2019 ANNUAL CONFERENCE

American Planning Association | New York Upstate Chapter

MAKING GREAT COMMUNITIES HAPPEN

OCT 2-4

ROCHESTER, NEW YORK

American Planning Association
New York Upstate Chapter

Creating Great Communities for All

On behalf of the New York Upstate Chapter of the American Planning Association, I am delighted to welcome you to Rochester for the 2019 Chapter Conference!

WELCOME

TO ROCHESTER!

As the Chapter's signature annual event, this conference brings together planners from the public, private, and not-for-profit sectors, municipal officials and board members, students, community leaders, and members of allied professions for a unique learning and networking opportunity.

The Genesee/Finger Lakes Section is excited to host you at the recently remodeled Hyatt Regency, located in the heart of revitalized downtown Rochester. The Hyatt is within an easy walk of many of downtown's cultural and recreational attractions, and while you're here I hope that you'll take some time to explore not only downtown, but also the diverse and historic neighborhoods, parks, community spaces, and vibrant arts and entertainment venues that make our city one of the country's best places to live, work, and raise a family.

This year's conference program is grounded in the state-of-the-art work planners are leading in communities all across Upstate New York. The program offers a broad variety of sessions that will provide you with insights on how your colleagues are advancing projects and programs in subfields as varied as urban design, multimodal transportation planning, community and youth engagement, housing, environmental sustainability, economic development, education, public health, and other topics of interest.

In addition to the classroom sessions, I hope that you'll participate in the mobile workshops to learn about and experience firsthand some of the exciting redevelopment projects that are transforming Rochester. I'd also like to encourage you to take full advantage of the conference's networking opportunities, including socializing with friends and colleagues during the breaks and evening receptions and visiting the exhibitor booths in the hotel foyer.

On behalf of the Chapter, I'd like to thank the conference sponsors for their generous support. Without them, this event wouldn't be possible. In addition, I'd like to thank the members of the conference planning committee for their diligent work over the past 18 months to make this event a reality.

Thank you for taking the time to attend the 2019 NY Upstate Chapter conference and contributing to the ongoing growth and development of our profession. Your support and participation is critical for a successful conference, and I hope you enjoy your time in Rochester!

Joseph M. Bovenzi, AICP

Genesee/Finger Lakes Section Director and Chair, 2019 NY Upstate APA Conference Planning Committee

Certification Maintenance

AICP members can earn Certification Maintenance (CM) credits for this activity. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at www.planning.org/cm.

AICP members must be in attendance for the duration of the event in order to receive CM Credit.

CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 2

10:00 to 12:00	Chapter Board Meeting | *Wilmorite Room*
12:00 to 5:00	Registration Open | *Hotel Foyer*
12:00 to 5:00	Exhibitors Open | *Hotel Foyer*
1:00 to 2:30	Educational Sessions
2:30 to 3:00	Afternoon Break | *Hotel Foyer*
3:00 to 4:30	Educational Sessions
4:30 to 6:00	Educational Sessions
6:00 to 8:00	Welcome Reception & Student Poster Session | *Hotel Ballroom*

THURSDAY, OCTOBER 3

7:30 to 5:00	Registration Open | *Hotel Foyer*
7:30 to 5:00	Exhibitors Open | *Hotel Foyer*
7:30 to 5:00	Student Posters Open | *Hotel Foyer*
7:30 to 8:30	Breakfast | *Hotel Foyer*
8:30 to 10:00	Educational Sessions
10:00 to 10:30	Morning Break | *Hotel Foyer*
10:30 to 12:00	Educational Sessions
12:00 to 1:30	Awards Luncheon & NY Upstate Chapter Annual Meeting | *Hotel Ballroom*
1:30 to 3:00	Educational Sessions
3:00 to 3:30	Afternoon Break | *Hotel Foyer*
3:30 to 5:00	Educational Sessions
5:30 to 7:30	Evening Reception & Open House | *Tower280 (Bergmann); walking distance of hotel*

FRIDAY, OCTOBER 4

7:30 to 12:00	Registration Open | *Hotel Foyer*
7:30 to 12:00	Exhibitors Open | *Hotel Foyer*
7:30 to 12:00	Student Posters Open | *Hotel Foyer*
7:30 to 8:30	Breakfast | *Hotel Foyer*
8:30 to 10:00	Educational Sessions
10:00 to 11:30	Educational Sessions
11:30 to 12:00	Late Morning Break | *Hotel Foyer*
12:00 to 1:30	Educational Sessions

All Mobile Sessions will meet at the bottom of the escalators in the hotel lobby. Signs will be posted.

