

# NEWSBRIEF



American Planning Association  
Virginia Chapter

Making Great Communities Happen

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American Planning Association



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## Great Expectations: Moving Long-Range Plans into Action in Virginia Beach

By Jeryl Rose Phillips, AICP

As the City of Virginia Beach celebrated its Jubilee 50th anniversary in 2013, we looked back on our relatively short history since merger with Princess Anne County with great pride in our growth and accomplishments as a municipality, and

as our city motto states, "A Community for a Lifetime."

Planning is viewed in Virginia Beach as an essential civic process for building a beautiful and enriching city. In our 2003 and 2009 Comprehensive Plans, Virginia Beach identified SGAs that are



optimistically ahead with great anticipation for the significant potential to be realized as a result of visioning and planning for a sustainable and vibrant future for years to come. Also in 2013, we completed perhaps our most significant series of continuous planning initiatives in our City's history with the culmination and adoption of 8 master plans for our Strategic Growth Areas (SGAs). Now we are realizing the real return on investment put into such planning for our future, from both economic and lifestyle gain, to truly be

underutilized areas attractive for redevelopment at higher densities — potential new "urban areas," representing only 2% of the City's total land area. This decision by our city leaders came several years before the 2007 state-mandated designation of Urban Development Areas in Comprehensive Plans, which subsequently became voluntary in 2012. Master planning the SGAs and implementing these plans became the

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## APA Virginia Chapter President's Column— Spring 2014 Edition

By George M. Homewood, AICP

### Planning Is Economic Flypaper

Too often planning is seen as hindering “progress” and economic development. However, the reality is that good planning leads to strong economies. Good planning celebrates change and innovation and allows it to occur in a supportive environment. Frameworks established through the planning process not only guide development, but also provide the basis in certainty that will allow for the investment of capital in transformative ways. Planning allows those investments to “stick” in place where the multiplier takes over, creating value several times the amount of the initial investment.

One planning theory I recently heard espoused in several different ways is that planners and economic developers should jointly concentrate on locations that are the seams between “have” and “have-not” areas. The incremental economic expansion of relatively affluent areas will have more lasting impact and avoid much of the negative problems of a leapfrog approach. Plus, this method follows the natural evolution of communities over the millennia. It begins with a concept and a plan that sets the expectations in a clear manner, but only works if policymakers and elected officials have the courage of their convictions and stick to the plan. Thus planning needs to drive economic development to turn the “Boulevard of Broken Dreams” into the “Avenue of Opportunity” for the whole community.

As I write this, the General Assembly has gone into overtime over the budget for the 3rd time in the past 9 years. This legislative version of March Madness adds uncertainty to the budgets of localities throughout the Commonwealth and leaves the citizens wondering why our government cannot seem to accomplish the most basic of its constitutional responsibilities. This time it is over the expansion of Medicaid which some claim will be nothing but sunshine and roses and others believe it is a short-term bad idea with long-term catastrophic consequences for the citizens of Virginia. The truth likely lies somewhere between, but increasingly it seems

that the inability to have calm and rational discussions about the big issues has drifted south of the Potomac to Richmond.

Inasmuch as using calm and rational approaches to problem-solving is part of what the planning process is about and what we planners do, it is not a good thing to have our lawmakers in Richmond paralyzed by an unwillingness to consider that a fair compromise might be the optimal outcome. And getting back to the theme that planning drives economic development, it is equally likely that the inability to make important decisions calmly and rationally can drive economic development away. Thus I believe that it is more crucial now than ever before for the planning profession to ensure that the broadest level of participation and range of opinion is gathered and synthesized into plans as a way of demonstrating that good planning arises from an inclusive planning process and drives positive community outcomes. I am daily reminded of former APA President Mitchell Silver's maxim that, “Planners are the guardians of the future—if not us, than who?”

\* \* \*

The APA National Planning Conference convenes in Atlanta this year. Immediately prior to the Conference itself, APA's leadership including the national officers and board, division chairs, chapter presidents, the AICP Commission and the student representatives gather to help determine the direction of the organization over the next year and beyond. These leadership meetings will be Paul Farmer's last as APA Chief Executive Officer. He is retiring in July to pursue other interests and the impending decision about our next CEO will largely dominate conversation. The Chapter Presidents Council will consider a number of items including perhaps beginning the process of standardizing the manner by which Chapter dues are set. The National Delegate Assembly will consider adopting 2 new policy guides, one on aging and the other on hazard mitigation. Both policy guides have benefitted from significant contributions by Virginia Chapter members.

