow businesses and residents to easily access this information. By clicking on individual parcels throughout Dubuque, a pop-up screen provides data on the financial and energy savings that occur by switching to renewable energy. The Greater Dubuque Development Corporation (GDGC) and the City of Dubuque are currently working on transferring the site from the University of Iowa's

server to Dubuque, as well as integrating this information into the Location One Information System (LOIS), an online economic development building and site database utilized by the GDGC.



This project also identified policy implications of renewable energy development in Dubuque. This includes recommended zoning changes to promote renewable energy technology, an analysis of the disparate impact of renewable energy capacity on lower-income and minority populations in the city, and the ability of renewable energy technology to make Dubuque's critical facilities resilient in the midst of disasters.

The 8 graduate students working on this project presented their work at the National APA Conference in Los Angeles in April 2012. Since its completion, numerous media outlets throughout the state of Iowa have reported on the project. In addition, outside groups such as the School of Urban and Regional Planning at the University of Wisconsin-Madison, seeking to complete similar work, have looked to this project as a pioneer in mapping the capacity and return on investment for renewable energy at an urban scale. ■



Michael Beach and Eric Isaacs show the research poster at the National APA Planning Conference in Los Angeles, California

President's Message *(continued)*

Our terms would need to start earlier than March 1st. I will be supporting this proposal if it comes to a vote at the Chapter President's Council.

The Chapter Leadership Development Committee that I currently sit on is working on a Leadership Continuity Notebook. Once this is completed, we will update this for our chapter's use.

In closing, please let me know of any way your chapter

can provide more benefits to you as a member. Also, please let me know of any way you'd like to be more involved in the chapter.

Rich Russell, AICP
APA Iowa
rrussell@cityofdubuque.org
(563) 589-4152 ■



Meet the Planner: John Close

Occupation:

Student focusing on a concentration in Physical Planning and Urban Design with a minor in Critical Studies in Design.

Family:

I was born in Pittsburgh, PA and raised in Ft. Myers, Florida. I have two sisters and a brother who all still live in Florida along with my parents. Most of my extended family is still in Pennsylvania.

If you had a day and could do anything wanted to do, what would it be?

I really want to go on a hot air balloon trip. It seems to me that the experience would be both thrilling and peaceful at the same time and offer a completely different perspective on the landscape beneath me.

If you could trade places with any other person for a week, famous or not famous, living or dead, real or fictional, with whom would it be?

I would like to spend a week on the Lewis and Clark Expedition. I have a passion for the Great Plains (wildlife, native peoples, and landscape) and I would have loved to have seen what they looked like before settlement.

What planning courses have you most enjoyed at ISU and why?

The two courses I have enjoyed the most have been Survey of Community and Regional Planning with Carlton Basmajian and Urban Design Practice with Katia Balassiano. The Survey of Community and Regional Planning was especially helpful in understanding the history of the American city and being introduced to Fishman, Mumford, Howard, and Jacobs. Urban Design Practice was an experience in learning how different places are designed based on their direct and indirect uses. The course was invaluable in teaching me design aspects of planning.



John won 2nd place in the 2012 APA Iowa Student Poster Contest Congratulations, John!

What are some potential challenges you see in planning?

I tend to believe there are four major challenges in planning. The first challenge is reinventing our Central Business Districts to become livable Downtowns. Specifically, making downtown a place where people want to live. The second issue is transforming suburbs into transit oriented communities. I am a huge fan of light rail and hope to see more cities develop networks that will encourage people to ride because it is more convenient than driving. The third challenge is increasing density in the current metropolitan footprint of cities while discouraging further sprawl. The last issue is getting cities and suburbs to form regional governments and partnerships to be able to address challenges with a cohesive plan.

What was the most interesting presentation you saw at the APA Iowa Conference, and why?

I enjoyed the presentation on Sioux City's Historic Pearl District by Jill Wanderscheid. Being especially drawn to physical design in planning, I was very interested in the façade guidelines that are utilized in the district. I have been to Sioux City on numerous occasions and the presentation made me want to go back! It was also exciting to see how planning helps revitalize downtowns! ■

APA Great Places in America

Submitted by Denny Johnson

Members of APA Iowa have until December 21st to send APA suggestions of what should be recognized in Iowa as national Great Neighborhoods, Great Streets and Great Public Spaces. Each October during National Community Planning Month APA honors 10 neighborhoods, 10 streets and 10 public spaces through Great Places in America.

To make the Great Places suggestion process easier, APA has simplified and streamlined the submission form to one page. Visit the following link to find the new form as well as a list, by state, of the 170 Great Places designated through 2012; and things to consider when brainstorming possible candidates: <http://www.planning.org/greatplaces/suggestion/suggestiondetails.htm>.

Send in suggestions by Friday, December 21, so APA can consider them for possible designation in 2013. If you have any questions please call or email Denny Johnson: (202) 349.1006 or djohnson@planning.org. ■

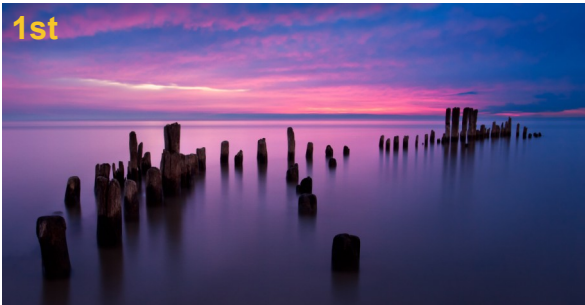


Spectacular vistas, superb architecture, and active residents distinguish the Gold Coast-Hamburg Historic District, among Iowa's oldest residential neighborhoods. 2011 Great Place.

State Fair Photo Contest

Submitted by Naomi Hamlett, AICP

For the fourth year, APA-Iowa sponsored a photo category at the 2012 Iowa State Fair Photography Salon. The category we sponsored was "USA Places." This was a unique way to educate the public about planning through our common work at creating and showcasing places. Almost 4000 photos were entered into the 2012 Iowa State Fair Photography Salon. Of the 234 photos entered in the "USA Places" category, 31 were chosen for exhibition, and seven ribbons were awarded. The first, second, and third winners were:



1st

1. First Place – Chris Smith of Deerfield, IL - "The Old Pier"
2. Second Place – Mark Gromko of Iowa City, IA – "False Kiva"
3. Third Place – Lindsey Trettin of Des Moines, IA – "Chess Move – New Orleans"

Be sure to check out the photo exhibit at the 2013 Iowa State Fair! ■



2nd



3rd