THANK YOU

The New York Upstate Chapter of the American Planning association would like to thank the following companies for their support of the 2019 Annual APA New York Upstate Chapter

Barton & Loguidice

BERGMANN
ARCHITECTS ENGINEERS PLANNERS

C&S COMPANIES®

CBRE

Cornell AAP
Department of City and Regional Planning

edr

FISHER ASSOCIATES

GENERAL CODE
A Member of the ICC Family of Companies

Groundpoint ENGINEERING

HIGHLAND PLANNING

PLANNING & DESIGN INGALLS Since 2005

LaBella
Powered by partnership.

Engineering and Land Surveying, P.C.

MKSK

CHERYL DINOLFO
COUNTY EXECUTIVE

MRB group

PA
PASSERO ASSOCIATES
engineering architecture

PLANNING 4 PLACES

Stantec

TY·LIN INTERNATIONAL

wsp

WWS Planning

EVENTS & EXHIBITORS

CONFERENCE EVENTS

The New York Upstate Chapter of the American Planning association would like to thank the following companies for sponsoring the 2019 Annual APA New York Upstate Chapter Conference events.

WELCOME RECEPTION
Wednesday, October 2
6:00 to 8:00 | Hotel Ballroom (sponsored by LaBella)

AWARDS CEREMONY & LUNCHEON
Thursday, October 3
12:00 to 1:30 | Hotel Ballroom (sponsored by Fisher & WSP)

EVENING RECEPTION & OPEN HOUSE
Thursday, October 3
6:00 to 8:00 | Tower280 (hosted by Bergmann; walking distance of hotel)

CONFERENCE EXHIBITORS

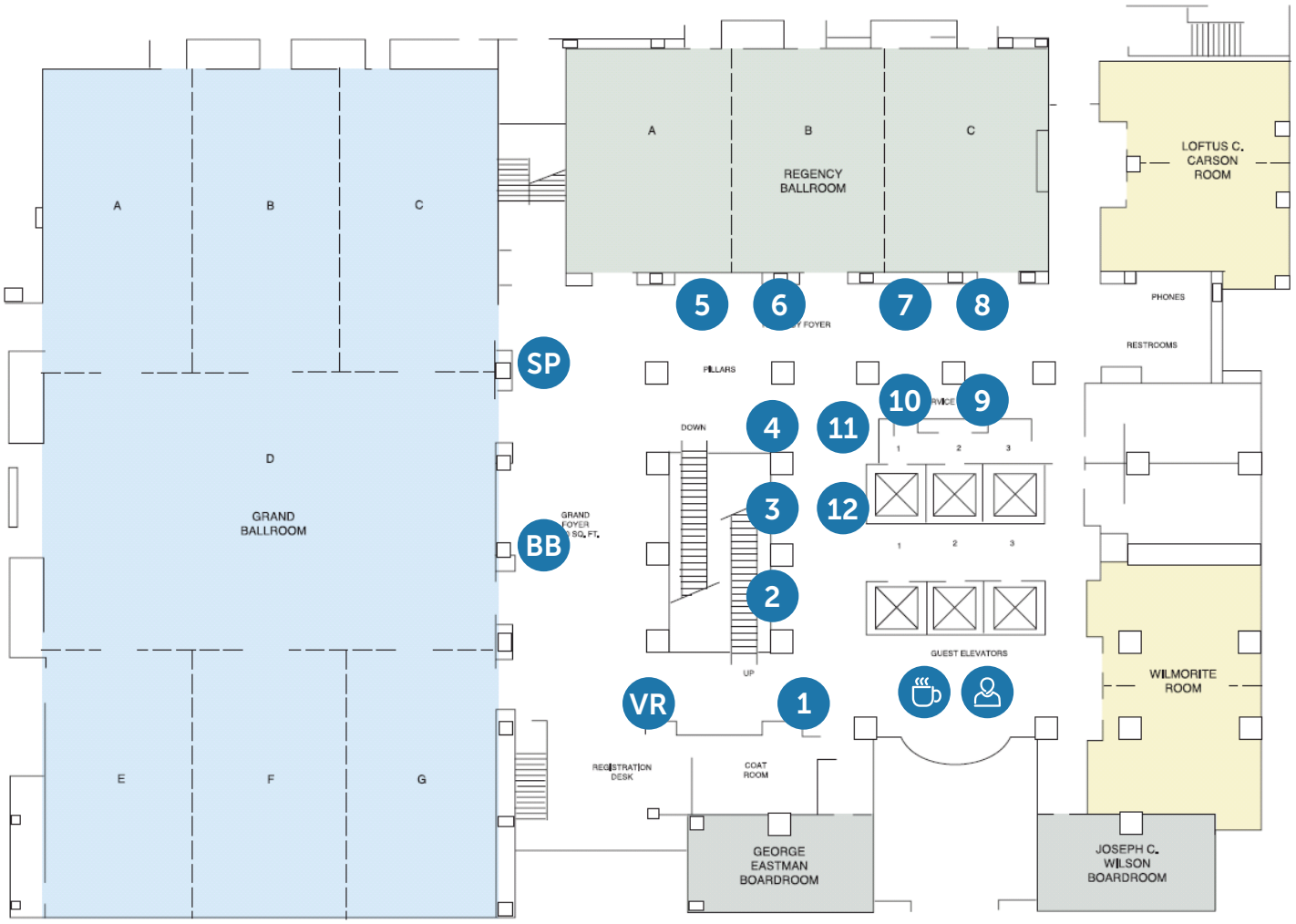
We appreciate the support of the following companies. Please take a moment and visit their booth in the ballroom throughout the conference.