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President’s Letter (continued)

However, my personal highlight for this year’s National Planning Conference is that seven—yes, SEVEN!!!—APA Virginia Chapter members have been selected for induction into the AICP College of Fellows. This is an incredible achievement for the seven individuals, but also is a validation of all planners in Virginia, recognizing that the art and science of planning is practiced here at the very highest levels. My predecessor, Jeryl Rose Phillips, AICP, deserves credit for having the vision and the fortitude to put forth all the applications—thanks Jeryl!

With chapter elections will soon come a new board. As is our habit, the current and new boards will gather together in a retreat to refine the Chapter Development Plan and advance the Board Work Program for the next 2 years. We all would like to hear from members with thoughts and ideas about what should (or should not) be a part of these two vital Chapter plans. Please let me know of your ideas and vision for the chapter at any time.

Thank you for allowing me to serve the Chapter. ■  
George

Great Expectations: Moving Long-Range Plans into Action in Virginia Beach (continued)



City Council’s priority, which was supported by the City Administration.

Together with a consultant team of design specialists, Virginia Beach embarked on a multi-year planning process, starting in 2007 and ending in early 2013, that engaged hundreds of citizens in multiple neighborhoods across the city to plan appropriate patterns of development, open space, and infrastructure for the SGAs. We have had a strong urban service boundary in place since 1979—the “Green Line”—to protect our productive rural lands and agricultural heritage. We realized with the

2003 Comprehensive Plan and revalidated with the 2009 Comprehensive Plan that the rapid suburbanization of the northern half of the city had consumed what remained to be developed in an unsustainable sprawling pattern of low-density development. In strategic areas where maximizing existing infrastructure was possible, we knew we must transition to a more urban style of development to accommodate what the market is looking for in terms of services, office space, and housing that appeals to newer generations. Planning in this manner for the SGAs—the

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Great Expectations: Moving Long-Range Plans into Action in Virginia Beach (continued)

City's next chapter of a more urban future— would provide for the absorption of future population growth via greater development densities, and would offer a new variety of housing, cultural, and transportation choices never before known as a complement to our very stable and safe suburban neighborhoods and rich agricultural community.

Although each SGA is unique in its geography, existing development patterns, neighborhoods and potential, the city pursued a consistent planning strategy and underlying design principles that encourage transit-oriented, mixed-use development, improving connectivity, expanding parks and trails, building sustainable development, and accommodating new lifestyles. The city has embraced in its long-range planning for the SGAs the possibility of light rail transit as an important investment and catalyst for developing exciting new neighborhood centers. With the completion of the 8 SGA Master Plans in 2013, all of which have been adopted as amendments to the Comprehensive Plan, we now have citizen-derived and Council-supported visions and development and redevelopment blueprints for a more sustainable future. We like to refer to them as “economic flypaper” for that, indeed, has been the result. Beyond the economic and environmental reasons for Virginia Beach to set its sights higher, there are aesthetic ones as well.

A master planning and implementation contract, using Capital Improvement Program (CIP) funding, was used in the amount of \$1.285 million. To have the organizational capacity to turn these 8 SGA plans into reality, the City established an inter-disciplinary Strategic Growth Area Office in 2010 to coordinate plan implementation. SGA Office staff consists of planners/urban designers, engineers, economists, landscape architects, and administrative support. They are supported by the Planning Department and multiple other city departments, including the City Attorney's Office.

City Council has demonstrated an annual commitment to implementing the public initiative components of these plans through its Capital Improvement Plan (CIP) and Budget, a careful prioritization process and fiscally-constrained resource allocation. Following drafting of the 8th and final SGA Master Plan in Fall 2012, a review of all SGA Master Plan implementation strategies was conducted to determine where there are common strategies

to assist City Departments with plan implementation strategy prioritization and budgeting. CIP appropriations to date thru FY14 total \$56,963,658, and future programmed through FY19 is \$41,256,162, for a total through FY19 of \$98,219,820 in public investment. When the \$40 million in reallocated, non-SGA CIP road project funding is factored in, the CIP appropriations to date thru FY14 total just under \$97 million. Added to future programmed through FY19, the total public investment through FY19 is over \$138 million. Thru FY13, over \$70 million in capital projects have been implemented or approved to support the SGA effort; this number does not

include nearly \$40 million the City has also invested in the Laskin Gateway project (road/infrastructure funding) in the Resort Area SGA, which was reallocated from other approved, but non-SGA, CIP projects, reinforcing the priority of SGA Master Plan implementation. Therefore, the more accurate public infrastructure investment total is \$111 million. Where there are opportunities to dovetail the timing of phased priority public infrastructure development with the start of private development initiatives, they are seized. In some cases, however, the City has had to lead with the investment, to walk the talk in the master plans to cultivate private

investment interest. When it has, both private reinvestment and new investment has followed. In other cases, the development community has pioneered implementation of SGA visions in advance of planned public improvements. In still other cases, private and public improvements have occurred simultaneously.

New development review processes were instituted in 2011 whereby all proposed development within SGAs requires a pre-design/pre-submittal meeting with City staff, out of respect for the amount of public investment in time and resources which occurred in the SGAs and in furtherance of the design principles included in each SGA plan. During these meetings, multi-disciplinary teams of Planning Department and SGA Office staff meet with property owner/developer applicants and their design teams at the conceptual design stage of each project—be it discretionary or by-right development activity—to review the design principles of their particular SGA and work together to the greatest extent feasible to achieve those desired outcomes through private investment and public initiative partnership. This mandatory pre-design process

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**We now have citizen-derived and Council-supported visions and development and redevelopment blueprints for a more sustainable future. We like to refer to them as “economic flypaper” for that, indeed, has been the result.**

Great Expectations: Moving Long-Range Plans into Action in Virginia Beach (continued)

is reviewed periodically to improve the customer service experience and outcomes.

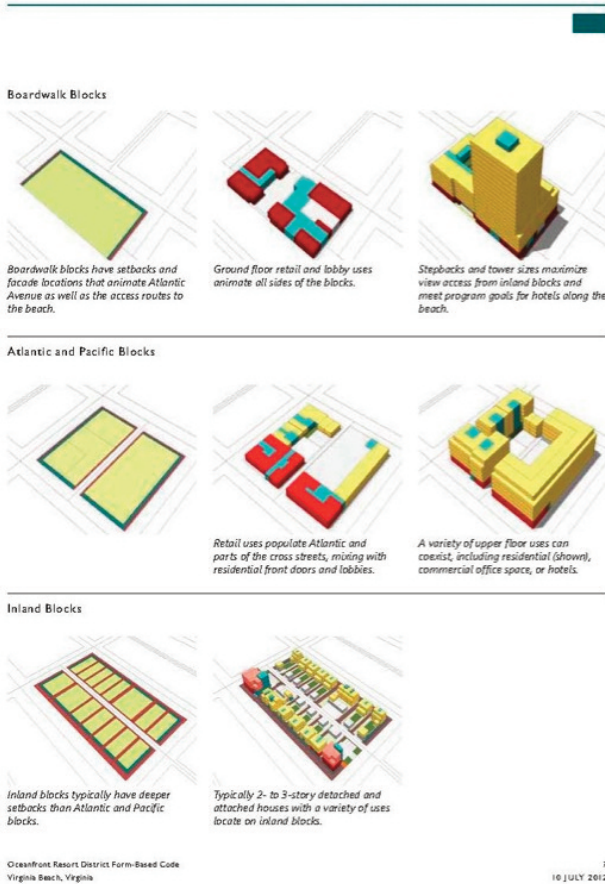
SGA boundary maps have also been incorporated into the Planning Department's Special Areas Geographic Information System (GIS) mapping tool to provide all Planning Department staff with an easy reference when working with customers in SGAs. The SGA Office website ([www.vbgov.com/sga](http://www.vbgov.com/sga)) has been improved to enable customers to easily navigate through each SGA to learn about existing conditions, the SGA vision and master plan, underlying design principles and key recommendations; to view street-level maps of the SGA boundaries for orientation and project-siting; and, to find out what they need to know, including any associated design guidelines and whom to contact if they are interested in developing in that SGA.