Barton & Loguidice
Bergmann
Design Center
Fisher Associates
General Code
Groundpoint Engineering
Highland Planning LLC
Ingalls Planning & Design
Labella
MRB Group
Passero Associates
Planning 4 Places

WAYFINDING

HYATT REGENCY

125 E MAIN ST
Rochester, NY 14604
585.546.1234



1. Labella
2. Highland Planning LLC
3. Ingalls Planning & Design
4. Planning 4 Places
5. Barton & Loguidice
6. MRB Group
7. Bergmann
8. Passero Associates
9. Groundpoint Engineering
10. General Code
11. Fisher Associates
12. Design Center

BB Breakfast Buffet
SP Student Posters
VR Visit Rochester
Break Location
Registration

SESSIONS

WEDNESDAY, OCTOBER 2

A1: Developing Environmentally-Friendly Energy Alternatives to Promote Economic & Community Development (1.5 CMCs)

1:00 to 2:30 | Wilmorite Room

Demand for energy is increasing dramatically across New York State. This session will explore how high-energy users or municipalities can plan for, and develop, environmentally beneficial and resilient energy supply alternatives to complement, replace, or backup current energy supply sources.

A2: Traffic Improvement Agreements: A Public-Private Path to Traffic Relief (1.5 CMCs)

3:00 to 4:30 | Wilmorite Room

This session will discuss the "Upper Newtown Road Memorandum of Agreement", a traffic mitigation and improvement agreement executed in 2017 between three residential home builders and the Town of Halfmoon, NY. This offers a prototype of how government and private development can work together to address traffic needs in a fair and equitable manner.

A3: International Examples of Bike Friendly Places (1.5 CMCs)

4:30 to 6:00 | Wilmorite Room

This informal session is intended to provide inspiration by showing how civilizations that have been city-building for nearly 1,000 years approach multi-modal infrastructure. We will highlight the best pedestrian and bicycle accommodations that we have encountered from Sweden, Denmark, Germany, Austria and Holland to share international best practices.

B1/B2: The Inner Loop Transformed (4.5 CMCs)

1:00 to 6:00 | Mobile Workshop

This tour was featured at the 2014 APA conference, just a few months before this portion of the Inner Loop Expressway closed for good. The sunken expressway has been filled in and replaced with a grid of urban streets, a cycle track and new mixed-income development.

Following a break in the field, the tour will continue with a visit to the former Midtown Plaza site to discuss the public and private redevelopment efforts in the heart of downtown Rochester.

C1: Transit Center Tours (1.0 CMCs)

1:00 to 2:00 | Mobile Workshop
2:00 to 3:00 | Mobile Workshop

This workshop will tour the Regional Transit Service's state-of-the-art Transit Center located in downtown Rochester. The tour will cover the Transit Center's award-winning design, energy efficiency (LEED Silver certification), and use of technology to manage vehicle operations and passenger movements. Attendees will also learn about the daily operations and how RTS coordinates and partners with the City and various community groups. The tour will be offered twice due to capacity limitations.