The Virginia Beach Economic Development Office is a key player in marketing the SGA Plans to prospective investors and businesses, and in working with existing businesses here in our community who may want to relocate into an SGA. In addition to hosting an

availability, demographic data, etc.

The Oceanfront Resort District Form Based Code, the City's first form based code, and the corresponding Oceanfront Resort District Design Guidelines were adopted in July 2012 to enable the vision put forward in the Resort Area Strategic Action Plan. New SGA overlay zoning districts are being written to enable the visions put forward in the other SGAs, starting with the Pembroke SGA. In 2012, a new category for SGA Development was also added to the Planning Commission's Design Awards Program to recognize outstanding design in the SGAs. In 2013, an SGA Development Investment Partnership Incentives policy is being drafted to further enable the SGA plans vision through implementation.

The results have been exciting, as many media articles and monitoring data indicate. In November 2012, in great measure we believe due to the strength of our SGA planning and the broad public participation in it, Virginia Beach voters supported a referendum to study the feasibility of extending Norfolk's The Tidewater light rail transit system 11 miles to the Oceanfront; a similar referendum in 1999 failed. Our citizens have come to experience and realize through this extensive SGA master planning process the powerful difference they can make by articulating their values and aspirations for the city's future through community discourse and visioning. For some, this was the first time they had ever participated in a civic planning exercise. New urban form development projects are coming out of the ground and transforming our landscape, providing new choices and reasons to live a lifetime in our community. New people and businesses are moving to Virginia Beach, as our 2010-2012 population estimates and new business starts indicate. Localities that have chosen to designate and plan for obsolete suburban corridor revitalization can learn from our experience, return on investment analyses, and success. In July 2013, the City received the Virginia Municipal League (VML) Achievement Award – President's Award, the highest honor bestowed by VML, for this initiative. More recently, we have been invited to share our story with a national audience by presenting a case study, along with 39 others from around the country, at the 2014 Transforming Local Government Conference: 20 Years of Transforming Local Government from the Inside Out in Denver on April 24. ■



interactive website of our business districts ([www.yesvirginiabeach.com/business-districts](http://www.yesvirginiabeach.com/business-districts)), including the SGAs, they have recently developed a new iPad app to assist prospects in learning about each of the SGAs, including links to the SGA plans, the status of infrastructure development, site data, building

*Jeryl has been the Comprehensive Planning Coordinator in the City of Virginia Beach Planning Department since August 2010. The Planning Department is the proud recipient of the 2010 APA Virginia Outstanding Plan Award for its 2009 Comprehensive Plan: It's Our Future, and the 2011 Outstanding Plan Award – Small Area Plan recipient for its Pembroke SGA 4 Implementation Plan, prepared in coordination with CMSS Architects.*

**Contact: [jrphilli@vbgov.com](mailto:jrphilli@vbgov.com) or 757-385-8594.**

## Reports from the 2014 General Assembly

Key Bills for Planners, 2014

*Emily Gibson, Vice President for Legislative Affairs*

The 2014 Key Bills for Planners document is now available! This document outlines the bills passed during the 2014 General Assembly session with impacts to Virginia's Planners. It reflects the status of each bill as of April 7th when the Governor acted on bills that were passed during the regular session by the House of Delegates and the Senate. Once the special session has ended and all bills are final, the document will receive an additional edit to reflect the final status of each bill.

Once again the file is available online and includes links to each of the bills, as well as their duplicate bills from either the House or the Senate. To view the 2014 Key Bills document, visit the Legislative and Policy Program page at: <http://apavirginia.org/member-resources/legislative-policy>.

Questions or comments on the document or other Chapter legislative items? Contact Emily Gibson, Vice President of Legislative & Policy Affairs by email at [legislation@apava.org](mailto:legislation@apava.org). ■

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# Great Places *in VIRGINIA!*



This year the General Assembly recognized the “Great Places” in Virginia that received awards from the American Planning Association’s Great Places in America competition.

*Commending the City of Staunton on* receipt of “2013 Great Place in America: Great Street” for West Beverly Street were joint resolutions from each body-SJ178 (Hanger) and HJ398 (Bell, Landes).