C2: Sibley Square – Rochester's Most Innovative Mixed-Use Project in Decades (3.0 CMCs)

3:00 to 6:00 | Mobile Workshop

Sibley Square represents the entrepreneurial vision that fueled Rochester's past success, and it will once again be at the center of innovation. The surrounding community includes 50,000 people and 176 apartments, with an additional 104 apartments currently under construction. Sibley's Mercantile will be home to an array of dining options with its 10,000-square foot open market. At the crossroads of Main and East, Sibley Square is at the economic center of downtown and the anchor of the East Avenue entertainment district.

SESSIONS

THURSDAY, OCTOBER 3

A4: "This Meeting Could Have Been an Email:" Practical Tips to make your meetings more effective and energizing (1.5 CMCs)

8:30 to 10:00 | Grand Ballroom E

This highly interactive session will focus on facilitation techniques that will help make your meetings more effective and energizing. Through group exercises, practical examples, and real-world tips, we will learn ways to overcome common pitfalls, such as meetings that are too long, meetings with no clear purpose, lack of follow-up and accountability, as well as how to channel conflict into productive discussion.

A5: Women in Planning – A Roundtable (1.5 CMCs)

10:30 to 12:00 | Grand Ballroom E

This session will focus on how gender affects women's experience working as planners and their contributions to planning work. Specific questions will include how the "Me Too" movement is affecting work environments, the specific challenges women face in planning, and how to support inclusivity. Takeaways for both men and women in planning and how we can work together to make planning more inclusive will be summarized.

A6: The Role of Design Charrettes and Community Engagement (1.5 CMCs)

1:30 to 3:00 | Grand Ballroom E

This presentation and panel discussion will examine how students can be agents of change, how communities were engaged from project conception through completion and we will see how municipalities facilitate opportunities for communities to be engaged in the development process to ensure that all stake holders play a role in shaping the built environment.

A7: Green Infrastructure Grant Opportunities (1.0 CMC)

3:30 to 4:30 | Grand Ballroom E

This workshop will walk through two important grants that can greatly benefit the work of planners, landscape architects, architects and engineers. The Green Infrastructure Grant Program and the Integrated Solutions Construction Grant. Also included is an in-depth review of the planning strategies and design implementation of green infrastructure.

B3 & B4: Inner Loop North Charrette Part 1 & 2 (3.0 CMCs)

8:30 to 12:00 | Regency

This session will look at the future of the Inner Loop North site in Downtown Rochester. Through a speculative charrette exercise, participants will create concepts for this new space. We will look at neighborhood context, multi-modal connectivity, public space, new development, building rehabilitation and other facets of urban design to create visions for the area.

This exercise will afford participants the opportunity to think about taking big steps to reshape our various urban cores through reexamining major infrastructure projects and focusing on redesigning cities for people. This is a double-session and will include a break during the charrette.

B5: Enabling Design Immersion: Leveraging the built environment to enable all citizens to thrive (1.5 CMCs)

1:30 to 3:00 | Regency

It's a (young) man's world, literally. The majority of our built environment has been designed for average males between the ages of 20 and 40, designing out everyone else. This presentation will provide an introduction to age- and behavior-friendly design, followed by hands-on immersion where participants will temporarily alter their abilities and senses to evaluate spaces based on their newfound knowledge. They will wear earplugs, tinted glasses, use walkers and wheelchairs while working in small groups to evaluate a spaces, including restrooms, main entrances, lobbies and other public areas.

B6: You Have an Opportunity Zone. So, Now What? (1.0 CMC)

3:30 to 4:30 | Regency

Learn about the benefits of the new federal Opportunity Zones (OZ) program, including the basic structure of deals, the terminology, and the various ways deals are coming together. This session will also cover examples in communities across Upstate New York that have used or intend to use this incentive. Finally, learn about how communities can participate in the OZ program indirectly by vetting projects, cultivating investors and playing matchmaker.

SESSIONS

THURSDAY, OCTOBER 3

C3: Planning the Eastern Wildway (1.5 CMCs)

8:30 to 10:00 | Grand Ballroom F

What is the role of the Planning profession in facilitating a continental-scale system of interconnected conservation lands such as the Eastern Wildway? This session will include an overview and facilitated discussion of the Eastern Wildway, key conservation concepts, the role of planners and the planning process in facilitating the creation of a connected landscape of wild lands and a description of the New York State Open Space Plan's Emerald Necklace project.