*For the City of Norfolk’s designation as a* “2013 Great Place in America: Great Neighborhood” for West Freemason, joint resolution SJ187 was patroned by Lewis in the Senate and James in the House.

**The Chapter would like to offer a special thank you to each of those patrons as well as to our legislative consultants, Eldon James and Sue Rowland, for forwarding these resolutions on behalf of the Chapter.**

## New Agricultural Legislation in Virginia: Now What?

By James May

Now that the General Assembly has passed legislation limiting the ability of localities to regulate activities on agricultural operations, counties across Virginia are asking themselves, "Now what!?" Before you decide that agriculture districts are now regulatory free zones, here are a few questions:

First, the legislation only applies to activities on an agricultural operation, which is defined as "devoted to the bona fide production of crops, or animals, or fowl." If "bona fide" means "made or done in an honest or sincere way", what is the "bona fide production of crops"? How is "devoted" measured?

After passing the initial test of an agricultural operation, the legislation provides a second major caveat for localities to regulate certain activities that cause "a substantial impact on the health, safety, or general welfare of the public." What constitutes a "substantial impact"? At what point does an activity on an agricultural operation exceed the standard impact of the agricultural operation? What regulations on agricultural operations would serve to mitigate this substantial impact?

The legislation then lists four activities that require this heightened scrutiny against regulation. However, this list

provides multiple questions for the regulating county to resolve. An agritourism activity allows members of the general public to view or enjoy rural activities carried out on a farm or ranch. While the farm or ranch may include processing of agricultural products, under the Right to Farm Act, processing is specifically excluded and may require a special use permit. So, would the processing activity be permitted only by special use permit, while the agritourism activity would be permitted by right? Can these activities be effectively separated? If an agritourism activity does not permit the general public to view the activity, can it be considered an agritourism activity? Can the activity viewed be limited to the product of the activity, such as a show room for products produced on the farm?

The legislation then lists "the sale of agricultural or silvicultural products, or the sale of agricultural-related or silvicultural-related items incidental to the agricultural operation" as protected activities. How broadly can one understand the term "agricultural or silvicultural products"? Can "agricultural or silvicultural products" be understood to exclude processed goods? If so, how much processing would be too much? If a special use permit were required for a processing operation, could this be used as a litmus test for what can be sold without regulation? How related to the agricultural operation must these products be? How incidental to the operation?

Finally, the legislation then lists "other activities or events that are usual and customary at Virginia agricultural operations." What does "usual and customary" mean? For now, localities must attempt to answer these and other questions for themselves. But eventually the answers may be determined either by the legislature or by the courts. ■

## Seven Virginia Planners Inducted into AICP College of Fellows

Seven of Virginia's finest planners were selected for induction into the AICP College of Fellows in April 2014. They represent all facets of planning, from teaching and local government planning to consulting and community service. All are distinguished leaders in our profession. Please join us in congratulating them on this richly deserved honor. They are:

**John Accordino, Ph.D., FAICP**  
(Teaching & Mentoring)

**Frank M. Duke, FAICP**  
(Professional Practice)

**Elaine Echols, FAICP**  
(Community Service & Leadership)

**Milton Herd, FAICP (Professional Practice)**

**Mayor Satyendra Huja, FAICP**  
(Professional Practice)



**Shown, L-R:** Frank Duke, FAICP, Elaine Echols, FAICP, Jack Stodghill, FAICP, Satyendra Huja, FAICP, Julie Pastor, FAICP, Milton Herd, FAICP, John Accordino, Ph.D., FAICP

**Julia (Julie) Pastor, FAICP**  
(Professional Practice)

**A. Jack Stodghill, FAICP (Professional Practice)**

The next FAICP induction will take place in 2016.

Northern Virginia Section Update (continued)

## Northern Virginia Section Update

By Ben Wales, AICP

In early April, Northern Virginia Section members had the opportunity to visit one of the region's most prominent redevelopment projects at Tysons Corner Center in Tysons Corner. As its name suggests, Tysons Corner Center lies at the heart of Tysons Corner and will be served by the, 'Tysons Corner' Metrorail Station, when the service finally opens.



Tysons Corner Center is the largest mall in Virginia and has been in operation since 1968. Since this time, its retail floor space has steadily increased to approximately 2.4 million square feet. During peak periods, it requires almost 6,000 employees and attracts over 22 million visitors per year – more than Disney World!