C4: Promoting Change through Play (1.5 CMCs)

10:30 to 12:00 | Grand Ballroom F

Participants in this session will experience the power of play through some ice-breaking and consensus-building games. Each game will be accompanied by interactive discussion and Q&A about the sociology behind how and why these techniques work. Former Gowanda Mayor Heather McKeever will discuss how play became a game-changer during the BOA process and how it changed the way the Village interacts with its stakeholders.

C5: What's School Reform got to do with Urban Revitalization (1.5 CMCs)

1:30 to 3:00 | Grand Ballroom F

The session explores how external factors in the built and social environment (poverty, housing, infrastructure condition, childcare, health facilities, transportation, etc.) affect student performance. Likewise, poor schools cause middle class families to leave urban neighborhoods, which affect neighborhood health and economic development. Tools will be identified to bridge the gap between school policy, equity, and economic development programs.

C6: Sober Homes and their Regulation – Sober Home Operations, Zoning Considerations and Law (1.5 CMCs)

3:30 to 5:00 | Grand Ballroom F

This session will focus on how federal law impacts local planning and zoning decisions, specifically the ADA and the Fair Housing Act, the function and need for sober living facilities as a part of substance use disorder treatment, and zoning and other tools that can be used to ensure these homes contribute to the fabric of the neighborhood and community.

D1: The City of Rochester Public Market: Commerce and Community Since 1905 (3.0 CMCs)

8:30 to 12:00 | Mobile Workshop

The City of Rochester Public Market has been a hub of commerce, culture and community near downtown since 1905. This year-round indoor-outdoor municipally-run market offers a huge volume and variety of products. Year-round visitors can find more than 300 vendor stalls packed with local, national and international products (produce, meat, seafood, poultry; cheeses and dair, baked goods, ethnic and specialty foods and more!). Saturday attendance during the busiest months often tops 35,000. Market shoppers can also find community organizations tabling, buskers, nutritious cooking demos and samplings, and much more within its iconic gateway arches.

While exploring the Market, conference attendees can also take in the historic structures and elements of the Market, along with the $8.5 million renovation and expansion project, carefully designed to fit into the historic Market landscape.

D2: From Plan to Reality - How Planners work with Designers along the City of Rochester Waterfront (3.0 CMCs)

1:30 to 4:30 | Presentation at Tower 280 followed by Mobile Tour

This session will utilize the City of Rochester's ROC the Riverway effort as a case study to explore how a visioning process can translate into realistic projects when planners work collaboratively with technical designers and engineers.

The session will include an introductory presentation and overview, followed by a combined bus and walking tour that will cover the entire ROC the Riverway study area, including the South River, Downtown and High Falls segments. There will be specified stops in each segment where attendees will learn more about recently completed, on-going and planned projects to bring the City's waterfront back to life. Highlighted projects will include the West River Wall, the Promenade at Erie Harbor, Broad Street Aqueduct, Charles Carroll Plaza, the Pont de Rennes Bridge and Genesee Brewing.

SESSIONS

FRIDAY, OCTOBER 4

A8: Planning & Public Health (1.5 CMCs)

8:30 to 10:00 | Grand Ballroom E

This panel-led session will explore how Health Impact Assessments can be incorporated into the planning process and how transportation, built environment, housing, and other sectors play a role in addressing social determinants of health. Learn more about how to improve the health of our communities through planning and design.

A9: Adaptive Engagement Leads to Short-Term Wins (1.5 CMCs)

10:00 to 11:30 | Grand Ballroom E

Dynamic and adaptive community engagement can often springboard implementation. Short-term actions that build effective long-term change and momentum are highly sought after by communities. This session will discuss why short-term implementation is becoming crucial to modern planning efforts, establish strategies for developing an effective engagement approach and walk through several examples of different communities where this strategy has been employed.

A10: Local Economic Development Opportunities along the Empire State Trail (1.5 CMCs)

12:00 to 1:30 | Grand Ballroom E

In January 2017, Governor Cuomo announced $200 million towards the 750-mile Empire State Trail (EST) spanning the state, from New York City to Canada and from Buffalo to Albany. The EST is a once-in-a-generation opportunity to improve physical and programmatic connections between communities and catalyze local economic development.