Attendees of the session were provided a summary of rezoning approvals allowing the development of Tysons Corner Center into a mixed-use community and specifically, Phase 1, which includes the landmark 'Tysons Tower' office building and hotel and residential buildings.

John Harrison, Vice President of Development, and Hillary Zahm, AICP, Senior Development Manager, both with the Center's owner, Macerich, discussed various aspects of the project, including its consistency with the County's Comprehensive Plan, the importance of a connection to the planned Metrorail project, and notable proffers covering topics including pedestrian connectivity, storm water management and transportation demand management. Also in attendance were Peter Braham, who was the Fairfax County Staff Coordinator during the project's rezoning process, and Dave Steigler, AICP, with Macerich's engineering firm, Pennoni

Associates, Inc. Attendees were then allowed access into the 22-story Tysons Tower construction project. This attractive building has been designed to achieve LEED Gold certification.

The four-phase redevelopment project is anticipated to add some 3.5 million square feet of office, residential, hotel and retail space to Tysons Corner Center. The new and existing uses will be carefully connected to each other and to the Tysons Corner Metro Station by plazas, bridges and other pedestrian links.

Please look out for upcoming sessions provided by the Northern Virginia Section. If you have any questions, please contact our Section Directors, Shannon Roberts, AICP, Suzanne Lee Farmer, AICP, and Ben Wales, AICP, at [novadirector@apavirginia.org](mailto:novadirector@apavirginia.org) ■

## Piedmont Section Hosts UVA Event

By Todd Gordon

On March 27th, the Piedmont Section of APA Virginia partnered with the University of Virginia's Department of Urban and Environmental Planning to host a career forum for planning students. Open to both graduate and undergraduate programs, this event brought students together with planning practitioners to explore the variety of career paths available to students of planning. Panelists included experienced public sector professionals in local government planning, zoning administration, and regional planning, as well as private sector planners with experience in facilitation, comprehensive planning, and property development. Panelists for the event were:

**Wayne Cilimberg**  
Director of Planning, Albemarle County

**Will Cockrell – Planner III, Thomas Jefferson Planning District Commission**

**Todd Gordon - Project Manager, The Cox Company**

**Hannah Twaddell - President, Twaddell Associates**

**Gregg Zody - Planning and Zoning Director, Orange County**

Virginia's universities continue to produce bright and capable new planners every year, and APA Virginia and its constituent local sections remain committed to partnering with our academic institutions to promote sound planning and current education. A huge thank you goes out to the University of Virginia's Department of Urban and Environmental Planning for partnering with us, and to our panelists for generously sharing their time and expertise.





## Board Happenings

*By Ben Wales, AICP, Secretary*

Your APA Virginia Board of Directors has had a busy start to 2014. Here are some highlights from the Quarterly Meeting on March 7, 2014:

- As it continues preparations for the 2014 Annual Conference at Wintergreen Resort (July 21-23), the Board held its last meeting at Wintergreen. In addition to focusing on the Conference schedule and other Board matters, Board members were also given a tour of parts of the Resort that have been renovated since it hosted the 2012 Conference.
- Following on from the successful Conference in Lansdowne last July, this year's gathering promises to be another dynamic professional development and networking event. Thanks to the efforts of our Vice President of Chapter Affairs, Earl Anderson, AICP, we have an excellent selection of sessions lined up for the 400 planners, zoning officials, engineers, designers, and development professionals expected to attend. Also, don't forget that Wintergreen is a great place to take your family in July – the Conference will again be family-friendly. For more details, visit the conference website at: [www.apavirginia.org/events/2014/apa-virginia-annual-conference](http://www.apavirginia.org/events/2014/apa-virginia-annual-conference)
- This year's Conference will again include a Mentor Match program. Look out for details being distributed or contact our Membership Director, Andy Sorrell, AICP. This program is an excellent way for experienced planners to 'give-back' and a great way for young or new planners to help develop knowledge and experience that will enhance their professional and personal growth.
- The Board has received a report from our Past President, Jeryl Phillips, AICP, on the incredibly successful FAICP nomination process that has resulted in seven of our members being inducted into the 2014 Class of the AICP College of Fellows. This fantastic achievement involved many hours of work by nominators, the Chapter's FAICP Selection Committee, Jeryl and our Chapter President, George Homewood, AICP. Congratulations to all!
- Thank you to all of those members who have recently taken part in the Chapter's biannual Membership Survey. Results from the Survey will help inform the Board's discussion at its Leadership Retreat, which is scheduled to take place immediately preceding July's annual Conference. The retreat will also provide an important opportunity for Board Members vacating their positions to provide essential background information to those individuals elected to take up the reins.
- The Board has spent considerable time discussing the best approaches to undertaking an overhaul of the Chapter's website. The desire is for a website that is easier to keep up-to-date with latest information, events and materials and which is easy to navigate through. The Board looks forward to rolling out a new website.
- The Chapter's Young Planner's group Chair, Gareth Prior, updated the Board on upcoming YPG Quarter's events. Gareth has been working tirelessly to grow the reach and profile of 'YPG' and for regional Groups to be created. This will allow better coordination between members and other professional organizations and more opportunity for our young planners to share experiences and increase their knowledge. Gareth has already created a mission for the Richmond region and plans for similar missions to be created for YPG's other regions. If you have any questions, please visit [www.apavirginia-ypg.org](http://www.apavirginia-ypg.org) or contact Gareth [ypg@apavirginia.org](mailto:ypg@apavirginia.org)
- Our Section Director, Will Cockrell, AICP, has continued to prepare and refine detailed operating procedures for our Section Directors. The Board is keen for the good work of our Section Directors to be maintained and enhanced. Look out for upcoming Section events on the Chapter website's 'Events' page. The Events page is constantly being updated. Attendance at these events is a great way to meet and network with local planners and obtain CM credits
- The Chapter continues to make more information available through its social networking feeds. Please keep up-to-date with Chapter news on Facebook and Twitter. Links to these feeds can be found on the Chapter website.

If you're interested to see what other matters the Board is discussing, please visit the 'Leadership/ Board' page of the Virginia APA website, which provides a link to Board meeting agendas and minutes. Please contact me at [secretary@apavirginia.org](mailto:secretary@apavirginia.org) with any questions.



# Evaluating and Conserving Natural Assets: Planning for green infrastructure in the developing and urban landscape

*Sponsored by Green Infrastructure Center, the Virginia Department of Forestry and University of Virginia*

## Agenda

**10:00 am – 4:00 pm**

*Va. Dept. of Forestry  
900 Natural Resources Dr.  
Charlottesville, VA 22903*

*Course Instructors:  
Karen Firehock & Andrew  
Walker, Green Infrastructure  
Center [www.gicinc.org](http://www.gicinc.org)*

*5.5 APA Continuing Education  
Credits Offered for Planners.*

*Inquire about other  
professional credits.*

- 10:00 a.m. Registration and Workshop Overview
- 10:15 a.m. Natural Assets – What are they, where are they, and how can their conservation create vibrant environments and economies?
- 11:15 a.m. **Hands on Practice #1** Simulated Natural Assets – Plan for the *County Scale*
- 12:30 p.m. Lunch (provided)
- 1:00 p.m. **Hands on Practice #2** Working with Data – Prioritizing a connected landscape using spatial analysis
- 2:00 p.m. Planning at the *City, Town, and Small Watershed Scale*
- 2:15 p.m. **Hands on Practice #3** Create a town/city/watershed connected sites plan
- 3:00 p.m. New Models and Tools for Sites – Case studies and data tools
- 3:30 p.m. Making the Case to Decision Makers – Gaining political and financial support
- 4:00 p.m. Adjourn



Select the workshop you would like to attend and pay at least one week in advance (all workshops are the same):

Thursday 09/18/2014

Thursday 11/20/2014

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

\*Detach this registration form and mail to: Green Infrastructure Center, P.O. Box 317, Charlottesville, VA 22902  
With payment of \$100 if 30 days in advance or \$130 if less than 30 days. If paying by credit card, call 434-244-0322  
You may also register by email: send this form to: [workshops@gicinc.org](mailto:workshops@gicinc.org) **Space is limited so register early!**

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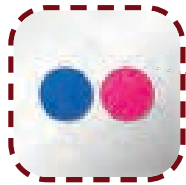
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