B7: Sparking Youth Interest in Community Planning (1.5 CMCs)

8:30 to 10:00 | Regency

This session will introduce a simple but powerful program, "My Community: What's the Plan?", designed to build interest, knowledge and engagement of youth in planning. The program introduces and engages youth interactively in the concepts, science, issues, process, politics, complexities and controversies of community planning and development.

B8: The Planner's Bar:Balancing Legal Risk Aversion & Planning Best Practices (1.5 CM Law)

10:00 to 11:30 | Regency

While the understanding of case law is important, there are many unresolved questions and challenges to the legality of policy and decisions that planners implement in everyday practice. This session will improve planners' confidence in the legal implications of their actions as well as to help planning professionals better advocate for best practices in local regulations and when working with municipal attorneys. The session will meet the law requirement of CM certification.

B9: Ethics Session (1.5 CM Ethics)

12:00 to 1:30 | Regency

This interactive session will take planners through a series of ethics cases, based on actual cases from 2018-2019 and provide attendees the opportunity to discuss real-life applications of the AICP Code of Ethics and Professional Conduct. The session will meet the ethics requirement of CM certification.

C7: Creating Implementable Plans: An Open Dialogue About What's Working & What's Not (1.5 CMCs)

8:30 to 10:00 | Grand Ballroom F

This session will encourage an open dialogue with planners about how the plans we create might need to change in order to be more implementable. It will include thought provoking questions regarding how plans are or are not best serving our communities. Data collection and analysis, community and stakeholder input, plan organization, and implementation are all fair game.

C8: Implementing a New Zoning Code: Lessons Learned (1.5 CMCs)

10:00 to 11:30 | Grand Ballroom F

Buffalo's Green Code is a form-based code, emphasizing neighborhood character as its organizing principle while combining land use, subdivision, and public realm standards into a single, user-friendly document. This session will provide an update to the Code, an overview of the mechanics of the planning process and implementation, and an open forum for discussion and questions.

C9: Post-Flood Recovery Building Workshop for the Village of Sodus Point (1.5 CMCs)

12:00 to 1:30 | Grand Ballroom F

This session will provide an overview of the post-flood recovery building workshop for the Village of Sodus Point in Wayne County. As climate hazards increase, municipalities are considering the reduction of future risk in their planning and development goals to ensure that people, property and infrastructure are not placed or rebuilt in harm's way.

SINCE 1935

Planning

ITHACA • ROME • NEW YORK CITY

- **Regional Planning** (M.R.P., Ph.D.)
- **Historic Preservation Planning** (M.A., Ph.D.)
- **Regional Science** (M.A., M.S., Ph.D.)
- **Real Estate** (M.P.S.)

+ Dual Degree Options :
M.R.P / Landscape Architecture (M.L.A.)
M.R.P / Real Estate (M.P.S.)

Cornell AAP
Department of
City and Regional Planning

aap.cornell.edu/crp • crpinfo@cornell.edu

WWS Planning

Community Planning Waterfront Revitalization Comprehensive Plans
Grants Writing Public Outreach Agricultural Protection
Zoning/Design Standards Environmental Review

Wendy E. Weber Salvati, AICP
4915 Pineledge Drive North
Clarence, NY 14031
wsalvati@wwsplanning.com
716) 870-2724

Our designs
connect people
and places

Stantec

Design with community in mind
stantec.com/urban-planning

Neil Street Plaza Placemaking Plan | Champaign, IL

WE PLAN GREAT COMMUNITIES

"MKSK believes in a culture of local, relies on authentic ideas, and values the importance of social connections. Let us help plan your community."

Columbus | Cincinnati | Detroit | Greenville | Indianapolis | Louisville | West Lafayette

www.mkskstudios.com

LaBella
Powered by partnership.

GRANT FUNDING & ADMINISTRATION

ECONOMIC DEVELOPMENT

DOWNTOWN REVITALIZATION

MARKET ANALYSIS

ENVIRONMENTAL REVIEW

WWW.LABELLAPC.COM

BERGMANN
ARCHITECTS ENGINEERS PLANNERS

Designing Our Future

Committed To Our Communities

NATIONAL FIRM. STRONG LOCAL CONNECTIONS.
www.bergmannpc.com

2019 ANNUAL CONFERENCE

American Planning Association | New York Upstate Chapter

MAKING GREAT COMMUNITIES HAPPEN

ROCHESTER, NEW YORK